



The influence of customer experience and destination image on interest to return visit

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ABSTRACT

This study aims to examine the effect of customer experience and destination image on the intention to return to Kedai Tanah Senja Wonosalam. The explanatory research method is used by collecting data in the field. The research population consisted of all customers of the Tanah Senja Wonosalam Tavern, with a sample of 100 customers. Data analysis was performed using multiple linear regression statistical methods, as well as testing the hypothesis and the coefficient of determination. Based on the results of the study, it was found that there was a significant influence between customer experience and intention to revisit Kedai Tanah Senja. That is, the higher the customer experience, the higher the customer's intention to revisit. In addition, a significant influence was also found between destination image and intention to revisit Kedai Tanah Senja. A high destination image has the potential to influence customers to make repeat visits. Thus, this study concludes that customer experience and destination image play an important role in increasing intention to return to Kedai Tanah Senja Wonosalam.

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INTRODUCTION

Businesses in the culinary field are currently growing, their role is not only to provide basic needs, but they also act as a place of refreshment, so that it can be a means to relieve boredom from routine work activities. Consumers or customers do not only think about the food that is served just like that but several things are taken into consideration in choosing the desired culinary place, including; cleanliness, comfort, taste, appropriate price, service, and easy access to places (Babin & Harris, 2023; Collier et al., 2021; Kaushal & Yadav, 2021).

Kedai Tanah Senja Wonosalam is a type of restaurant with a unique natural concept that is characteristic of the Wonosalam area with a simple place concept that combines natural scenery and places made of wood and bamboo to enhance its natural elements. This shop has a vision and mission to become a tourist attraction in Jombang Regency for domestic and foreign tourists. Established on October 23, 2020, this restaurant is open every day from 08.00 - 22.00 WIB. Kedai Tanah Senja Wonosalam stands in the rise of restaurant businesses that provide a variety of menus, most of which reflect foreign menus. This shop targets the market from lower to upper class, or it can also be called

Kedai Tanah Senja Wonosalam targeting all groups. However, Kedai Tanah Senja Wonosalam's target market is young people who enjoy brewing coffee.

Kedai Tanah Senja Wonosalam also has a very good strategy to attract customers. This is evidenced by the very friendly service of the employees, this is also one of the service strategies so that visitors can return to the Tanah Senja Wonosalam Shop. In addition to good service by its employees, Kedai Tanah Senja Wonosalam also has complete facilities, because it is supported by a large area, then the existing facilities can also be said to be complete, starting from the dining area on the second floor which can directly see the beautiful scenery, on the first floor there is also a sitting area, toilets, and a beautiful photo spot.

Interest in revisiting is an interest based on past experiences that have been carried out. High interest in visiting again illustrates visitor satisfaction with the place offered to choose the place (Nasir et al., 2020; Othman et al., 2020; Patwardhan et al., 2020). Satisfaction in choosing a place arises after visitors enjoy the place offered, and then visitors have an interest in the place. This interest arises when visitors have the notion that the place offered has comfort or conformity with the wishes and expectations of visitors, it can be said that the place offered has a high enough value in the eyes of visitors. The success of a place is seen by the high interest in visiting visitors again (SISI, 2022).

Customer experience is internal and subjective customer reviews as a result of direct or indirect interactions with those who provide services (Bascur & Rusu, 2020; Liu et al., 2021; Zaid & PATWAYATI, 2021). Meanwhile (Zaid & PATWAYATI, 2021) states that consumer experience is an event, event, or situation that is experienced personally and occurs as a response to certain stimuli (for example through various marketing strategies before and after sales).

If a place is memorable for visitors, and provides a positive experience for visitors, visitors will always remember the place, and the services provided will even be loyal to the place if the place is assessed according to visitor expectations. The positive experience that this visitor gets, will later make the visitor tell his friends to come to a place that he feels is very suitable (Basu & Nagendra, 2021; Corbisiero & Monaco, 2021; Tu, 2020).

