

Loyalty of Domestic Tourists to Beach Tourism: Role of Image, Experiential, Digital Marketing and Satisfaction

Juhari

STIE Pertiba, Indonesia

juharitz@gmail.com

Abstract

This study aims to explain the effect of destination image, experiential marketing, and digital marketing communications on tourist satisfaction and the implications for domestic tourist loyalty to beach tourism objects on Bangka Island. This research is quantitative research with descriptive and verification methods. The study's sample consisted of 305 domestic tourist respondents who visited beach tourism objects using a proportional random sampling technique. A questionnaire was used to obtain the data and a causality approach was analyzed using Structural Equation Modeling (SEM), using Lisrel 8.8. The results of the study show that the image of the destination, experiential marketing, and digital marketing communications have a positive and significant effect on tourist satisfaction, and destination image, experiential marketing, digital marketing communications, and tourist satisfaction together have a positive and significant effect on domestic tourist loyalty to beach tourism objects. The results of this study prove that the tourist satisfaction variable is an intervening variable that has a positive full mediating effect on destination image, experiential marketing, and digital marketing communications on domestic tourist loyalty to beach tourism objects on Bangka Island.

Article Info

- **Received** : 27th February, 2023
- **Revised** : 20th June, 2023
- **Published** : 30th June, 2023
- **Pages** : 473-487
- **DOI** : 10.33019/ijbe.v7i2.715
- **JEL** : M31, Z32
- **Keywords** : *Destination Image, Experiential Marketing, Digital Marketing Communication, Tourist Satisfaction, Tourist Loyalty*



1. Introduction

One of the largest economic sectors over the globe, travel and tourism plays a significant role in expanding employment possibilities, boosting exports, and improving the standard of living for people all over the world. 2017 has been proclaimed the International Year of Sustainable Tourism by the United Nations, which presents a fantastic chance to improve the immense economic, social, cultural, environmental, and heritage value that this industry can offer. The World Travel & Tourism Council (WTTC) has been producing data that measures the effects of travel and tourism on the economy and the employment market for more than 25 years. The sector produced a total of US\$ 7.6 trillion in 2016 (10.2% of the global GDP) and 292 million jobs, or one in ten jobs in the world economy. This industry accounts for six (World Travel & Tourism Council, 2018).

According to Revindo, M. D., Sabrina, S., & Sowwam, M. (2020) The Covid 19 pandemic that has ravaged the world has had an impact on the condition of tourism's rapid development over the past three years. Now it's back to a new normal after the covid 19 pandemic but still maintaining health protocols. The end of this will have an impact on the stretching of the new tourism sector which is marked by increasing visits of domestic and foreign tourists to Indonesia.

Foreign tourists to countries in the Southeast Asia region (ASEAN) throughout 2018 reached 136.2 million visits, which increased from the previous year of 8.34%. Among these Southeast Asian countries, Thailand received the most foreign tourist arrivals in 2018 reaching 38.3 million and the highest number compared to nine other countries or equivalent to 28% of the total foreign tourist visits to ASEAN. Then followed by Malaysia at 25.8 million, and Singapore at 18.5 million. Meanwhile, Indonesia with 15.806 million is in 4th place after Singapore. Then Vietnam 15.4 million, the Philippines 7.1 million, Cambodia 6.2 million, Laos 4.1 million, Myanmar 3.6 million, and Brunei Darussalam 1.4 million (Sabon, V. L., & Pierre, W. C. D., 2018).

Before the covid pandemic, the growth in foreign tourist visits to Indonesia for the last 5 years, Arrivals of foreign tourists increased by 14% on average. the previous five years (2014-2018), Indonesia has seen an increase in foreign tourists visiting the country at an average rate of 14% annually. This number is higher than the 9% annual growth rate, on average, of foreign visitor arrivals between 2009 and 2013. 15.81 million individuals traveled to Indonesia as international tourists in 2018, an increase of over 2.5 times over 2009. The government expects 18 million international visitors this year and IDR 20.9 trillion in investment realization in the tourism sector in 2019 (Rais, A. N., & Kristania, Y. M., 2020).

