



## FACTORS THAT INFLUENCE INTEREST REPURCHASE TOURIST VISITORS

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**Abstract:** The shift in public opinion regarding tourism needs is supported by the acceleration of information technology which has an impact on the rapid development of the tourism industry. Bandung is one of the tourist destinations that offer a variety of the latest destinations, including Kampoeng Tulip Ciwastra Bandung. The purpose of this study is to determine and analyze visitors to Kampoeng Tulip Ciwastra Bandung. This study uses descriptive and verificative methods with a quantitative approach. Sampling was done by non-probability sampling method, namely incidental sampling with a total of 100 respondents. The data analysis method used is path analysis. The results showed that partially experiential marketing affected repurchase interest by 34.4% and service quality affected repurchase interest by 29.1%. The simultaneous influence between experiential marketing and service quality on repurchase interest is 63.5%.

**Keywords:** Experiential Marketing; Repurchase Interest; Service Quality

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### INTRODUCTION

In recent years, tourism has become one of the industries whose development is considered to be quite rapid so that it becomes an extraordinary global phenomenon. One of the reasons for the rapid development of the tourism industry is that there has been a shift in people's perception of tourism needs, which were originally a secondary need to become a primary need. In addition, the acceleration of information technology also helps make it easier for anyone in various parts of the world to find out and access information about tourist attractions or destinations they want. Indonesia is one of the countries whose tourism activities are starting to grow and develop. This is marked by the increasing number of foreign tourist visits. The diversity of culture, language, and the stunning natural beauty of Indonesia can attract the attention of foreign tourists. In addition to being aggressive in attracting visits from foreign tourists, the Indonesian government has also begun to be active in increasing the number of visits from domestic tourists. Although they do not provide foreign exchange for the country, domestic tourists can play a role in driving the national economy, such as helping to revive the transportation sector, providing lodging services, as well as providing food and beverages.

Tourist service providers are required to always be creative and innovative in delivering the products or services they offer to continue to survive in business competition that is considered quite competitive. In following the development of the trend of 'current' tourist attractions, each destination is built with its design and concept. In addition to distinguishing one tourist spot from another, it also aims to provide an emotional experience to visitors following the marketing concept that is now shifting from traditional marketing to experiential marketing. According to Schmitt in Lupiyoadi (2013), experiential marketing is defined as the ability of product/service providers to offer emotional experiences to touch the hearts of consumers feelings. While according to Syahadat (2018) experiential marketing or experiential marketing is defined as memory or remembrance, as well as experiences that are embedded in one's thoughts and feelings. Through the emotional experience generated, the intensity of purchases from consumers can be influenced, and the value attached to the product or brand becomes higher. Tourism service providers need to plan and implement strategies as well as



possible, one of which can be done by establishing good relations with visitors before, during, and after visiting.

Besides efforts to provide emotional experiences to visitors, for business actors engaged in services, especially tourism service providers, of course, the intensity of dealing directly with visitors is higher so that the quality of service becomes one of the important things that need to be considered. Geotsch and Davis in Tjiptono & Chandra (2016) define quality as a dynamic condition associated with products, services, human resources, processes, and the environment that meet or exceed expectations. Companies that can manage quality properly will produce a positive impact because quality can provide added value in the form of special encouragement for customers to establish a mutually beneficial relationship with the company in the long term.

One of the factors that determine the level of success and quality of the company, according to John Sviokla in Sunyoto & Susanti (2015) is the company's ability to provide services to customers. In principle, according to Tjiptono (2014), the definition of service quality is focusing on efforts to fulfill customer needs and desires and the accuracy of delivery to balance customer expectations. Lewis and Booms in Tjiptono (2017) state that service quality can be interpreted as a measure of how well the level of service provided can meet customer expectations. This means that if the service received or felt is following what is expected, the quality is perceived as good and can satisfy consumers.

A visitor will still choose to be loyal to a destination if it has reached a level of satisfaction. The satisfaction felt by visitors can have a positive impact, including being able to attract visitors to make repeat purchases or even help provide positive reviews about what they have got. According to Peter and Olson in Priansa (2017), a consumer will make repeat purchases because of an impulse and repeated buying behavior that can foster loyalty to what is felt to be appropriate for him.

Of all regions in Indonesia, Bandung is one of the tourist destinations that offer a variety of recent destinations that are quite interesting and Kampoeng Tulip Ciwastra Bandung is one of them. Kampoeng Tulip is a tourist spot that has emerged with a quite creative and innovative concept. Built with the nuances of the Netherlands, Kampoeng Tulip seeks to invite visitors to feel the sensation of traveling in the Dutch style by presenting various ornaments typical of the country of the windmill.

