

Analysis of the Effect of Experiential Marketing through Tourist Satisfaction on Behavioral Intention: A Case Study on Bromo Tengger Semeru Tourism

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Abstract: *Market Globalization affects tourism globally. There is an economic downturn, increasingly intense competition, and the growth of new technologies that offer both opportunities and threats. Tourism is an activity in the community supported by various kinds of facilities and services available either by the community itself, entrepreneurs or investors, even by the local government. Among other marketing methods, the application of experiential marketing began to develop. It is also relevant in tourism as it creates behavioral experiences, engaging attractions to appeal to the affective, sensory and intellectual aspects of consumers. This study examines the impact of experiential marketing on consumer satisfaction while identifying its importance in the industry. With the help of a closed questionnaire, a survey was conducted to test the perceptions of 224 tourists in Bromo Tengger Semeru. SEM analysis was conducted to examine the impact of experiential marketing on consumer satisfaction using SPSS AMOS software. Herein, experiential marketing is represented by five components, namely sense, feel, think, act and relate, while behavioral intention is represented by three components, namely word of mouth, revisit intention, willingness to pay and tourism satisfaction. Research findings sense and feel dimensions do not have a direct influence on tourist satisfaction. In addition, think, act, relate dimensions have a significant effect on tourist satisfaction and tourist satisfaction has a significant effect on behavioral intention. Finally, experiential marketing, which is represented by 3 hypotheses, think, act, relate, has an indirect influence on behavioral intention through tourist satisfaction.*

Keywords: SEM, Bromo Tengger Semeru, Experiential Marketing, Tourist Satisfaction, Behavioral Intention.

1. Introduction

Market Globalization affects tourism globally. According to Hollebeek & Macky (2019) and Hultman, Skarmeas, Oghazi, & Beheshti (2015), there is an economic downturn, increasingly intense competition, and the growth of new technologies that offer both opportunities and threats. Researchers consider that the tourism industry sector is a pioneer in adopting technology that innovates from digital reservation systems to new marketing practices and E-business (Hutman et al, 2015). Tourism is an activity in the community supported by various kinds of facilities and services available either by the community itself, entrepreneurs or investors, even by the local government. The tourism sector is said to be one of the most important sectors in Indonesia. According to Cahyaningsih (2018), Indonesia is one of the 204

countries in the world as a maritime country that has thousands of islands in it. This makes Indonesia a country rich in natural resources such as biological, energy, material and space. Experiential marketing is increasingly being used by marketers to build experiential connections with consumers (Homburg et al., 2015; Le et al., 2019; Schmitt, 1999a).

Experiential marketing consists of five dimensions, namely sense, feel, heart and feelings, so they want to use the company's products and services. Experiential marketing provides an opportunity for visitors or tourists to get an experience of a product, brand or service. Sharma and Nayak (2019) found that tourist experience influences tourist behavior through satisfaction. (Dhillon et al., 2021) revealed that good experiential marketing can create positive customer satisfaction for luxury cosmetic brands. In addition, repeated tours by stating their intention to do revisit intentions are also a form of visitor loyalty to a tourist destination (Cladera and Alegre, 2009). Tourist satisfaction has a positive effect on word of mouth (Vesci, 2021). Customer satisfaction is important because it creates informal communication and word of mouth advertising that has an impact on business profitability (Dhillon, et al, 2021). Customer satisfaction is important because it creates informal communication and word of mouth advertising that has an impact on business profitability (Dhillon, et al, 2021). Yang and Xia (2021) explain that there are several factors that can affect customer satisfaction and willingness to pay using DiDi Chuxing in China. There are five important factors that influence the two things that can influence each other, namely emotional value, social value, service value, and functional value. Hence, this study would focus on bridging the existing knowledge gap in modern marketing strategy contribution in influencing behavioral intention through tourist satisfaction by assessing bromo tengger semeru tourists.

2. Literature Review

Tourism Marketing

The tourism sector is currently one of the sectors that is quite in demand by various groups. ASEAN, especially in Indonesia it self, is quite good for various parties in marketing and tourism so that many foreign tourists visit various countries in ASEAN. There are various ways to do tourism marketing, one of which is through the media, both print media and electronic media. Basically, tourism marketing is the process of creating, creating, and exchanging offers to tourists by government organizations or at the industry level in order to get potential tourists, communicate with tourists to provide motivation, desire, and even love for an area, both local and international.

