
THE EFFECT OF TOURISTS' EXPERIENCE TOWARDS REVISIT INTENTION AT PERKAMPUNGAN BUDAYA BETAWI SETU BABAKAN

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Abstract

Perkampungan Budaya Betawi Area is cultural preservation designated by the Jakarta government as a location for the preservation and development of Betawi culture. As one of the cultural tourism destinations in the center of the Capital that always strives to maintain and improve all important aspects that have an impact on the sustainability of the tourist destination itself. The Tourists mostly come from West Java, Jabodetabek, and Foreign. Therefore, the authors conducted a pre-study on tourists' revisit intention of Perkampungan Budaya Betawi Setu Babakan which produces that tourists revisit intention is low. Implementing the customer experience to be expected could increase the revisit intention to Perkampungan Budaya Betawi Setu Babakan. This type of research was descriptive quantitative, the survey method used was the questioner with a sample size of 100 respondents. The data analysis technique was using multiple regression techniques. These results show there is a partial influence on customer experience consisting of comfort, education, hedonic, novelty, safety, and beauty to tourists' revisit intention of Perkampungan Budaya Betawi Setu Babakan. The beauty dimension of the customer experience variable got the highest score and the intention to recommend in revisit intention got the highest score.

Keywords: *tourist experience, revisit intention, tourism, Setu Babakan*

Introduction

Betawi Cultural Setu Babakan Village is one of the famous tourist attractions in Jakarta which is visited by many domestic and foreign tourists. Betawi Setu Babakan cultural heritage area is located in the south of Jakarta and is still part of DKI Jakarta Province. Following the General Spatial Plan (RUTR) and City Area Section Plan (RBWK) for 1985-2005, the Jagakarsa sub-district area is designated as a buffer and

water catchment area. The legal basis related to this area includes Governor's Decree No. 92 of 2000, Concerning Environmental Management of Betawi Cultural Village in Srengseng Sawah Village, Jagakarsa Sub-District, South Jakarta Municipality, Setu Babakan Village Area is designated as Betawi Cultural Heritage Area. Management of the Betawi Cultural Village in the middle of Jakarta is a difficult thing because DKI Jakarta is famous as a metropolitan city where the culture of the original community has begun to fade and must be able to compete with other tourist objects in areas where the culture is still original and there is no modernization.

Table 1
The Number of visitors to Setu Babakan Village in 2014 – 2018

No.	Information	2014	2015	2016	2017	2018
1.	Domestic	99,110	89,716	338,931	328,038	443,189
2.	Foreign	72	231	199	12	399
	Total	99,182	89,947	339,130	328,050	443,528

Source: Perkampungan Setu Babakan, 2019

Based on table 1 above, the growth in the number of Domestic and Foreign tourists has experienced insignificant development. The decline in the number of tourists is thought to be due to the many diverse and attractive tourist attractions, so tourists tend to visit other destinations to get new experiences as well as many other destinations outside Jakarta that offer diverse product innovations. The problem regarding the low intention to visit again can be caused by the lack of satisfaction level felt by tourists in Betawi Setu Babakan Cultural Village so that the impression and experience of Betawi culture do not reach tourists. Through the customer experience strategy carried out by the Betawi Cultural Village Setu Babakan, it is expected to increase tourist satisfaction and have an impact on increasing interest in visiting a destination. If tourists feel satisfaction with the tourist attraction then they will repeat their visit to the tourist attraction and then will recommend it to others. As an effort to increase the number of foreign tourists, it is important to research the effect of the Tourist Experience on the interest of visiting again at tourist destination Setu Babakan to compete and interest in returning from tourists can be increased.

Kotler & Keller (2012: 5) suggests that marketing is anything that identifies and meets human and social needs. According to Lovelock (2011: 37), service marketing usually refers to both business to consumer (B2C) and Business to Business (B2B) services and includes marketing services such as communication services, financial services, all types of services, tourist attraction, rental services cars and so on. There is a focus on customer behavior, which consists of three schemes namely customer choice, customer experience, and post-experience evaluation (Zeithaml et al., 2009: 51). The concept of service marketing is simply an attempt to bring together products or services produced by a tourist attraction manager with prospective visitors who will use these services, therefore services and products produced by a tourist



attraction must be able to meet the needs and desires of tourists. Kotler and Keller (in Fandi Tjiptono 2009: 4) suggest that services are actions or actions that can be offered by one party to another party which is intangible.