**Table 1. Number of Visitors to Kampoeng Tulip Ciwastra Bandung  
 2016-2018**

	Years		
	2016	2017	2018
January	6.949	12.682	5.570
February	3.560	5.006	4.022
March	3.959	5.308	3.660
April	5.008	7.099	4.296
May	9.903	5.941	3.468
June	3.139	5.714	9.604
July	10.323	7.756	6.180
August	10.485	3.869	3.285
September	6.965	5.186	3.590
October	7.507	4.357	3.205
November	7.595	4.125	4.555
December	14.311	10.741	9.767
<b>Total</b>	<b>89.704</b>	<b>77.784</b>	<b>61.202</b>

Source: Kampoeng tulip management (2020)

Based on Table 1, it is known that visitors to Kampoeng Tulip have decreased every year. In 2016 the number of visitors managed to reach 89,704, then in 2017 the number of visitors decreased to reach 77,784 visitors, and lastly, in 2018 the number of visitors again decreased to 61,202 visitors. The decreasing number of visitors in Kampoeng Tulip is an important thing that needs to be considered because visitors are an asset that will determine whether or not a company survives in a competitive business competition. Companies need to ensure the satisfaction of every visitor who comes because visitor satisfaction will have a positive impact on the company. Satisfied visitors tend to feel happy so they will give good reviews of the experiences they have, they are more likely to tell positive things to those closest to them and then have the desire to make repeat visits. On the other hand, dissatisfied visitors will give a negative assessment of the experience they get, then they are less likely to have interest in making repeat visits.

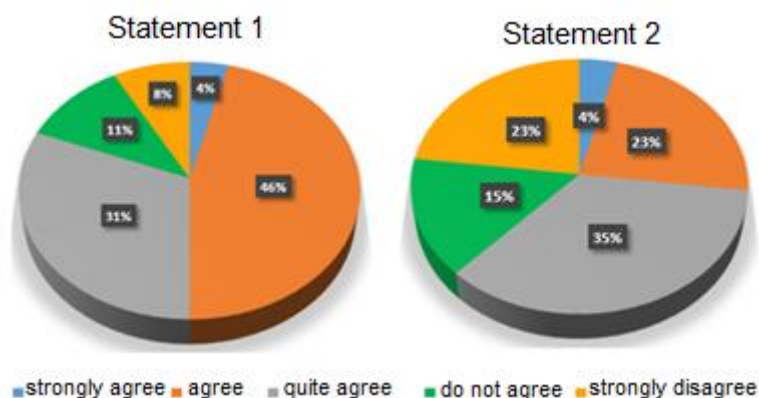
To find out visitor responses regarding repurchase interest to Kampoeng Tulip Ciwastra Bandung, a pre-survey was conducted on 26 respondents by providing a list of statements as follows:

**Table 2. Statement Regarding Interest in Repurchase Visitors of Kampoeng Tulip Ciwastra Bandung**

No.	Statements
1.	Visitors have an interest in making return visits to Kampoeng Tulip
2.	Visitors make Kampoeng Tulip the main choice among other tourist attractions

Source: Processed data (2020)

From the pre-survey statement in table 2, the respondents' responses were obtained as follows:



**Figure 1. Pre-Survey Results Regarding Visitors' Repurchase Interest**

Source: Processed data (2020)

Based on Figure 1, the results show that 46% of visitors agree that they have an interest in making a repeat visit, then 31% of visitors stated that they quite agree and 11% said they did not agree to make a repeat visit to Kampoeng Tulip. Then 23% of visitors agreed to make Kampoeng Tulip the main tourist attraction compared to other similar tourist attractions, but 35% of visitors quite agreed and 15% chose not to agree to make Kampoeng Tulip the main choice of tourist attractions. In conclusion, there are still some visitors who do not agree to make a return visit to Kampoeng Tulip and do not make it the main choice for tourist destinations.



Based on research conducted by Febrini et al. (2019), it is stated that experiential marketing has a positive and significant effect on repurchase interest. This is in line with previous research written by Amelia (2017) with the results of experiential marketing consisting of sense, feel, act, and relate giving positive and significant results on repurchase interest. These two studies show that good experiential marketing will affect increasing repurchase interest. Based on research conducted by Ariska & Wijaksana (2017), the results show that service quality has a positive and significant effect on repurchase interest, this is following Ramaputra research (2017) which states that service quality has a positive effect on repurchase interest and is supported by research conducted by Mutami & Hermani (2018) with the results that service quality has a positive effect on repurchase interest. Some of these studies show that the better the consumer's perception of the quality of service, the repurchase interest in the products or services offered will experience increase.