Destination image is the perception of each individual in seeing and enjoying the characteristics of each place which is influenced by information circulating both from print media and digital media (Cosentino, 2020; McKinney, 2020; Pencarelli, 2020). Meanwhile, according to Gartner (2017), the destination image is an interactive system of thoughts, opinions, feelings, visualization, and intention to visit each individual in choosing a place (Bui et al., 2022; Kislali et al., 2020; Styliadis et al., 2022).

From the explanation of the experts above, the destination image is a thought from every visitor to a place based on the thoughts, feelings, and visualizations that visitors receive, whether they feel it directly, or information from the media. In applying a destination image, a place must pay attention to many aspects starting from aspects of cleanliness, supporting facilities, and the beauty of a place (Ageeva & Foroudi, 2019; Mukmin, 2022; Zhou et al., 2023).

Previous research related to the effect of customer experience and destination image on intention to revisit, there are still many things that need to be refined starting from theoretical studies that are more related to the topic of the problem, to the application of customer experience and destination image directly to the business industry in the restaurant sector. or restaurant.

Previous research (Kotler et al., 2019) proves that customer experience is very influential on visitors' interest in revisiting, customer experience is also the beginning of customers being interested in the products offered, then they have a good first impression so indirectly a desire arises to return to a place that has good service. However, this research also explains that customer experience will not affect intention to revisit, because the main factors for consumers to return are factors that exist in each consumer, then the consumer's desire to return.

Meanwhile, research (Govindarajo & Khen, 2020) proves that destination image is the best form of strategy to attract customers by using facilities that support a place. It will create a sense of comfort for customers. If the destination image is good, it will benefit the company or place owner,

and vice versa. If a destination image in a place is bad, the company or owner of the place will be harmed by the bad image of the place. However, according to this study, the destination image does not have a rapid effect on the customer's intention to revisit.

The use of customer experience and destination image is expected to increase sales of the Tanah Twilight Tavern in Wonosalam. Customer experience and destination image are more than just providing opportunities for customers to obtain services for the benefits derived from the product or service itself but also evoking emotions and feelings that impact marketing, especially sales and destination image. Based on the explanation above, the research questions in this study can be formulated as whether customer experience has a significant effect on the intention to revisit and whether destination image has a significant effect on the intention to revisit.

This study aims to analyze the effect of customer experience on the intention to return to Kedai Tanah Senja Wonosalam and analyze the effect of destination image on the intention to return to Kedai Tanah Senja Wonosalam.

The benefit of this research is that it can be used as input or information for the manager of the Tanah Senja Wonosalam Tavern to find out the dimensions of the customer experience and destination image that influence consumer intention to revisit. And can be used as material for consideration in determining restaurant steps and policies, especially in determining marketing strategies that are oriented toward consumers' repeat visits, and can be a reference or reference for further researchers in the field of marketing, especially concerning how much influence customer experience and destination image have on intention to revisit consumers. This research is a deepening of knowledge, in which researchers apply theories obtained from college and relate them to the reality that happened. This research is expected to add to the study of knowledge about marketing concepts, especially customer experience and destination image.

RESEARCH METHOD

The approach in this study, researchers used a study through hypothesis testing using a causal design. According to (Sugiyono, 2017), causal design is a causal relationship, so it can be interpreted that in this case there are independent variables (variables that influence) in this study the independent variables are Customer Experience and Destination Image, while the dependent variable (the variable that is influenced) in this study is the intention to revisit consumers at Tavern Tanah Senja Wonosalam. The type of research used in this research is explanatory research. According to (Sugiyono, 2019), explanatory research is a research method that intends to explain the position of the variables studied and the influence between one variable and another. The main reason this researcher uses the explanatory research method is to test the proposed hypothesis, it is hoped that this research can explain the relationship and influence between the independent and dependent variables in the hypothesis.