Companies can implement experiential marketing in providing positive experiences to customers, for example by having product displays that can be seen, tried, and touched in every interior setting, complete facilities, self-service, and the various



types of products owned can provide a unique experience for each customer (Karuniatama, I. H., Barata, D. D., & Suyoto, Y. T. 2020).

An important discussion of this article can be of concern to the provincial, district, and city governments, namely how to attract tourists to visit beach tourism objects on Bangka Island so that the number of visitors continues to increase and tourists will visit again and invite family, friends or relations to visit tourist attractions. because a large number of visitors to these tourist objects means that regional income will increase and will also have a positive impact on the economy in these tourist areas.

This article is unique and different from several previous studies because the author is focused on the influencing factors of tourist satisfaction and its implications for domestic tourist loyalty to beach tourism objects on Bangka Island. This study aims to answer the way the issue was posed: First, How is the influence of destination image, experiential marketing, and digital marketing communications on tourist satisfaction at beach tourism objects on Bangka Island?, Second, how are the effects of destination image, experiential marketing, digital marketing communications, and tourist satisfaction on tourist loyalty domestic on beach tourism objects in the Bangka Belitung Islands?

2. Literature Review

Destination Image

According to Lu, C. S., Weng, H. K., Chen, S. Y., Chiu, C. W., Ma, H. Y., Mak, K. W., & Yeung, T. C. (2020), Several studies have shown that destination image plays an important role in facilitating the formation of visitor loyalty and their likelihood to return. Destination image is the main factor in understanding tourist behavior to make return visits (Souiden et al., 2017). According to AB, A. (2018) Destination image is made up of psychological features that concentrate on intangible aspects and functional characteristics that emphasize the destination's tangible qualities. So, it can be concluded that the image of a destination is an image, knowledge, and impression obtained by you racists from various kinds of information regarding the uniqueness and attractiveness of tourist objects including various products and attributes of the tourist attraction.

Experiential Marketing

Experiential marketing is about creating loyal customers. (Rizal, M., & Bulan, T. 2016). Experiential marketing is a strategy used by marketers to create a memorable experience for consumers, by trying to make customers feel good and make customers' emotions match the marketer's wishes (Yanti Febrini, Widowati, & Anwar, 2019). Experiential marketing is a marketing strategy based on the experiences experienced by customers through emotional touch and feelings that are memorable and unforgettable (Widiyanti, W., & Retnowulan, J., 2018). So, experiential marketing can be concluded that a form of business activity that is implemented by business actors or marketers to formulate products and services



that have an impact on emotional experiences that touch the hearts and unforgettable feelings of consumers after buying or using these products and services.

Digital Marketing Communications

To support a variety of activities and transactions that can be carried out at any time or in real-time, as well as on a global or international scale, One of the marketing channels that are currently in high demand by the general public is digital marketing (Pradiani, T. (2018). Digital marketing is used to promote a person's product (Ri'aeni, I. (2017). Digital marketing communications if fully developed by tourist destination managers will have an impact on increasing the number of tourist visitors (Kurnianti, A. W., & Tidar, U., 2018). A combination of marketing communication and digital marketing, or the methods and process by which business actors alert customers to products and services offered through digital media like the Internet and social media, is known as digital marketing communication (Kusuma, D. F., & Sugandi, M. S., 2019). So it can be concluded that digital marketing communication is an effort to inform, persuade and remind consumers of products or services provided by companies using digital devices that can reach consumers in a timely and relevant manner.