Research conducted by Izdihar (2018) shows that there is a positive and significant effect of experiential marketing and service quality on repurchase intentions. So it can be concluded that a consumer who gets a good marketing experience and service quality can create interest in making repeat purchases. Based on research conducted by Dhiani (2018) on ecotourism tourists at the Bogor Botanical Gardens, shows that there is a significant influence between experiential marketing on service quality. In this study, experiential marketing activities involving tourists led to a positive assessment of the quality of services provided. So that it can be seen that the better the experience gained by consumers through experiential marketing, the better the consumer's assessment of the quality of services provided by the company.

Therefore, based on the finding of previous literature, which shows the relationship between Experiential marketing and quality on the repurchase interest. then the hypothesis of this study is as follows:

- H1: Experiential Marketing ( $X_1$ ) from Kampoeng Tulip Ciwastra Bandung is quite good
- H2: Service Quality ( $X_2$ ) from Kampoeng Tulip Ciwastra Bandung is quite good
- H3: Interest to repurchase ( $Y$ ) from visitors to Kampoeng Tulip Ciwastra Bandung is quite good
- H4: Experiential Marketing ( $X_1$ ) influences Buying Interest ( $Y$ ) of visitors to Kampoeng Tulip Ciwastra Bandung
- H5: Quality of Service ( $X_2$ ) influences Buying Interest ( $Y$ ) of visitors to Kampoeng Tulip Ciwastra Bandung
- H6: Experiential Marketing ( $X_1$ ) and Service Quality ( $X_2$ ) influence Buyer Interest ( $Y$ ) of visitors to Kampoeng Tulip Ciwastra Bandung

The objectives of this study are to identify and analyze: (1) Experiential marketing has a major influence on the repurchase intention of visitors to Kampoeng Tulip Ciwastra Bandung; (2) The quality of service has a major effect on the repurchase interest of visitors to Kampoeng Tulip Ciwastra Bandung; (3) Experiential marketing and service quality have a big influence on the repurchase interest of visitors to Kampoeng Tulip Ciwastra Bandung.



## METHODS

In this research, the method used is descriptive and verification method with a quantitative approach. The data in this study were obtained through primary sources which included the results of distributing questionnaires and interviews and primary sources consisting of various library materials in the form of books, journals, and other documents related to the research conducted. The main data obtained through the questionnaire still uses a Likert data scale so that it is still ordinal, then for research purposes, the data is transformed first using the Method of Successive Interval (MSI) with the help of Software Stat 97 in Microsoft Excel 2013.

The population in this study were all visitors to Kampoeng Tulip Ciwastra Bandung. The sample can be used if the population is too large, so in this study, a sample was drawn using a non-probability sampling technique, namely a sampling technique that does not provide equal opportunities for each member of the population with incidental sampling type which is a sampling-based on chance, namely anyone who incidentally met with researchers and was suitable as a data source. The number of samples used was 100 respondents.

Sugiyono (2017) suggests that data analysis is an activity after data from all respondents or other data sources are collected. Activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer the problem formulation, and performing calculations to test hypotheses that have been proposed. Then the next step is to perform data analysis. In this study, data analysis was carried out using descriptive data analysis techniques and verification data analysis techniques. In the verification analysis, path analysis is carried out.

## RESULTS AND DISCUSSION

This section will describe the results of research on experiential marketing and service quality on the repurchase interest of visitors to Kampoeng Tulip Ciwastra Bandung, whereas previously mentioned, the main data source used in this study was obtained through questionnaires that were distributed to 100 respondents. Furthermore, the data that has been collected is processed using descriptive analysis, verification analysis, and hypothesis testing.