In this study, researchers used a quantitative assessment method. According to (Sugiyono, 2019), the quantitative method can be interpreted as a research method based on the philosophy of positivism, used to research certain populations or samples. The population in this study were prospective visitors to the Tanah Senja Shop, Wonosalam, who knew the Tanah Senja Shop. While the sample in this study is part of the population, in this case, prospective visitors who know the Tanah Senja Shop Wonosalam, and already know the Tanah Senja Shop, totaling 100 people. Collecting data using a questionnaire, and using descriptive and inferential analysis, in this case using multiple linear regression method. This study aims to determine the effect of the independent variables on the dependent variable, how strong the influence between these variables is and to show the relationship between variables. The reason for choosing this type of research is that researchers want to know how much influence Customer Experience and Destination Image have on Kedai Tanah Senja Wonosalam on Consumer Repeat Interests.

The research that the researchers conducted was located at the Tanah Senja Shop in Wonosalam Village, Wonosalam District, Jombang Regency. In this study, researchers conducted

research on shop owners, shop managers, and consumers at the Tanah Senja Wonosalam shop. The research time in this study took 3 months, 1 month of data collection, 1 month of data processing, and 1 month of data reporting in the form of scientific work.

Research variables are measured using an instrument in the form of a questionnaire, which contains some written questions to obtain data from respondents. Interest in revisiting this study was measured using 4 indicators from (Dewi, 2019) including product selection, brand, place/time, and method of payment (price) using 4 question items. The measurement scale used is Likert. Customer experience is measured by 3 indicators according to (Bason & Austin, 2019), namely sensory experience, emotional experience, and social experience using 6 question items. The measurement scale used is Likert. The indicators used to measure the Destination Image variable from (Huete Alcocer & López Ruiz, 2020; Zulzilah et al., 2019) include a cognitive image, a uniqueness image, and an effective image. Destination Image measurement uses 6 question items.

The population element is the entire subject to be measured, which is the unit under study (Sugiyono, 2019). According to (Arikunto, 2019), the population is the entire research subject. Who will be examined and how many Populations whose existence and number of members are not known with certainty So that the population in this study were visitors to the Tanah Senja Wonosalam Tavern.

While the sample used in this study amounted to 100 respondents, who are part of the population, namely visitors to the Tanah Twilight Tavern, Wonosalam. Sampling technique is a technique used in sampling. The sampling technique is using incidental sampling. Incidental sampling is a technique of determining a sample by chance, that is, anyone who accidentally/accidentally meets the researcher is used as a sample. If you look at the person you met by chance, it is suitable as a source of data (Sugiyono, 2019).

The type of data used in this research is quantitative data. According to (Bloomfield & Fisher, 2019). Quantitative data is data that is measured on a numerical scale (numbers), which can be divided into interval data and ratio data. Sources of data used in this study are primary data and secondary data. Primary data is used as material for analyzing research variables. Primary data is data obtained directly from the subjects studied through the distribution of questionnaires offline in the form of questionnaires to respondents that contain Customer Experience, Destination Image, and Interest in Repeat Visits.

According to (Arikunto, 2019), secondary data is a source of data obtained indirectly through intermediary media (obtained and disabled by other parties). Secondary data is generally in the form of evidence, records, or historical reports that have been compiled in archives (published and unpublished documentary data). Secondary data from this study were obtained by researchers through literature study and data obtained from news, articles, and other media that discussed this research.

In this study, the variable instrument is a test of the questionnaire data. The research instrument test was carried out through a validity-reliability test to ensure that the questionnaire prepared was understandable to respondents and had measurement consistency (Rais & Zakiy, 2019). Further analysis was carried out by Reliability Analysis using SPSS software. Then the data was tested with the classical assumption test using the normality test, heteroscedasticity test, autocorrelation test, and multicollinearity test. After the data goes through the classic assumption test the data is tested using multiple linear regression analysis to determine the relationship between the independent variables and the dependent variable. And the last test is a hypothesis test which is useful for proving the hypothesis in research, in hypothesis testing there are 3 tests namely the partial test, the simultaneous test, and the coefficient of determination.