Tourist Satisfaction

The degree of sensations experienced after contrasting actual performance or outcomes with expectations is known as satisfaction (Firatmadi, A., & Jayabaya, U. 2017). Meanwhile, human wants and needs are always changing and have no limits. According to Kabu, K., & Maharjan, S. (2017), the factors that affect customer satisfaction and expectations consist of: "Needs and wants" related to things that the customer feels when he is trying to make a transaction with a service producer. The marketing strategy for destinations and the evaluations that must be used as the fundamental criteria for judging the performance of destinations and services both depend heavily on the level of customer satisfaction (Sofi, Maraj Rehman., et al. (2014). Hence it follows that by comparing what is received and felt after using the provider's products and services to prior expectations, tourist satisfaction can be defined as feelings of joy or unhappiness.

Tourist Loyalty

According to Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020), Loyalty is a crucial idea in tourism marketing, and numerous studies have looked into it. Hasan, Ali. (2015) Three different indicators—intention to continue purchasing the same product, want to purchase more of the same product, and desire to suggest the product to others—are used in the tourism industry to gauge customer loyalty. According to Utama, P. (2019) Loyalty is the consistency of tourists to always visit a destination even though competitors offer new destinations with superior quality attributes. Consumer loyalty, which is described as an attitude and intention to behave in the future, is the result of the purchase and



is exhibited in the following ways: commitment to recommending the company to others, a desire or plan to speak well of the business, and a readiness to pay a high price (cost burden). According to Griffin, J. (2016), Loyal customers are the most valuable asset for any company. According to Aunalal, Z. I., Kadir, A. R., Muh., I. T., & Hamid, N. (2017) that tourist loyalty is significantly influenced by destination image, perceived quality of information, and customer satisfaction. It can be concluded that tourist loyalty is a voluntary intention and loyalty to revisit favorite tourist destinations continuously and recommend others to do the same.

3. Research Methods

In this study, the method used is a quantitative method with a descriptive and verification approach. This research was conducted on Bangka Island with the unit of analysis being beach management units in Bangka Regency, Central Bangka Regency, West Bangka Regency, South Bangka Regency and Pangkalpinang City.

Data collection techniques in this study used primary data obtained directly from the first source (tourists who were the object of research) by filling out a questionnaire. The participants in this study were domestic travelers who had traveled to several or more than two beach tourism objects in Bangka Regency, Central Bangka Regency, West Bangka Regency, South Bangka Regency, and Pangkalpinang City.

Supranto J and Nandan Limakrisna (2016) state that with an estimation model using Maximum likelihood = ML, each manifest indicator/variable requires a minimum of 5 elements/respondent. Based on this, the sample size of this study uses maximum likelihood estimation, where this study has 61 parameters (indicators), so a minimum sample size of 5×61 indicators = 305 respondents is obtained. While the sampling technique from 5 districts and cities on Bangka Island using proportional random sampling, namely sampling takes into account the consideration of the elements, proportions, or categories in the study population. A questionnaire and a causal approach were used to collect data, and structural equation modeling was used to evaluate (SEM), using Lisrel 8.8.

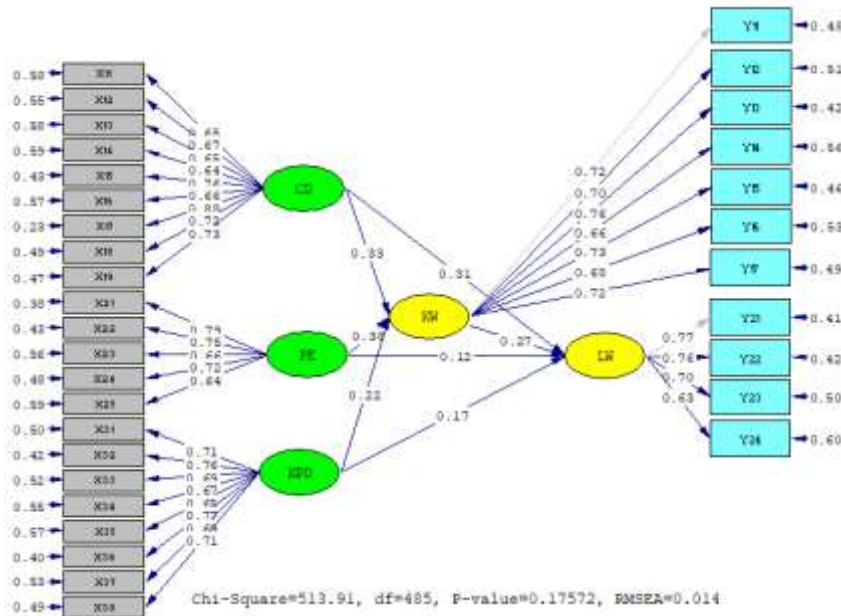
The analysis will become even more complex if it involves latent variables formed by one or several indicators of observed variables (measured/observed variables). Analysis of latent variables can be done using factor analysis, in this case, confirmatory factor analysis. Influence analysis is even more complex when it involves several latent variables and directly measurable variables. Structural equation modeling is a more suitable analysis method in such circumstances (Structural Equation Modeling). SEM is a second-generation multivariate analytic method that combines structural models and measurement models (confirmatory factor analysis) (regression analysis, and path analysis).