### Descriptive Research Results

The results of descriptive research are aimed at seeing the description of research results regarding experiential marketing, service quality, and repurchase interest of visitors at Kampoeng Tulip Ciwastra Bandung. To find out the answers or responses of respondents to each statement item contained in the questionnaire, a descriptive analysis was carried out using a frequency and percentage distribution approach. Experiential marketing variables in this study were measured using 16 indicators which were then translated into 30 statement items. To find out how the description of experiential marketing in Kampoeng Tulip. The overall responses of respondents regarding experiential marketing can be seen through the recapitulation which is presented in the following table:



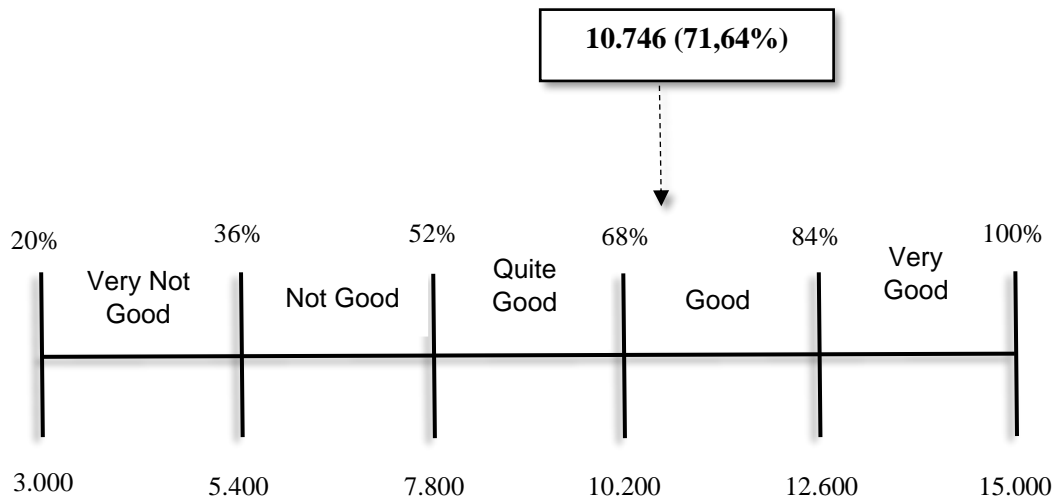
**Table 3. Recapitulation of Respondents' Responses Regarding Experiential Marketing**

Statement	Answer Weight Category					Actual Score	Average	Category
	5	4	3	2	1			
1	24	50	26	0	0	398	3,98	Good
2	36	41	21	2	0	411	4,11	Good
3	0	11	43	34	12	253	2,53	Not good
4	12	38	46	4	0	358	3,58	Good
5	12	35	49	4	0	355	3,55	Good
6	13	49	31	7	0	368	3,68	Good
7	13	44	40	3	0	367	3,67	Good
8	18	38	31	13	0	361	3,61	Good
9	0	9	45	32	14	249	2,49	Not good
10	29	42	23	6	0	394	3,94	Good
11	18	47	32	2	1	379	3,79	Good
12	24	37	27	12	0	373	3,73	Good
13	26	55	16	3	0	404	4,04	Good
14	23	42	32	3	0	385	3,85	Good
15	23	36	32	9	0	373	3,73	Good
16	18	43	31	8	0	371	3,71	Good
17	0	11	42	34	13	251	2,51	Not good
18	10	51	38	1	0	370	3,70	Good
19	15	46	34	5	0	371	3,71	Good
20	20	39	35	6	0	373	3,73	Good
21	15	37	37	11	0	356	3,56	Good
22	12	36	40	12	0	348	3,48	Good
23	14	27	43	16	0	339	3,39	Quite good
24	21	52	22	4	1	388	3,88	Good
25	24	48	26	2	0	394	3,94	Good
26	8	39	45	7	1	346	3,46	Good
27	17	36	37	9	1	359	3,59	Good
28	15	35	34	16	0	349	3,49	Good
29	18	30	40	11	1	353	3,53	Good
30	15	32	41	12	0	350	3,50	Good
<b>Total</b>						<b>10.746</b>	<b>3,58</b>	<b>Good</b>

Source: Questionnaire processing results (2020)

Based on the research results presented in table 3, it can be seen that the actual score obtained by experiential marketing is 10,746. The number of actual scores is then interpreted into a continuum line, the measurement of which is carried out using the following method:

$$\begin{aligned}
 \text{Maximum Index Value} &= 5 \times 30 \times 100 = 15.000 \\
 \text{Minimum Index Value} &= 1 \times 30 \times 100 = 3.000 \\
 \text{Distance Interval} &= (\text{maximum value} - \text{minimum value}): 5 \\
 &= (15.000 - 3.000): 5 \\
 &= 2.400 \\
 \text{Percentage Score} &= [(\text{total score}): \text{maximum score}] \times 100\% \\
 &= (10.746: 15.000) \times 100\% \\
 &= 71,64\%
 \end{aligned}$$



**Figure 2. The Variable Continuum of Experiential Marketing**

Source: Questionnaire processing results (2020)

Based on the previous information, it can be seen that the actual score obtained by the experiential marketing variable is 10.746 with a percentage score of 71,64%. This value is in the class interval 10.200 – 12.600 or 68% - 84%, so it is included in the good category. Thus, it can be seen that experiential marketing in Kampong Tulip Ciwastra Bandung is generally good. If it is associated with the formulation of the number one hypothesis which states that the experiential marketing of Kampong Tulip Ciwastra Bandung is quite good, then the conclusion is that the hypothesis is rejected because it is different from the results of data processing obtained in the study.