As for the purpose of tourism marketing itself, it can be divided into two interrelated stages, firstly to attract local and international tourists to come and enjoy a tourist attraction, secondly to encourage tourists to enjoy the various facilities that exist in each service provided by the manager. The tourism industry which aims to get more profits is also an incentive for managers to carry out tourism marketing activities. From the various objectives above, it can be concluded that tourism marketing has a basic goal, namely to obtain better profits or profits for tourism managers, transportation agents, providers of facilities that support tourist attractions and also the community around tourism places. On the other hand, when management conducts tourism marketing, a marketing strategy is also needed as a way to make it easier to achieve tourism marketing success effectively and make the goals of tourism managers more focused.

Experiential Marketing on tourist satisfaction

Experiential marketing is divided into 2 different words, the first experiential comes from the word experience which can be interpreted as a person's experience. Meanwhile, marketing can

be interpreted as a process for every company to create value for customers and build a fairly good relationship with customers. Schmitt in the journal written by Rather (2020) explains in his journal that experiential marketing is an approach in marketing that uses the emotional possessions of consumers. Experiential marketing is a marketing concept that is quite important in this quite competitive environment to create a niche segment among consumers as well as assisting business owners in gaining their competitive advantage (Dhillon, 2021). According to Schmitt (1999:63) explains that in experiential marketing there are 5 influencing factors, namely sense or Sensory Experience, feel or affective experience, think or creative cognitive experience, act or physical experience and entitle lifestyle, and relate or social identity experience. This is usually done by manufacturers to create a form of customer satisfaction through several experiences. Previous research by Dhillon, et al (2021) revealed that the dimensions of experiential marketing affect customer satisfaction significantly. Sharma and Nayak (2019) found that tourist experience influences tourist behavior through satisfaction. Other studies have also identified that experiential marketing has a positive effect on visitor satisfaction for zoo tourism (Lee and Chang, 2012; Tsaur et al, 2007).

Tourist Satisfaction on Revisit Intention

Kotler and Keller (2016:153) consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product thought to the expected performance (or result). Therefore, this study will provide an assumption related to its influence on interest in visiting again. It is known that previous research by Jung et al (2015) revealed that all satisfaction has a significant influence on revisit intention which is also supported by Araci's research (2017) that customer satisfaction has an influence on revisit intention. This means that if customer satisfaction increases, it will increase revisit intention. This hypothesis is also supported by other research by Shahijan (2018) which explains that tourist satisfaction affects revisit intention in tourist destination objects. This means that the increasing tourist satisfaction, the revisit intention of a destination object will also increase. In another field, in the context of organic food menus, customer satisfaction was found to have a positive impact on customer behavioral intentions which is a dimension of revisit intention (Lu and Chi, 2018).

Tourist Satisfaction on word of mouth

Tourist/Customer Satisfaction is important because it creates informal communication and word of mouth advertisements that have an impact on business profitability (Dhillon, et al, 2021). Therefore, this study will provide an assumption related to its effect on the intensity of word of mouth. It is known that previous research by Araci (2017) revealed that consumer satisfaction has an influence on word of mouth. This means that if consumer satisfaction increases, it will increase the intensity of word of mouth. On the other hand, in the context of organic food menus, consumer satisfaction was found to have a positive impact on customer behavioral intentions, which are dimensions of revisit intentions and word of mouth (Lu and Chi, 2018). Therefore, the hypothesis on the consumer satisfaction variable is as follows.

Tourist satisfaction on willingness to pay

Someone who is willing to use their money more is an attitude taken because they feel need. In this case, it is stated that there is another opinion that Willingness to pay (WTP) according to Zhao and Kling (2005) which explains that the maximum price for cold goods or services is owned by consumers. In addition, someone who has a good willingness to pay is certainly a benchmark for consumers to be able to reflect on the value of goods or services (Simonson & Drolet, 2003). In addition, the willingness to pay (willingness to pay) can explain a person's willingness to accept the burden of payment in accordance with the price given.