Furthermore, all services are experiences, some are of long duration while others are simple, some are ordinary while others are fun and unique (Zeithaml et al., 2009: 60). Consumer experience/customer experience is defined as the experience gained by consumers both directly and indirectly regarding the service process, companies, facilities, and how a consumer interacts with the company and with other consumers (Walter et al., 2010:238). This will in turn create cognitive responses, emotions, and consumer behavior and leave consumers memories about experiences during and after visiting the destination.

Meanwhile, according to Meyer and Schwager (2007) in Rageh et al (2013: 126), consumer experience is defined as an internal and subjective response from consumers who need contact with the company, both direct and indirect contact. Direct contact generally occurs in the purchasing, usage, and service sections, and is usually initiated by the consumer. Conversely, indirect contact most involves unplanned meetings with representatives of a company's products, services, or brands and accepts forms of word-of-mouth recommendations or criticisms, advertisements, news reports, and reviews.

Rageh et al. (2013: 136) states that there are eight dimensions of customer experience, but the author only examines six dimensions related to the object of research. The six dimensions are comfort, educational, hedonic, novelty, beauty, and safety with the following explanation.

1. *Comfort*. Qualitative studies indicate that the consumer's decision in determining the destination for travel is closely related to the desire to get relaxation. Consumers refer to the basic amenities that the destination provides to ensure comfort and also create relaxation. These findings are following the theory presented by Crompton (1979), Shoemaker (1989), Otto and Ritchie (1996), and Rageh et al. (2013: 136).
2. *Educational*. Experience of education or "learning while playing", as expressed by Parker (2006) in Rageh et al. (2013: 137) is a mixture of exploration, exploration, mental stimulation, and enthusiasm. It is also characterized by voluntary nature when learners themselves have real choices about what, where, when, how, and with whom they learn, and these are stimulated by the needs and interests of the person (Packer, 2006 in Rageh et al., 2013: 137). It has been indicated that there is strong evidence to suggest that the educational experience that consumers are looking for is available in the tourism industry.
3. *Hedonic*. The hedonic dimension symbolizes enthusiasm, pleasure, and easy to remember (Otto and Ritchie, 1996 in Rageh et al. 2013: 138).
4. *Novelty* (new things). The need for new things leads to the desire to go from a recognized place to an unfamiliar place or to search for new experiences, sensations, and adventures, and the study identifies four dimensions of the Novelty

paradigm namely change from routine, thrill, boredom alleviation and surprise (Lee and Crompton, 1992 in Rrageh et al. 2013: 139).

5. *Safety*. There is an agreement that there is a relationship between crime and tourism, and the crime rate is higher in tourist areas (Fujii and Mak, 1980; Walmsley et al., 1983; Pizam, 1982; Pizam and Mansfeld, 1996 in Rrageh et al. 2013: 140).
6. *Beauty*. Beauty is "an aspect of the idealization of experience in which an object, sound, and concept are believed to have the quality of formal perfection." (Hagman, 2002 in Rrageh et al., 2013: 141).

Revisit Intention Viewed from the perspective of the consumption process, visitor behavior is divided into three stages, namely: pre-visit, during the visit, and post-visit (William & Buswell: 2003). The same thing started by Chen & Tsai (2007: 39) states that tourist behavior includes visiting options, subsequent evaluations, and future intentions of visitor behavior. The next evaluation is the travel experience or value and satisfaction received by the visitor as a whole, while future behavioral intentions refer to the visitor's judgment about being fit to return to the same destination and willingness to recommend it to others. The concept of repurchase intention stems from behavioral intention.

Baker and Crompton in Chung-Hslen Lin (2012) explained that revisit intention is the possibility of tourists to repeat activities or re-visit a destination. according to Som et, al (2012: 41) also revealed two dimensions of revisit intention or intention to visit again to a tourist destination, namely:

- *Revisit the same destination*
The dimension measures the desire of tourists to revisit the same destination in the future.
- *Recommendation to others*
The dimension measures the desired tourist to give a recommendation and provide a positive word of mouth to the destination that has visited before to friends and relations. Word of mouth recommendation is important to tourism marketing because they are considered the most reliable, and therefore one of the most sought-after information for potential tourists. (Yoon & Uysal, 2005) in Som et, al (2012:41).

The following research problems can be formulated: (1) How much influence does the Tourist Experience (Customer Experience) have on Revisit Intention in the Betawi Cultural Village in Setu Babakan? (2) How big are the elements of the Tourist Experience (Customer Experience) which consists of Comfort, Education, Hedonism, Renewal, Security, Beauty simultaneously to the Interest of Revisit Intention at the Betawi Cultural Village Setu Babakan?