The service quality variable was measured using 18 indicators which were then translated into 30 statement items. To find out how the description of service quality in Kampong Tulip. The overall responses of respondents regarding service quality can be seen through the recapitulation which is presented in the following table:



**Table 4. Recapitulation of Respondents' Responses Regarding Service Quality**

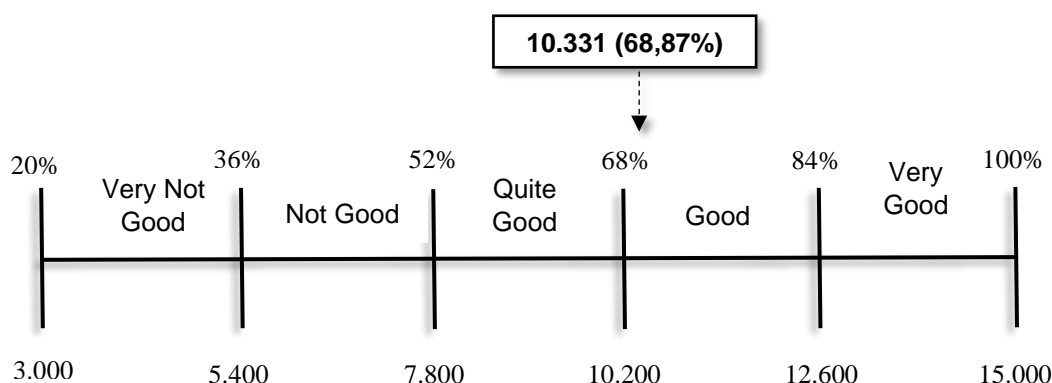
Statement	Answer Weight Category					Actual Score	Average	Category
	5	4	3	2	1			
1	1	7	20	44	28	209	2,09	Not good
2	7	32	55	6	0	340	3,40	Good
3	12	46	39	2	1	366	3,66	Good
4	13	42	44	1	0	367	3,67	Good
5	0	18	35	37	10	261	2,61	Quite good
6	1	24	33	32	10	274	2,74	Quite good
7	20	39	25	15	1	362	3,62	Good
8	15	53	32	0	0	383	3,83	Good
9	0	19	25	42	14	249	2,49	Not good
10	14	39	38	9	0	358	3,58	Good
11	18	44	36	2	0	378	3,78	Good
12	17	49	30	3	1	378	3,78	Good
13	26	55	16	3	0	404	4,04	Good
14	12	46	28	14	0	356	3,56	Good
15	12	39	32	17	0	346	3,46	Good
16	17	51	27	5	0	380	3,80	Good
17	19	44	32	5	0	377	3,77	Good
18	19	46	29	6	0	378	3,78	Good
19	21	35	34	8	2	365	3,65	Good
20	13	30	42	14	1	340	3,40	Good
21	20	39	39	1	1	376	3,76	Good
22	20	37	41	2	0	375	3,75	Good
23	13	59	26	2	0	383	3,83	Good
24	12	50	37	1	0	373	3,73	Good
25	5	16	36	33	10	273	2,73	Quite good
26	15	35	33	12	5	343	3,43	Good
27	2	25	32	30	11	277	2,77	Quite good
28	16	41	34	8	1	363	3,63	Good
29	13	33	46	7	1	350	3,50	Good
30	13	37	34	16	0	347	3,47	Good
<b>Total</b>						<b>10.331</b>	<b>3,44</b>	<b>Good</b>

Source: Questionnaire processing results (2020)

Based on the research results presented in table 4, it can be seen that the actual score obtained for service quality is 10,334. The number of actual scores is then interpreted into a continuum line, the measurement of which is carried out using the following method:

$$\begin{aligned}
 \text{Maximum Index Value} &= 5 \times 30 \times 100 = 15.000 \\
 \text{Minimum Index Value} &= 1 \times 30 \times 100 = 3.000 \\
 \text{Distance Interval} &= (\text{maximum value} - \text{minimum value}) : 5 \\
 &= (15.000 - 3.000) : 5 \\
 &= 2,400 \\
 \text{Percentage Score} &= [(\text{total score}) : \text{maximum score}] \times 100\% \\
 &= (10.331 : 15.000) \times 100\% \\
 &= 68,87\%
 \end{aligned}$$