Willingness to pay can be proven by research that it can be influenced by one's satisfaction after using either the company's products or services, especially in the tourism industry. Research conducted by Yang and Xia (2021) explains that there are several factors that can affect customer satisfaction and willingness to pay using DiDi Chuxing in China. There are five important factors that influence the two things that can influence each other, namely emotional value, social value, service value, and functional value. The five factors revealed some significant differences. Therefore in this study try to take the following hypothesis. The study aims to determine the impact of experiential marketing on the behavioral intention trough of the bromo tengger semeru tourists.

Based on the aim, the hypotheses of this study are as follows:

- H1: Sense has a positive effect on tourist satisfaction
- H2 : Feel has positive influence on tourist satisfaction
- H3 : Think has a positive effect on tourist satisfaction
- H4 : Act has a positive effect on tourist satisfaction
- H5: Relate have a positive effect on tourist satisfaction
- H6: Tourist satisfaction has a positive effect on revisit intention
- H7: Tourist satisfaction has a positive effect on word of mouth
- H8: Tourist satisfaction has a positive effect on willingness to pay

2. Methods

The current study used a structural equation model (SEM) to explain the effect of experiential marketing on tourist satisfaction and also the effect of tourist satisfaction on behavioral intention. Thus, to estimate or build relationships between variables the steps taken in SEM analysis include model specification, model identification, model estimation, model evaluation, and modifications to improve reliability and stability (Fan et al., 2016). Thus, this study uses the type of primary research quantitative data to test respondents' perceptions. Here, the variables considered for impact testing are experiential marketing aspects by including sense, feel, act, think, and relate components then consumer satisfaction and behavioral intention with revisit intention, word of mouth, and wilingness to pay. Data were collected using purposive sampling from 224 tourists visiting the Bromo Tengger Semeru destination with the help of a questionnaire. The questionnaire is formulated in such a way that there is a background of consumer knowledge about experiential marketing and the demographics of the respondents. In conducting data analysis, this study used SEM (Structural Equation Model). The data that has been collected and ready to be used will be analyzed. All questionnaire results that have been collected will be processed using the SEM approach or structural equation modeling through SPSS AMOS software. According to Malhotra (2016), he explained that data analysis was carried out using a measurement model analysis procedure using Confirmatory Factor Analysis (CFA) to show that each question indicator could represent as a measuring tool for each latent variable in the research model. First, confirmatory factor analysis (CFA) was conducted to confirm the factor structure of the measurement model and to check both reliability and validity. Second, the structural model was analyzed and the path coefficients are estimated using AMOS 24.0.

3. Results

Descriptive Findings

Table 1. has shown the demographic profile from the 224 valid questionnaires. Male and female respondents consist of 56.7% and 43.3% respectively.

Table 1: Demographic profile of the respondents (N = 224)

Characteristics	Frequency	Percentage
Gender		
Male	127	56.7
Female	97	43.3
Age range		
18-24	85	37.9
25-34	63	28.1
35-44	58	25.9
45-54	15	6.7
> 55	3	1.3
Education		
High School	30	13.4
Bachelor's degree	173	77.2
Master's degree	17	7.6
Doctoral degree	4	1.8
Profession		
Not yet	22	9.9
Student/college	73	32.6
government employees	39	17.4
private employees	58	25.9
Professionals (soldier, Police, Teacher, Lecturer, Doctor, Nurse)	32	14.3
Monthly Salary		
< Rp. 2.000.000	41	18.3
Rp. 2.000.000 – Rp. 8.000.000	104	46.4
Rp. 8.000.001 – Rp. 14.000.000	64	28.6
Rp. 14.000.001 – Rp. 20.000.000	9	4
Over Rp. 20.000.000	8	3.6
Lastest visited		
Last 6 months	45	20.1
Last 6 – 12 months	57	25.4
Last 1 -2 years	34	15.2
Last 2 – 3 years	41	18.3
Over 3 years	47	21
How many visits		
Once	75	33.5
2 – 4 visits	101	45.1
5 – 7 visits	34	18.2
8 – 10 visits	10	4.5
> 10 visits	4	1.8