The hypothesis statement in this research is "There is a significant influence between customer experience on revisit intention in Betawi Cultural Setu Babakan Village."

Method



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The approach used for this research was descriptive research with a quantitative approach. This research was analyzed the effect of customer experienced to revisit intention tourist at Cultural Betawi Setu Babakan Village The object of research as the independent variable (X) is Customer Experience (X) which has six sub-variables, namely Comfort (X1), Education (X2), Hedonic (X3), Novelty (X4), Safety (X5) and Beauty (X5) X6). Whereas the dependent variable is Revisit Intention (Y) which has two indicator sub-variables consisting of intention to revisit (Y1) and intention to recommend (Y2).

The population in this research was all tourists that come to Cultural Betawi Setu Babakan Village in 2019. Based on data obtained recorded 374.873 tourists in 2018. Based on the calculation above, it obtained minimum sample was 100 respondent that has been come to Cultural Betawi Setu Babakan Village. Techniques of data collection used were questionnaires. Before being distributed to respondents, the research instrument/questionnaire needs to be tested first. The test conducted was a test of the validity and reliability for each item of questions and the results show that the research instrument is valid and reliable. Based on the research objectives, the analyzed variables are independent variables (X), namely customer experience consisting of comfort, education, hedonic, novelty, safety, beauty. While the dependent variable (Y) is revisit intention. The eight linear regression equation of the eight independent variables is formulated as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5+ b6X6$$

Result and Discussion

Results of Tourist Responses Regarding Revisit Intention in Betawi Cultural Village Setu Babakan Based on the results of data collection, obtained a recapitulation of tourist responses about revisit intention is as follows.

Table 2
Result Validity Revisit Intention (Y) Variable

No	Items	r Count	r Table	Remarks
1.	Y1	0,712	0,197	Valid
2.	Y1	0,623	0,197	Valid
3.	Y1	0,745	0,197	Valid
4.	Y1	0,700	0,197	Valid

a. Dependent Variable: Revisit Invention

b. Predictors: (Constant), Beauty, Safety, Hedonic, Comfort, Educational, Novelty

Source: Result data in 2019 used IBM SPSS 23

The table above explains the validity test of the Revisit Intention (Y) variable with a sample of 100 respondents, all variables have a calculated correlation coefficient (CITC). For a significant level of 5%, and n = 100, a r_{table} of 0.197 is obtained. Based on the calculation results in the table above, the value of the calculated correlation coefficient (CITC) for each statement item on the Revisit Intention Variable (Y) is

greater than r_{table} (0.197) at a significant level of 5%, thus it can be concluded that the statement of the variable Revisit Intention (Y), is declared valid and is suitable for future research instruments.

Table 3
Result F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.785	6	23.797	50.988	.000 ^b
	Residual	43.405	93	.467		
	Total	186.190	99			

a. Dependent Variable: Revisit Invention

b. Predictors: (Constant), Beauty, Safety, Hedonic, Comfort, Educational, Novelty

Source: Result data in 2019 used IBM SPSS 23

Based on the results of data processing in the table above, a F_{count} value of 50,988 was obtained, with a significant 0,000. So, the F_{count} is greater than F_{table} ($50.988 > 3.100$), thus it can be concluded that H_0 is rejected and H_a is accepted, which means that the Variable Comfort (X1), Educational (X2), Hedonic (X3), Novelty (X4), Safety (X4), Safety (X4) X5), and Beauty (X6), together affect the Revisit Intention (Y).

Table 4
Result of Multiple Analysis Regression

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.043	.949		2.045	.964		
	Comfort	.833	.089	.598	9.415	.000	.621	1.611
	Educational	.371	.125	.223	2.966	.004	.445	2.248
	Hedonic	.193	.083	.168	2.335	.022	.482	2.077
	Novelty	.456	.109	.275	4.169	.000	.575	1.738
	Safety	.360	.100	.244	3.613	.000	.548	1.824

a. Dependent Variable: Revisit Invention

Source: Result data in 2019 used IBM SPSS 23

From the results of the analysis conducted, obtained the following regression equation:

$$Y = 0,43 + 0,833X1 + 0,371X2 + 0,193X3 + 0,022X4 + 0,456X5 + 0,360X6$$



From the estimation equation of the regression function above, it can be seen that the regression coefficient value representing the Comfort variable (X_1) is obtained by $b_1 = 0.833$ indicating that each change in Comfort is one unit, the Revisit Intention will change directly proportional, that is equal to 0.833 units, assuming the independent variable others are of a fixed value.