**Figure 3. Continuum Line of Service Quality Variables**

Source: Questionnaire processing results (2020)

Based on the previous information, it can be seen that the actual score obtained by the service quality variable is 10.334 with a percentage score of 68,89%. This value is in the class interval 10.200 – 12.600 or 68% - 84%, so it is included in the good category. Thus, it can be seen that the quality of service at Kampong Tulip Ciwastra Bandung is generally good. If it is associated with the formulation of hypothesis number two which states that the service quality of Kampong Tulip Ciwastra Bandung is quite good, then the conclusion is that the hypothesis is rejected because it is different from the results of data processing obtained in the study.

The variable of repurchase interest was measured using 7 (seven) indicators which were then translated into 8 (eight) statement items. The overall responses of respondents regarding repurchase interest can be seen through the recapitulation which is presented in the following table:

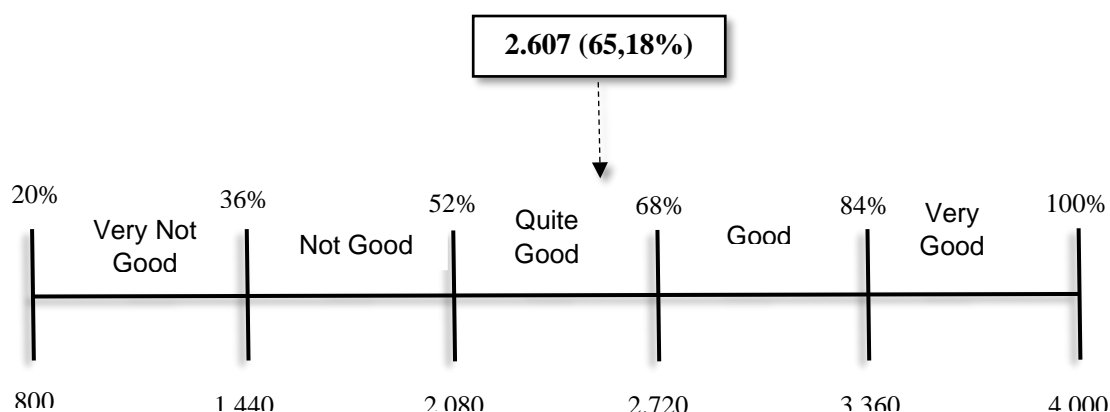
**Table 5. Recapitulation of Respondents' Responses Regarding Repurchase Interest**

Statement	Answer Weight Category					Actual Score	Average	Category
	5	4	3	2	1			
61	10	43	35	11	1	350	3,50	Good
62	18	27	44	10	1	351	3,51	Good
63	18	24	48	10	0	350	3,50	Good
64	17	35	42	6	0	363	3,63	Good
65	0	10	45	36	9	256	2,56	Not good
66	5	25	35	26	9	291	2,91	Quite good
67	12	28	32	25	3	321	3,21	Quite good
68	10	34	29	25	2	325	3,25	Quite good
<b>Total</b>						<b>2.607</b>	<b>3,26</b>	<b>Quite good</b>

Source: Questionnaire processing results (2020)

Based on the research results presented in table 5, it can be seen that the actual score obtained by repurchasing interest is 2.607. The number of actual scores is then interpreted into a continuum line, the measurement of which is carried out using the following method:

$$\begin{aligned}
 \text{Maximum Index Value} &= 5 \times 8 \times 100 = 4.000 \\
 \text{Minimum Index Value} &= 1 \times 8 \times 100 = 800 \\
 \text{Distance Interval} &= (\text{maximum value} - \text{minimum value}) : 5 \\
 &= (4.000 - 800) : 5 = 640 \\
 \text{Percentage Score} &= [(\text{total score}) : \text{maximum score}] \times 100\% \\
 &= (2.607 : 4.000) \times 100\% \\
 &= 65,18\%
 \end{aligned}$$



**Figure 4. Continuum Line of Repurchase Interest Variables**

Source: Questionnaire processing results (2020)

Based on the previous information, it can be seen that the actual score obtained by the repurchase interest variable is 2.607 with a percentage score of 65,18%. This value is in the class interval of 2.080 – 2.720 or 52% - 68%, so it is included in the fairly good category. Thus it can be concluded that the repurchase interest of Kampoeng Tulip Ciwastra Bandung visitors is generally quite good. If it is associated with the formulation of hypothesis number three which states that the repurchase interest of visitors to Kampoeng Tulip Ciwastra Bandung is quite good, then the conclusion is that the hypothesis is accepted because it is following the results of processing data obtained in the study.