The most frequent age group is the 18-24 age group, accounting for 37.9% of all the samples, followed by the 25–34 age group (28.1%), 35–44 age group (25.9%), 45–54 (6.7%), and over 60 (1.3%). In regards to education, they have different educational backgrounds, in which more than half of the respondents hold bachelor degree (77.2%), master degree (7.6%), doctoral degree (1.8%), high/secondary school (13.4%). In terms of frequency of visits, half of the respondents 2-4 visits with 45.1%, once visit with 33.5%, 5-7 visits with 18.2%, 8-10 visits with 4.5%, and over 10 visits with 1.8%. As for monthly salary, Below Rp. 2.000.000,- (18.3%), Rp. 2.000.000 – Rp. 8.000.000 (46.4%), Rp. 8.000.001 – Rp. 14.000.000 (28.6%), Rp. 14.000.001 – Rp. 15.000.000 (4%), and over Rp. 15.000.000 (3.6%)

Measurement Model Evaluation

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett’s Test of Sphericity were performed to test the fitness of the data. According to Hair et al. (2010), factor loading should be 0.50 or above 0.50. After the factor analysis all variable above 0.50, means that all variables are valid. Reliability analysis was measured by using Cronbach’s coefficient alpha. Generally, the alpha coefficient ranges in value from 0 to 1, and 0.90 or greater are preferred (Malhotra, 2016). All these values are found to be applicable to these ranges, which is considered acceptable as an indication of reliability and acceptability for basic research. Thus, for the preliminary analysis, the reliability and validity test is conducted to reveal the presence of stability among the relationship between variables. The findings of the test are reported in Table 2.

Table 2: Reability and Validity Test

Constructs	Factor Loading	KMO	If item deleted	Cronbach’s alpha
Sense		0.696		0.801
This destination is perceptually interesting	704		757	
This destination tries to engage my senses	783		658	
This destination lacks sensory appeal for me(-)	683		761	
Feel		0.661		0.874
This destination makes me respond in a emotional manner	803		938	
This destination does not try to appeal to feelings	928		760	
This destination tries to put me in a certain mood	945		724	
Think		0.678		0.854
This destination tries to intrigue me	869		821	
This destination stimulates my curiosity	930		706	
This destination tries to appeal to my creative thinking	846		855	
Act		0.698		0.924
This destination reminds me of activities I can do	887		965	
I would like to share what I experienced in this destination	952		869	
I would like to take pictures in this destination as mementos	967		840	
Relate		0.711		0.817
This destination induces me a sense of identity towards ecological conservation	882		713	
This destination does not try to remind me of social rules and arrangements (-)	869		734	

I would buy some souvenirs which are related to this destination	831	804	
Tourist Satisfaction		0.759	0.921
I am as satisfied with this destination as I expected to be	935	878	
I am satisfied with the landscape provided at this destination	918	903	
Overall, I am satisfied with my visit to this destination	935	877	
Revisit Intention		0.672	0.770
I will revisit the BTS tour in the future.	780	761	
I will invite my family, friends, or other people to go on BTS tours in the future.	872	608	
I plan to do the same activity on the BTS tour.	830	690	
WOM		0.713	0.855
I will say positive things about this destination	857	834	
I will recommend this destination to friends, family and/or colleagues	912	742	
I am happy to say to others that I have visited this destination	873	811	
WTP		0.731	0.905
I accepted the price of admission that was offered to me.	889	907	
Pay a higher price than competitors charge for the benefits you currently receive from this destination	941	822	
Continue to visit to this destination if its prices increase somewhat	921	855	

It shows the result of Cronbach's alpha values for the statements of experiential marketing, tourist satisfaction, and behavioral intention. These values are more than 0.6. Thus, they are efficient to be considered in the model. Further, as factor loading > 0.5 and KMO result show higher than 0.5, that mean all constructs are valid too. Hence, for the selected latent variables, reliability and validity tests show the presence of stability in the relationship. This depicts that the results derived from the analysis are consistent enough to determine generalized results. Before testing the hypothesized relationships, we analyzed the reliability and validity of scales by using confirmatory factor analysis (CFA). Subsequently, this study generated a CFA model composed of six constructs with all the 27 indicators/items and the model attained a reasonable fit: $\chi^2 = 114.5$, $df = 99$, $\chi^2/d. f. = 1.157$, $NFI = .974$, $CFI = .996$, $GFI = 0.947$, and $RMSEA = .027$, in line with criterion: NFI , CFI , TLI , GFI greater than 0.90, and $RMSEA$ less than 0.08 (Bentler & Bonnett, 1980).