4. Results



Measurement Models

A Confirmatory Factor Analysis (CFA) model with a good fit test (GOF), validity, and reliability for each construct is created after analysis of the measurement model for each construct, and creating a hybrid model using a CFA model (Full SEM). The overall appropriateness measure of the hybrid model (Full SEM) is determined by the outcomes of data analysis performed using Lisrel 8.80 and is as follows.

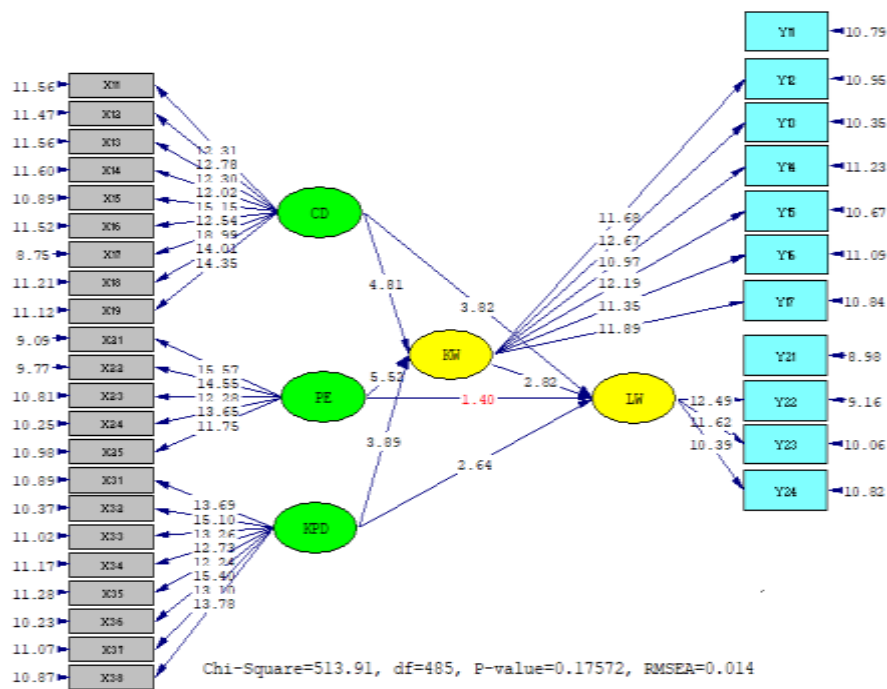


Source: LISREL Output 8.80, 2021

Figure 1. Hybrid Model (Full SEM) Standardized



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/)



Source: LISREL Output 8.80, 2021

Figure 2. Hybrid Model (Full SEM) t-value

Figure 1 and 2 show a hybrid model (Full SEM) using Lisrel 8.80, in which the eight fitness measures obtained—RMSEA, NNFI, NFI, IFI, RFI, GFI, AGFI, and CFI—have good fits for the measurement model fit index. The whole model for each variable's hybrid measurement is next examined. It is known that all indicators in the formation of endogenous latent variables of tourist satisfaction and loyalty and exogenous latent variables of destination image, experiential marketing, and digital marketing communications have good validity when all indicators have a Standardized Loading Factor (SLF) of 0.5 or a t count of 1.96 (at = 0.05). Exogenous and endogenous latent variables both exhibit high model dependability.