RESULTS AND DISCUSSIONS

Characteristics of respondents

In this research, questionnaires were distributed to 100 respondents to the visitors of the Tanah Senja Wonosalam Tavern. Respondent characteristics are useful for describing the description of the respondent's identity obtained from personal data contained in the respondent's identity data section which includes gender, age, last education, and occupation.

Table 1. Characteristics of respondents based on gender

No	Gender	Amount	Persentase
1	Male	50	50%
2	Female	50	50%
Amount		100	100%

Source: Primary data is processed (SPSS 26), 2023.

Based on table 1, explains that the respondents in this study were balanced between men and women, namely 50 male respondents, and 50 female respondents.

Table 2. Characteristics of respondents based on age

No	Age	Amount	Persentase
1	18-20 years	45	45%
2	21-30 years	49	49%
3	31-40 years	6	6%
4	41-50 years	0	0%
Amount		100	100%

Source: Primary data is processed (SPSS 26), 2023.

Table 2 explains that the respondents in this study were dominated by 49 respondents aged 21-30 years. Respondents aged 18-20 years were 45 people. While the rest are aged 31-40 years as many as 6 people.

Table 3. Characteristics of respondents based on last education

No	Last Education	Amount	Persentase
1	SMA	79	79%
2	Diploma	2	2%
4	S1	19	19%
3	S2	0	0
Amount		100	100%

Source: Primary data is processed (SPSS 26), 2023.

Based on Table 3 it is explained that the last education of the respondents in this study was dominated by high school graduates as many as 79 people (79%). Respondents from undergraduate graduates were 19 people (19%). While the rest are respondents from Diploma graduates as many as 2 people (2%).

Table 4. Characteristics of respondents based on type of work

No	Type of Work	Amount	Persentase
1	Government Employees	7	7%
2	Businessman	2	2%
3	Student	53	53%
4	Others	38	38%
Amount		100	100%

Source: Primary data is processed (SPSS 26), 2023.

Based on Table 4, it is explained that the respondents in this study were dominated by 53 students (53%). Respondents who worked as civil servants were 7 people (7%). Respondents who work as entrepreneurs are 2 people (2%). While the remaining respondents were 38 people (38%), the type of work was not mentioned.

Description of Research Data

Based on the results of research that has been conducted on 100 respondents to visitors to the Tanah Senja Wonosalam Tavern through distributing questionnaires, to get the tendency for answers to each variable will be based on the range of answer scores.

Table 5. Variable data description customer experience (X1)

No	Indicator	Score					Amount	Mean
		1	2	3	4	5		
1	X1.1	1	6	30	29	34	100	4,89
2	X1.2	1	5	33	32	29	100	4,83
3	X1.3	2	4	32	30	32	100	4,85
4	X1.4	1	0	23	25	51	100	5,25
5	X1.5	1	4	23	27	45	100	5,1
6	X1.6	0	4	34	26	36	100	4,94

Source: Primary data is processed (SPSS 26), 2023.

So it can be concluded that on the customer experience variable in this study, the average respondent's answers were dominated by answers that strongly agreed with a score range of 5.

Table 6. Variable Data Description Destination Image (X2)

No	Indicator	Score					Amount	Mean
		1	2	3	4	5		
1	X2.1	0	0	19	22	59	100	5,4
2	X2.2	1	4	29	29	37	100	4,97
3	X2.3	1	2	31	37	29	100	4,91
4	X2.4	0	0	33	31	36	100	5,03
5	X2.5	0	0	22	25	53	100	5,31
6	X2.6	1	2	32	28	37	100	4,98

Source: Primary data is processed (SPSS 26), 2023.

So it can be concluded that on the destination image variable in this study, the average respondent's answers were dominated by answers that strongly agreed with a score range of 5.