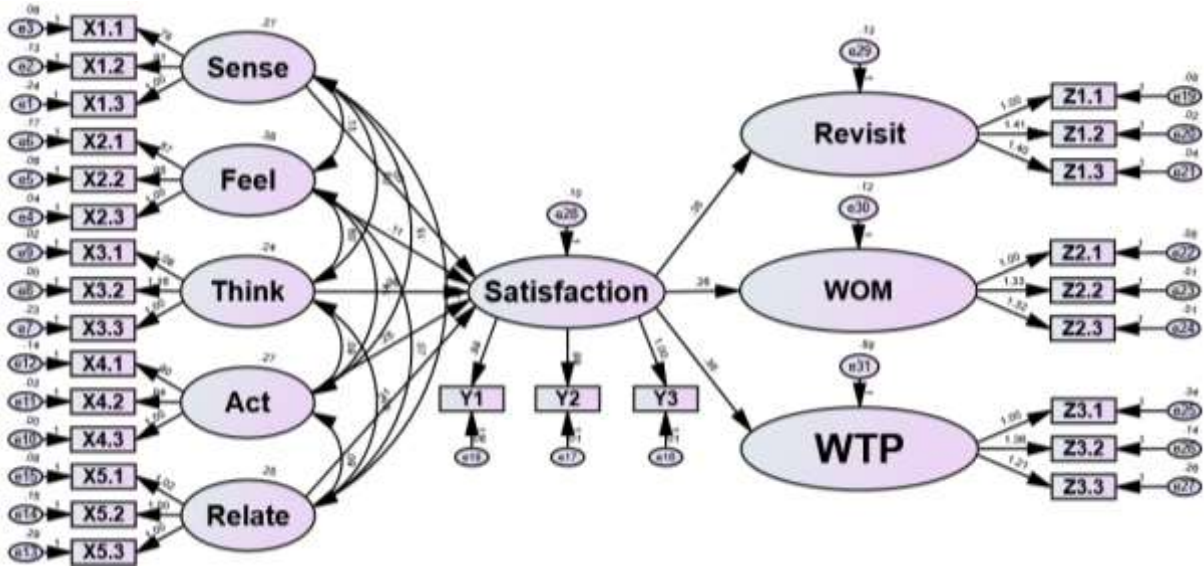


Figure 1: Initial path diagram

With the identification of constructs efficiency, the examination of model adequacy is required. Herein, the derivation of the optimal form of the model is based on determining the efficiency of the model using different absolute and incremental indices. Based on the model stated in Figure 1, the comparison of model fitness has been drawn with recommended value (Table 3).

Table 3: Model fitness examination for the original model

No.	Index	Value of the measurement model	Recommended value
1	CMIN/DF	3.478	≤ 2
2	NFI	0.839	≥ 0.80
3	RFI	0.816	≥ 0.90
4	IFI	0.880	≥ 0.90
5	TLI	0.861	≥ 0.90
6	CFI	0.879	≥ 0.90
7	RMSEA	0.105	≤ 0.80

Table 4: Model fitness examination for the final model

No.	Index	Value of the measurement model	Recommended value
1	CMIN/DF	1.104	≤ 2
2	NFI	0.951	≥ 0.80
3	RFI	0.935	≥ 0.90
4	IFI	0.995	≥ 0.90
5	TLI	0.994	≥ 0.90
6	CFI	0.995	≥ 0.90
7	RMSEA	0.022	≤ 0.80

Structural Model and Hypothesis Testing

After validity and reliability confirmed, the structural model was analyzed and hypotheses were tested using path analysis. The structural model exhibited adequate fit to the data ($\chi^2/df=2.349$, GFI= 0.940, AGFI=0.912, IFI=0.995, NFI=0.951, CFI=0.995, RMSEA=0.022, RMR=0.029

Fig.1 displays the standardized path coefficient, path significance, t-values, explained variances, and the results of hypothesis tests.