### Verification Research Results

In this study, verification analysis intends to determine the results of research related to the effect of experiential marketing ( $X_1$ ) and service quality ( $X_2$ ) on the repurchase interest ( $Y$ ) of visitors to Kampoeng Tulip Ciwastra Bandung. The first step to be taken is to calculate the correlation coefficient between the variables being studied. The correlation coefficient between these variables was calculated using the Pearson product-moment correlation formula using the help of SPSS version 23 with the results obtained as follows:

**Table 6. Correlation Between Research Variables**

		Correlations		
		Experiential Marketing	Service Quality	Repurchase Interest
Experiential Marketing	Pearson Correlation	1	,797**	,762**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
Service Quality	Pearson Correlation	,797**	1	,749**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Repurchase Interest	Pearson Correlation	,762**	,749**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data (2020)



Table 6, describes the correlation analysis between the research variables. The results of the correlation analysis can be interpreted that the correlation value obtained between experiential marketing and service quality is 0,797. Thus, if interpreted in the guidelines for interpreting the correlation coefficient value, then the value is in the category of a strong relationship level. The correlation value obtained between experiential marketing and repurchase interest is 0,762. Thus, if interpreted in the guidelines for interpreting the value of the correlation coefficient, then the value is in the category of a strong relationship level. The correlation value obtained between service quality and repurchase interest is 0,749. Thus, if interpreted in the guidelines for interpreting the correlation coefficient value, then the value is in the category of a strong relationship level.

Based on the calculations performed using the path analysis method, the following results were obtained:

**Table 7. The Value of the Effect of Experiential Marketing Variables and Service Quality on Repurchase Interest**

Model	Path Coefficient	Direct Influence	Indirect Influence		Total Influence
			X <sub>1</sub>	X <sub>2</sub>	
X <sub>1</sub> against Y	0,452	20,4%	-	14%	34,4%
X <sub>2</sub> against Y	0,388	15,1%	14%	-	29,1%
<b>Total Influence</b>					<b>63,5%</b>

Source: Processed data (2020)

Based on table 7, it can be seen that the experiential marketing variable contributed to the repurchase interest of 34,4% with details of 20,4% being a direct influence and 14% being an indirect influence through service quality, while the service quality variable contributed to repurchase interest. amounted to 29,1% with details of 15,1% as a direct influence and 14% as an indirect influence through experiential marketing. Thus, the total effect given by the two variables is 63,5% with the remaining 36,5% being the influence of other factors not examined in this study.

### Hypothesis-Testing

Partial hypothesis testing (t-test) was conducted to prove whether experiential marketing and service quality partially affect the repurchase interest of visitors to Kampong Tulip Ciwastra Bandung.

**Table 8. Partial hypothesis testing (t-test)**

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients Beta		
	B	Std. Error			
1 (Constant)	,658	1,930		,341	,734
experiential marketing	,144	,032	,454	4,470	,000
service quality	,124	,033	,387	3,807	,000

a. Dependent Variable: repurchase interest

Source: Processed data (2020)

From the table above, it can be seen that the  $t_{count}$  obtained by experiential marketing (X<sub>1</sub>) is 4,470, which is greater than the  $t_{table}$  value of 1,985. So that according to the criteria for testing the hypothesis that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, it means that partially experiential marketing affects the repurchase interest of visitors to



Kampoeng Tulip Ciwastra Bandung. Meanwhile, it can be seen that the  $t_{count}$  value obtained by the quality of service ( $X_2$ ) is 3,807. This value is then compared with the  $t_{table}$  value of 1,985. From these values, it can be seen that the  $t_{count}$  value obtained is 3,807 which is greater than the  $t_{table}$  value of 1,985. So that according to the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_1$  is accepted, it means that partially the quality of service affects the repurchase interest of visitors to Kampoeng Tulip Ciwastra Bandung.