Table 7. Variable data description interest in revisiting (Y)

No	Indicator	Score					Amount	Mean
		1	2	3	4	5		
1	Y.1	3	0	28	21	48	100	6,1
2	Y.2	0	3	21	26	50	100	6,23
3	Y.3	0	2	28	31	39	100	6,07
4	Y.4	2	6	34	27	31	100	5,79

Source: Primary data is processed (SPSS 26), 2023.

So it can be concluded that the variable of interest in revisiting this study the average respondent's answers was dominated by answers that strongly agreed with a score range of 5.

Validity Test Results

A validity test is used to determine the validity or validity of an instrument. An instrument is said to be valid if the instrument can measure what it should measure. The way this is done is to correlate the score obtained on each item with the total score of each attribute. If the results of $r_{count} > r_{table}$ (0.168) then it proves that the questionnaire is valid, with a significance of $\alpha = 5\%$. The results of the validity test can be seen as follows:

Table 8. Validity test results

No	Variable	Item	r-Count	r-Table	Information
1	Customer Experience (X1)	X1.1	0,834	0,168	Valid
		X1.2	0,884	0,168	Valid
		X1.3	0,82	0,168	Valid
		X1.4	0,719	0,168	Valid
		X1.5	0,72	0,168	Valid
		X1.6	0,75	0,168	Valid
2	Destination Image (X2)	X2.1	0,784	0,168	Valid
		X2.2	0,868	0,168	Valid
		X2.3	0,75	0,168	Valid
		X2.4	0,784	0,168	Valid

		X2.5	0,735	0,168	Valid	
		X2.6	0,844	0,168	Valid	
	3	Interest in Revisiting (Y)	Y.1	0,809	0,168	Valid
			Y.2	0,765	0,168	Valid
			Y.3	0,793	0,168	Valid
			Y.4	0,762	0,168	Valid

Source: Primary data is processed (SPSS 26), 2023.

Table 8 shows that all question items have corrected-total correlation (r -count) > r -table at a significance level of 5% ($\alpha = 0.05$) and $n = 100$. This means that all items in this study are declared valid because they are larger than the r -table value of 0.168, all items in this questionnaire question can be used for further testing.

Reliability Test Results

Reliability is the reliability of measurement regarding the stability and consistency of instruments measuring concepts and helping to assess the accuracy of measurement (Sugiyono, 2018). A research instrument is said to be reliable if the test shows an Alpha coefficient (Cronbach Alpha) > 0.6. The results of the reliability test of the research instrument on variables X1, X2, and Y can be presented as follows:

Table 9. Reliability test results

No	Variable	Cronbach Alpha	Information
1	Customer experience	0,797	Reliable
2	Destination image	0,798	Reliable
3	Interest in Revisiting	0,809	Reliable

Source: Primary data is processed (SPSS 26), 2023.

Table 9 shows that all variables are declared reliable because they have crossed the reliability coefficient limit, namely Cronbach alpha, all variables are > 0.60, so that henceforth each item in each variable concept is appropriate to use as a measuring tool.

Normality Test Results

To find out whether the residuals are normally distributed or not can be done by looking at the significance value. The residuals are normally distributed when the significance value is > 0.05 and vice versa if the significance value is < 0.05, the residuals are not normally distributed. The results of the normality test can be seen in Table 10:

Table 10. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	1.56556552
Most Extreme Differences	Absolute	.079
	Positive	.040
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.123 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary data is processed (Output SPSS 26), 2023.

Based on the normality test using the Kolmogorov-Smirnov test, the non-parametric statistical results show the Asymp value. Sig (2-tailed) is 0.123 > 0.05 which means that the data in this study are normally distributed.

Heteroscedasticity Test Results

The Glejser test can be performed to test heteroscedasticity by analyzing its significance level. If the test results are above the significant level ($r > 0.05$) it means there is no heteroscedasticity and vice versa if the results are below the significant level ($r < 0.05$) it means there is heteroscedasticity. The results of the heteroscedasticity test are shown in Table 11.

Table 11. Heteroscedasticity test results
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.404	.848		2.834	.006
	Customer Experience	.052	.065	.166	.796	.428
	Destination Image	-.088	.070	-.259	-1.246	.216

a. Dependent Variable: Abs_RES

Source: Output SPSS 26, 2023.