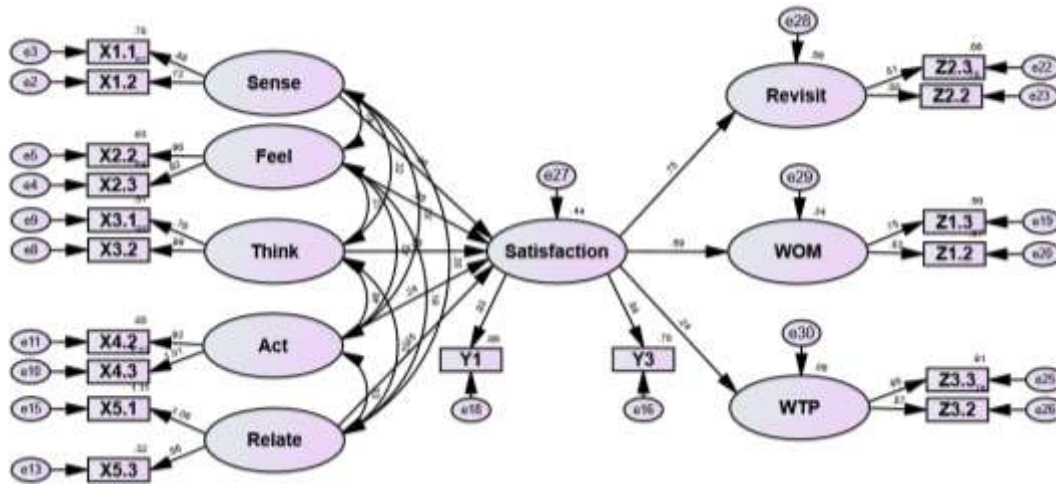


Figure 2: Final Model

Table 5: Hypotheses Testing

Constructs		Estimate	S.E.	C.R.	P	Result
Satisfaction	<--- Sense	.055	.073	.757	.449*	Not Supported
Satisfaction	<--- Feel	.030	.042	.712	.477*	Not Supported
Satisfaction	<--- Think	.294	.055	5.346	***	Supported
Satisfaction	<--- Act	.175	.053	3.311	***	Supported
Satisfaction	<--- Relate	.136	.052	2.602	.009	Supported
Revisit	<--- Satisfaction	.805	.080	10.037	***	Supported
WOM	<--- Satisfaction	.575	.077	7.456	***	Supported
WTP	<--- Satisfaction	.654	.196	3.341	***	Supported

Note * $p > 0.05$, *** < 0.01

The hypothesis testing of sense of tourist satisfaction has a model value (CR) of $0.757 < 1.96$ and $0.449 > 0.05$, indicating that sense has no significant effect on tourist satisfaction. Testing the feel hypothesis on tourist satisfaction has a model value (CR) of $0.712 < 1.96$ and $0.477 > 0.05$, indicating that feel has no significant effect on tourist satisfaction. Think's hypothesis testing on tourist satisfaction has a model value (CR) of $5.346 > 1.96$ and $0.00 < 0.05$, indicating that think has a significant effect on tourist satisfaction. Testing the hypothesis of act on tourist satisfaction has a model value of (CR) $3.311 > 1.96$ and $0.00 < 0.05$, indicating that act has a significant effect on tourist satisfaction. The test of the relate hypothesis to tourist satisfaction has a model value of (CR) $2.602 > 1.96$ and $0.009 < 0.05$, indicating that relate has a significant effect on tourist satisfaction. Testing the tourist satisfaction hypothesis on revisit intention has a model value of (CR) $10,037 > 1.96$ and $0.00 < 0.05$, indicating that tourist satisfaction has a significant effect on revisit intention. Testing the tourist satisfaction hypothesis on word of mouth has a model value (CR) of $7.456 > 1.96$ and $0.00 < 0.05$, indicating that tourist satisfaction has a significant effect on word of mouth. Testing the tourist satisfaction hypothesis on willingness to pay has a model value (CR) of $3.341 > 1.96$ and $0.00 < 0.05$, indicating that tourist satisfaction has a significant effect on willingness to pay.