When creating the Destination Image variable (CD), the indicator with the highest standardized loading factor, the Validity of the Relaxation indicator (X17), has a value of 0.89. Historical/cultural attraction (X14) has the smallest standardized loading factor of any indicator, at 0.62. Variables from Destination Picture have construct reliability and extract variance of 0.899 and 0.501, respectively. This demonstrates that the dominating indications in constructing the Destination Picture latent variable are the major indicators when combined with the Relaxation indicator (X17).

The Sensation Value (X21), when used to create the Experiential Marketing variable, has the highest validity and a standardized loading factor value of 0.80.,



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/)

this is the indicator used to create the Experiential Marketing latent variable. With a normalized loading factor value of 0.63, the indicator value Relate (X25) is the one with the lowest validity. For service quality variables, the reliability and extract variance constructions are 0.840 and 0.514, respectively. This demonstrates that the dominant indications in forming the Experiential Marketing latent variable are the major indicators in conjunction with the Sensation indicator (X21).

Social Networking (X36) is the indicator with the best validity in the creation of the Digital Marketing Communication (KPD) latent variable, with a standardized loading factor value of 0.79. (KPD). With a standardized loading factor value of 0.65, the Internet Public Relations indication (X35) is the indicator with the poorest validity. For Digital Marketing Communication (KPD), the construct reliability and extract variance variables are 0.888 and 0.504, respectively. This demonstrates that the Social Networking indicator (X36), along with the significant indicators, are the dominating indicators in constructing the latent variable for digital marketing communication (KPD) (KPD).

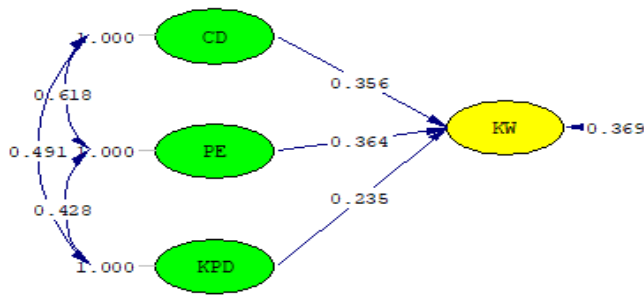
Shopping (Y13), the indicator with the highest validity and a standardized loading factor value of 0.767 in constructing the tourist satisfaction variable, is the indicator used to form the latent variable of tourist satisfaction. Whereas Food (Y14), which has a standardized loading factor value of 0.65, is the indicator with the lowest validity. Workplace motivation factors for construct reliability and extract variance are 0.877 and 0.505, respectively. The Shopping indication (Y13) is the dominant indicator in producing the latent variable of tourist satisfaction, demonstrating that the indicators are significant in forming the latent variable of tourist satisfaction.

Similar to the validity of the indicators in forming the tourist loyalty latent variable, the indicator (Y21) The most valid evidence is supporting frequent repeat purchases, which has a standardized loading factor value of 0.79. With a normalized loading factor value of 0.63, rejecting comparable products from rivals (Y24) is the indicator with the poorest validity. Tourist loyalty has construct reliability and extracts variance values of 0.808 and 0.515, respectively.

Structural Models

The four hypotheses put forward above can be observed below based on the results produced by the Lisrel 8.80 program for substructural model 1 (standardized and t-value model) and substructural equation 1.