To prove whether experiential marketing and service quality affect the repurchase interest of visitors to Kampoeng Tulip Ciwastra Bandung, Simultaneous Hypothesis Testing (f-test) is carried out as follows:

**Table 9. Simultaneous Hypothesis Testing (f-test)**

Model		ANOVA <sup>a</sup>			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	1631,701	2	815,850	84,618	,000 <sup>b</sup>
	Residual	935,236	97	9,642		
	Total	2566,937	99			

a. Dependent Variable: repurchase interest

b. Predictors: (Constant), service quality, experiential marketing

Source: Processed data (2020)

Based on the table above, it is known that the  $F_{count}$  obtained is 84,618. This value is then compared with the  $F_{table}$  value of 3,09. From these values, it can be seen that the  $F_{count}$  value obtained is 84,618 which is greater than the  $F_{table}$  value of 3,09. Following the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_1$  is accepted, it means that simultaneously experiential marketing and service quality affect the repurchase interest of visitors to Kampoeng Tulip Ciwastra Bandung.

### The Effect of Experiential Marketing on Repurchase Interest

The results of data analysis in this study indicate the influence of experiential marketing on repurchase interest. This is evidenced by the results of hypothesis testing which states that experiential marketing has an influence on the repurchase interest of visitors to Kampoeng Tulip Ciwastra Bandung accepted. Experiential marketing built by Kampoeng Tulip Ciwastra Bandung through products and services packaged with the theme of the Netherlands, buildings with unique decorations, and other typical Dutch knick-knacks is aimed at providing experiences that can touch the emotional side of visitors.

The results of this study are following the theory put forward by Lupiyoadi (2013) regarding consumer experience in the use of a product or service will shape attitudes and behavior patterns towards purchases including considerations for making repeat purchases. The results of this study are in line with research written by Amelia (2017) which states that if experiential marketing is getting better, it will affect customer repurchase interest. This is also supported by research conducted by Febrini et al. (2019) which suggests that the higher the experiential marketing, the higher the repurchase interest from consumers.

### The Influence of Service Quality on Repurchase Interest

The results of data analysis in this study indicate that there is an influence of service quality on repurchase interest. This is then proven through hypothesis testing which results in a state that the quality of service has an influence on the repurchase interest of visitors to Kampoeng Tulip Ciwastra Bandung accepted. The results of this



study indicate that the quality of service in Kampoeng Tulip Ciwastra Bandung can encourage repurchase interest from visitors.

The results of this study are in line with research conducted by Ramaputra (2017) which states that service quality has a considerable influence on repurchase interest. This shows that the better the quality of service can increase repurchase interest in the products or services offered by the company. In line with research written by Mutami & Hermani (2018), it is known that the better the quality of service provided by the company, the higher the level of repurchase interest.

### **The Effect of Experiential Marketing and Service Quality on Repurchase Interest**

The formation of repurchase interest in the products or services offered by the company cannot be separated from the influence of several things. In this section, an overview of the influence of experiential marketing and service quality will be discussed on the repurchase interest of visitors to Kampoeng Tulip Ciwastra Bandung. Based on the results of data analysis which is then proven through the results of hypothesis testing, it is known that experiential marketing and service quality have an influence on the repurchase interest of visitors to Kampoeng Tulip Ciwastra Bandung.

The results of this study illustrate that the experience of visitors obtained through the services they receive while traveling in Kampoeng Tulip can influence the purchasing decision process. After traveling and making visits, visitors will evaluate the form of an assessment of the services they get based on previous experiences. Services that approach or even match the expectations of visitors can create an unforgettable impression so that a good experience is formed. The desire of visitors to return to feel the good experience can encourage interest in making repeat purchases or interest in returning to visit.

The results of this study are in line with research conducted by Izdihar (2018) which suggests that there is a positive and significant influence between experiential marketing and service quality on repurchase intentions. This means that the better the consumer's perception of experiential marketing and the quality of services provided by the company, the greater the interest in repurchasing from consumers.

### **CONCLUSION**

Experiential marketing and service quality applied by Kampoeng Tulip Ciwastra Bandung are generally included in the good category. Meanwhile, the repurchase interest from visitors to Kampoeng Tulip Ciwastra Bandung is generally in the fairly good category. Experiential marketing and service quality can encourage repurchase interest from visitors to Kampoeng Tulip Ciwastra Bandung. This shows that the deep impression that is embedded in the minds of visitors based on the experience created through the services they receive while carrying out tourism activities in Kampoeng Tulip also contributes to encouraging interest in making repeat visits. The better a service is in creating a memorable experience, the greater the possibility of visitors having the desire to return to repeat the good experience which is reflected through the interest in repurchasing or returning to make visits.

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