Based on table 11 shows that the significance value of all variables is > 0.05 , so it can be concluded that there is no heteroscedasticity in the model and it fulfills the heteroscedasticity test.

Autocorrelation Test Results

This autocorrelation test was carried out to determine whether there is a correlation between the interfering errors in the t period and the interfering errors in the t-1 (previous) period. If there is a correlation then the model has autocorrelation. A good regression model is a model that is free from autocorrelation.

Table 12. Autocorrelation test results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate	Durbin-Watson
1	.705 ^a	.497	.487	2.065	1.887

a. Predictors: (Constant), Destination Image, Customer Experience

b. Dependent Variable: Minat Berkunjung Ulang

Source: Output SPSS 26, 2023.

Table 12 shows that the DW value is 1.887 with a significance level of 0.05. The number of samples (n) = 100, the number of independent variables (k = 3), the value of dL (lower limit) = 1.613, and the value of dU (upper limit) = 1.736. Therefore, the value of $dU < DW < 4-dU$ or $1.736 < 1.887 < 2.263$. So it can be concluded that the regression model in this study has no autocorrelation.

Multicollinearity Test Results

To find out whether there is a similarity between the independent variables in the research model, multicollinearity testing is carried out. The smaller the tolerance and VIF values, the closer to the occurrence of multicollinearity problems. If tolerance > 0.1 and VIF < 10 , then multicollinearity does not occur.

Table 13. Multicollinearity test results
Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	Customer Experience	.233	4.287
	Destination Image	.233	4.287

a. Dependent Variable: Minat Berkunjung Ulang

Source: Output SPSS 26, 2023.

Based on table 13 shows that the tolerance value of the two variables is > 0.10 and the VIF of the two variables is < 10 . So it can be concluded that there is no multicollinearity in the two independent variables in this study. Based on the classical assumption test requirements of linear regression, a good linear regression model is free from multicollinearity. Thus, based on the results of the tests that have been carried out, the model in this study is free from multicollinearity.

Results of Multiple Linear Regression Analysis

Multiple regression analysis is used to measure the strength of the relationship between two or more variables, it also shows the direction of the relationship between the dependent variable and the independent variable. A good regression equation model meets the requirements of the classical assumption test. The previous analysis proves that this research is considered good.

This study uses multiple linear regression analysis to predict how far the value of the dependent variable changes in intention to revisit when the value of the independent variable customer experience and destination image fluctuates. The results that have been processed by researchers are as follows:

Table 14. Results of multiple linear regression analysis
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.324	1.252		3.453	.001
Customer Experience	.199	.096	.310	2.079	.040
Destination Image	.291	.104	.418	2.803	.006

a. Dependent Variable: Minat Berkunjung Ulang

Source: Output SPSS 26, 2023.

Based on the table above, the multiple linear regression equation can be formulated as follows:

$$Y = 4,324 + 0,199 X1 + 0,291 X2$$

The results of the analysis can be concluded as follows: (a). The constant value above is 4.324, this figure shows that if X1 (customer experience) and X2 (destination image) are constant (do not change), then the intention to revisit is 4.324, (b). X1 (customer experience) shows a coefficient value of 0.199. This means that if there is an increase in the customer experience of 1%, the intention to revisit will also increase by the multiplier variable 0.199 assuming the other independent variables are held constant, (c). X2 (destination image) shows a coefficient value of 0.291. This means that if there is an increase in tourist attractions by 1%, the intention to revisit will also increase by the multiplier variable 0.291 assuming the other independent variables are considered constant.

Partial Test Results

A partial test (t-test) is used to measure how far the influence of one independent variable individually in explaining the dependent variable. The results that have been processed by researchers are as follows:

Table 15. Partial test results
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.324	1.252		3.453	.001
Customer Experience	.199	.096	.310	2.079	.040
Destination Image	.291	.104	.418	2.803	.006

a. Dependent Variable: Minat Berkunjung Ulang

Source: Output SPSS 26, 2023.