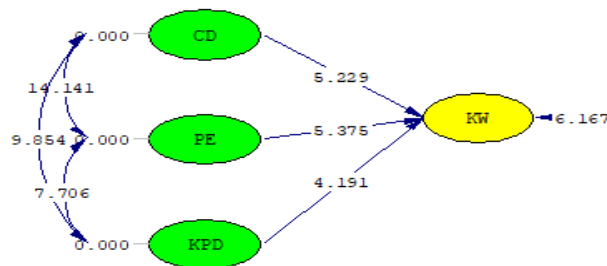




Chi-Square=321.21, df=371, P-value=0.97076, RMSEA=0.000

Source: LISREL Output 8.80, 2021

Figure 3. Sub-Structural Model 1 (Standardize)



Chi-Square=321.21, df=371, P-value=0.97076, RMSEA=0.000

Source: LISREL Output 8.80, 2021

Figure 4. Sub Structural Model 1 (t-value)

Sub-Structural Equation 1:

$$KW = 0.357*CD + 0.364*PE + 0.236*KPD, \text{ Errorvar.} = 0.37, R^2 = 0.63$$

(0.068) (0.068) (0.056) (0.060)
5.238 5.380 4.194 6.16

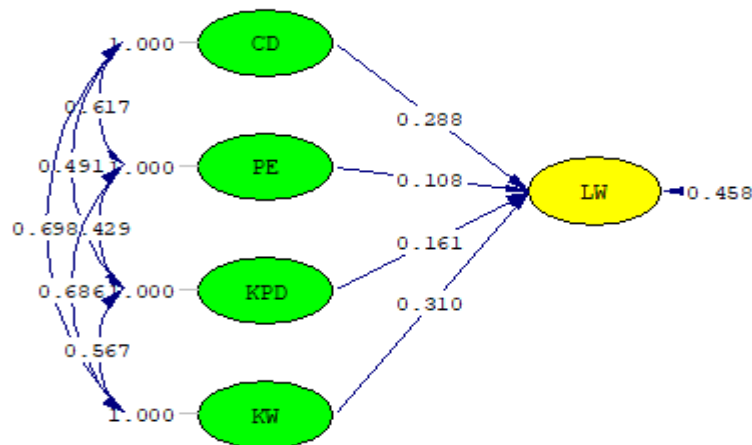
Considering Figure 3 and 4, or the previous structural equation 1, it can be seen that the magnitude of the coefficient of determination (R^2) of the variable destination Image, Experiential Marketing, and Digital Marketing Communications together on Tourist satisfaction is 0.63 with an F count value of $6.17 > 2.63$, so it can be said to be significant. The magnitude of the coefficient of determination (R^2) indicates that



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/)

the magnitude of the contribution to the influence of Destination Image, Experiential Marketing, and Digital Marketing Communications together on Tourist satisfaction is 63.0%, while 37.0% is a large influence outside the variables studied (Image Destinations, Experiential Marketing, and Digital Marketing Communications). The variable that has the most dominant influence on tourist satisfaction is the Experiential Marketing variable. Thus, Destination Image, Experiential Marketing.

The five hypotheses put forward above can be seen below based on the results produced by the Lisrel 8.80 software for structural model 2 (standardized and t-value model) and sub-structural equation 2.



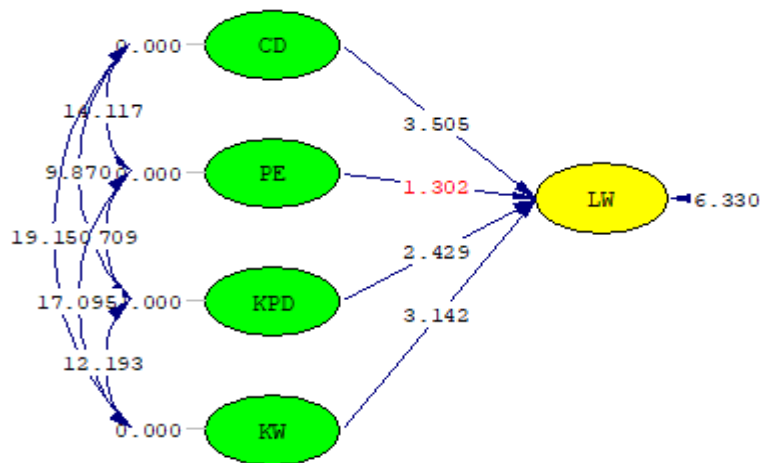
Chi-Square=534.23, df=485, P-value=0.06039, RMSEA=0.018