Mediation Analysis

In order to analyze the mediator roles of tourist satisfaction, we compared the original model with an alternative model which hypothesizes the direct effects of think, act, and relate experience dimensions of experiential marketing to the behavioral intention dimensions. The estimating result of the modified model indicated good fit with $\chi^2/df=4.57$, $p<0.269$, $GFI=0.954$, $AGFI=0.928$, $IFI=0.99$, $NFI=0.963$, $CFI=0.996$, $RMSEA=0.021$, and $RMR=0.029$. We tested the significance of indirect effects using bootstrapping procedures.

Table 6: mediation effects

Relationship	Standardized Indirect Effect	Indirect Effect
Think →SAT→RI	0.001	0.001
Act →SAT→RI	0.004	0.005
Relate →SAT→RI	0.009	0.011
Think →SAT→WOM	0.001	0.001
Act →SAT→WOM	0.007	0.006
Relate →SAT→WOM	0.007	0.015
Think →SAT→WTP	0.001	0.001
Act →SAT→WTP	0.004	0.004
Relate →SAT→WTP	0.006	0.008

Standardized indirect effects were computed for each of 500 bootstrap samples, and the 95% confidence interval was computed by determining the indirect effects. As shown in table 6, results of the indirect model supported the mediating role of tourist satisfaction on the relationship between think experience and revisit intention. Think, act, and relate experience has a positive effect on revisit intention, as well as a positive indirect effect through tourist satisfaction. As for word of mouth intention, Think, act, and relate experience has a positive indirect through tourist satisfaction. At last, Think, act, and relate experience has a positive total and indirect effects on willingness to pay through the mediation of tourist satisfaction.

4. Discussion and conclusion

This research is contributed by examining the comparative effect of experiential marketing dimensions that influence the behavioral intentions and satisfaction of tourists in tourist destinations. Another key contribution of this research is the investigation of the indirect effects of customer engagement including the dimensions of think, act, relate, and behavior on behavioral intentions through tourist satisfaction in tourism destinations.

The results of the analysis found the following order: relationship in tourist destinations: think → tourist satisfaction → revisit intention; act → tourist satisfaction → revisit intention; and relate → tourist satisfaction → revisit intention. similarly, think → tourist satisfaction → word of mouth; act → tourist satisfaction → word of mouth; and relate → tourist satisfaction → word of mouth. and lastly think→ tourist satisfaction → willingness to pay; act → tourist satisfaction → willingness to pay; and relate → tourist satisfaction → willingness to pay. This study establishes a direct effect that 3 of the 5 dimensions of experiential marketing have a significant positive effect on tourist satisfaction, and tourist satisfaction has a significant positive effect on behavioral intention, namely revisit intention, word of mouth, willingness to

pay. In addition, tourist satisfaction mediates between experiential marketing dimensions and behavioral intentions towards tourist destinations.

There have been many studies investigating the differences between first-time travelers and repeat travelers. The findings of this study indicate that there are differences in results with previous studies by Dhillon (2021), where the 2 dimensions of experiential marketing when tested in tourism research do not significantly affect tourist satisfaction, namely sense and feel. While the other dimensions have a significant positive effect. This study reveals that the hypothesis of the other 3 experiential marketing dimensions is accepted because it has a low level of significance which means it has a positive influence on tourist satisfaction. Also in indirect examination of several behavioral intention variables such as revisit intention, word of mouth and willingness to pay also gave a high significant value. It means that experiential marketing indirectly has a positive influence on revisit intention, word of mouth and willingness to pay through tourist satisfaction.

The conclusion is that visitors can revisit BTS influenced by their satisfaction and their satisfaction is influenced by their experience when visiting BTS before. The tourists are also their word of mouth is also good because their satisfaction is influenced by their experience. Besides that, their availability for willingness to pay is also good because their good satisfaction is also influenced by their previous experience when visiting BTS.

5. Limitations and future research

This research also has some limitations. First, because this study uses experiential marketing variables, it cannot be sampled when not in tourist destinations. Second, direct data collection in the field was hampered by the COVID-19 regulations regarding visitor restrictions, which resulted in delays in the research process. Third, future research should investigate the role of the customer experience dimensions that sense, feel, think, act, relate in influencing customer behavioral intentions directly. As well as for future research should investigate about its influence through online media such as 360 virtual tours. Finally, scholars can also reveal whether there is a difference between virtual tours and destination visits.

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