The description of the customer experience at the Betawi Cultural Setu Babakan Village received a good rating from tourists who visited. The highest rating is obtained by the Education dimension. The assessment is measured by the level of knowledge and learning about Betawi culture, Setu Babakan, which gives a good experience in the minds of tourists who visit. This shows that the conditions of education around Setu Babakan provide a good experience in the minds of tourists who visits. While the lowest rating is Safety. That is because it does not provide a sense of security for access, security when tourism activities, or social environment security for tourists, causing tourists to worry when doing tourist activities while visiting.

The description of the tourist experience to revisit intention based on the testing result in simulating (F_{test}) shows that there are relatable about customer experience to revisit intention. Based on partial (T_{test}) research shows that as follows:

- a. The comfort dimension shows significant results because it has fairly good management of the comfort of the facility, the comfort of the activity, and the comfort of the climate.
- b. The education dimension shows significant results because tourists get learning and new knowledge that makes the experience for every tourist.
- c. The Novelty dimension shows significant results because new arrivals will get new things about the culture that make the experience of every visiting tourist.
- d. The hedonic dimension shows significant results because Setu Babakan tourists get pleasure and enthusiasm and a high level of memories during and after visiting Setu Babakan.
- e. The Dimension of Beauty shows significant results because Setu Babakan has the natural beauty of Setu Babakan and culture which is made in the form of a mini-museum
- f. The safety dimension shows insignificant results because the Betawi Cultural Village of Setu Babakan gives the impression of insecurity about access, security when tourism activities, and social environment security for tourists. Giving rise to the concern of tourists when doing tourist activities, for example when riding a boat ride that does not have a good quality level of security.

As for matters of concern in increasing tourist interest in visiting Betawi Setu Babakan Cultural Village based on the lowest Mean results. In developing a destination, it is necessary to increase convenience including:

- a. This research proves that there is a significant influence between customer experience on tourist revisit intention. But besides that, this research also shows that there are still problems that must be considered by the management of Betawi
- b. Cultural Village Setu Babakan. The results of the assessment with the smallest score of customer experience are the Safety indicators. This shows that the tourist rating of the security element in Betawi Setu Babakan Cultural Village is still lacking. The

importance of a good security element of a destination is a strength for the destination to provide more security and comfort when traveling. Therefore, the author's recommendation is to improve the security element of the Betawi Setu Babakan Cultural Village, both through tourism activities in enjoying the boat rides, as well as security around the lake.

- c. The second assessment with a score of 1.00 is the Comfort Dimension. This matter of the comfort of both facilities, activities, and climate shows that the assessment of tourism is still lacking. The importance of a comfort table Facility is the main indicator of a tourist attraction. So, the authors recommend increasing the level of security and comfort. Some facilities such as toilets, parking lots, places of worship and kiosks need to be improved.

The need for some facilities that need to be renewed in water activities such as boat repair used for tourists or the shape is made more attractive, not monotonous like a duck - bebek, but made identical following Betawi culture. In some zones, it is necessary to add a greening area. Types of plants to be planted can also be adjusted to the aesthetic beauty of Babakan. The determination of tree species can also be adjusted to Betawi culture to educate tourists. It can also be used as a tourist activity that is the activity of planting seedlings.

The lowest rating with a score of 0.2 is safety. This is an important concern in improving tourist experiences. Safety is an important factor in the tourist experience. If tourists feel safe, it can make tourists revisit one destination or recommend it to others. Safety can be done by providing a special way to disable around the lake. Apart from this, it provides lifeguards for boat rides passengers. Education about Betawi culture can be by inviting tourists to learn about Betawi cultural dance. On each side is given education about Betawi history. At a radius of 300-500 meters, employees and the community around Betawi Cultural Village in Setu Babakan should wear traditional Betawi clothing. Education needs to be instilled in every tourist. This is not only found in museums but can also be channeled through activities, such as farming.

Conclusion

Nowadays, the trend that is being felt is instagramable on any social media. Therefore, Setu Babakan needs something that makes tourists happy. Created a special museum photography installation with the theme of Betawi culture. Created a routine event to make tourists return. Routinely held cultural events such as culinary events, and make a collaboration with several partnerships such as the Go-food festival that raises Betawi culinary, and inviting the influencer to the event, this is to increase the enthusiasm of tourists who come and become an education in traveling tourists with the installation of photography such as mini-museum, it can be one of a remembered aspect by tourists. By taking pictures in the museum and then editing them on social media can make tourists remember something unique, it can also bring other new tourists to visit Setu Babakan.



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