Based on table 15 shows that the customer experience variable has a regression coefficient value of 0.199 which is positive and has a t-count value of 2.079 $>$ t-table 1.660 and a significance

value of $0.04 < 0.05$, which means that the customer experience variable has a positive influence and significant to intention to revisit. This means that:

H1: Customer Experience Has a Positive and Significant Influence on Revisiting Interests at Kedai Tanah Senja Wonosalam.

The destination image variable has a regression coefficient of 0.291 which is positive and has a t-count value of 2.803 > t-table 1.660 and a significance value of 0.006 < 0.05, which means that the destination image variable has a positive and significant influence on the intention to revisit. This means that:

H2: Destination Image Has a Positive and Significant Influence on Revisiting Interests at Kedai Tanah Senja Wonosalam.

Simultaneous Test Results

A simultaneous test (f-test) is used to determine how far the influence of the independent variables together is in explaining the variation of the dependent variable. The results that have been processed by researchers are as follows:

Table 16. Simultaneous Test Results ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	409.236	2	204.618	47.998	.000 ^b
	Residual	413.514	97	4.263		
	Total	822.750	99			

a. Dependent Variable: Minat Berkunjung Ulang

b. Predictors: (Constant), Destination Image, Customer Experience

Source: Output SPSS 26, 2023.

Based on table 16 shows that the f-count value is 47.998 > f-table 3.09, with a probability value of 0.000. Because the probability value is less than 0.05, the regression model can be used to predict the intention to revisit or it can be said that the independent variables, namely customer experience and destination image, together influence the intention to revisit. This means that:

H3: Customer Experience and Destination Image Simultaneously Have a Positive and Significant Influence on Interest in Revisiting Kedai Tanah Senja Wonosalam.

The result of the Coefficient of Determination (R²)

The R² value has an interval between 0 and 1 ($0 \leq R^2 \leq 1$). The greater R² is close to 1, the better the results for the regression model, and the closer to 0, the independent variables as a whole cannot explain the dependent variable. The results that have been processed by researchers are as follows:

Table 17. The results of the coefficient of determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.705 ^a	.497	.487	2.06471

a. Predictors: (Constant), Destination Image, Customer Experience

Source: Output SPSS 26, 2023.

Based on table 17 shows that the value of the coefficient of determination expressed by R Square is 0.497 or 49.7%. This means that intention to revisit can be explained by customer experience and destination image by 49.7%, while the remaining 50.3% is explained by other variables not examined.

CONCLUSION

Based on the results of the data analysis that has been carried out and the discussion that has been described regarding the influence of customer experience and destination image on the intention to return to the Tanah Senja Wonosalam Store. So it can be concluded as follows: (a). Based on the

results of the data analysis, shows that customer experience has a positive and significant effect on the intention to revisit the Kedai Tanah Senja Wonosalam, (b). Based on the results of the data analysis, shows that the destination image has a positive and significant effect on the intention to return to the Kedai Tanah Senja Wonosalam, (c). Based on the results of the data analysis, shows that the customer experience and destination image simultaneously have a positive and significant effect on the intention to return to the Kedai Tanah Senja Wonosalam. Suggestions for the development of future research related to the influence of customer experience and destination image on return visit intention to Kedai Tanah Senja Wonosalam, are: identifying factors that most contribute to positive customer experiences, such as service, product quality, atmosphere, or interaction with staff, involving studies of customer perceptions of location, interior design, uniqueness, or cultural values associated with the shop, expanding the research sample and involving more diverse contexts, involving factors such as price, promotion, or experience of interaction with previous customers, using more varied research methods, such as in-depth interviews, participatory observation, or the use of valid and reliable measurement scales. By combining various research methods, it can provide richer and more in-depth information about the effect of customer experience and destination image on the intention to revisit Kedai Tanah Senja Wonosalam.

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