Source: LISREL Output 8.80, 2021

Figure 5. Sub Structural Model 2 (Standardize)



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/)



Chi-Square=534.23, df=485, P-value=0.06039, RMSEA=0.018

Source: LISREL Output 8.80, 2021

Figure 6. Structural Model 2 (t-value)

Then thus obtained the following equation for sub-structure 2:

Sub-Structural Equation 2:

$$LW = 0.288*CD + 0.108*PE + 0.161*KPD + 0.310*KW, \text{Errorvar.} = 0.46, R^2 = 0.54$$

(0.082) (0.083) (0.066) (0.099) (0.072)
3,505 1,302 2,429 3,142 6.33

Using Figure 5 and 6 or the aforementioned sub-structural equation 2, it can be seen that the magnitude of the coefficient of determination (R^2) of the variable destination Image, Experiential Marketing, Digital Marketing Communications, and Tourist satisfaction together with Tourist loyalty is 0.54 with an F count value of 6.33 > 2.40, Thus, it can be deemed important. The size of the R^2 coefficient of determination demonstrates that the combined influence of tourist happiness, experiential marketing, destination image, and digital marketing communications on visitor loyalty is 54.0%, while 46.0% is a large influence outside the Image variable Destinations, Experiential Marketing, Digital Marketing Communications, and Traveler satisfaction. The variable that most dominantly influences tourist loyalty is tourist satisfaction. Thus, Destination Image, Experiential Marketing, Digital Marketing Communication,

Results of Calculation of Direct and Indirect Effects

The direct and indirect effects of destination image, experiential marketing, and digital marketing communications variables on tourist loyalty through tourist satisfaction are as follows:



Table 1. Direct and Indirect Influence on Tourist Loyalty

| Influence | Direct (L) Against Tourist Loyalty | Indirect (TL) Through Tourist satisfaction | Conclusion |
|---|---|---|------------------------------|
| Tourist Loyalty → Destination Image | $(0.288)2 \times 100 = 8.29$ | $0.357 \times 0.310 \times 100 = 11.04$ | TL>L (<i>mediating</i>) |
| Tourist Loyalty Experiential → Marketing | $(0.108) 2 \times 100 = 1.17$ | $0.364 \times 0.310 \times 100 = 11.28$ | TL>L (<i>mediating</i>) |
| Traveler Loyalty Digital Marketing → Communications | $(0.161) 2 \times 100 = 2.59$ | $0.236 \times 0.310 \times 100 = 7.29$ | TL>L (<i>mediating</i>) |

Source: Data Processing Results, 2021

1) The Direct and indirect influence of Destination Image on Tourist Loyalty

- a) The direct effect of Destination Image on Tourist Loyalty is $(0.288)2 \times 100\% = 8.29$
- b) The indirect effect of Destination Image on Tourist Loyalty through Tourist Satisfaction namely $0.357 \times 0.310 \times 100 = 11.04$

The percentage results above indicate that destination image can increase tourist loyalty both directly and indirectly through tourist satisfaction, but the indirect effect is more dominant. thus the effect of destination image on tourist loyalty, tourist satisfaction variable is a mediating variable.

2) The Direct and indirect influence of Experiential Marketing on Tourist Loyalty

- a) The direct effect of Experiential Marketing on Tourist Loyalty is $(0.108)2 \times 100 = 1.17$
- b) The indirect effect of Experiential Marketing on Tourist Loyalty through Tourist Satisfaction namely $0.364 \times 0.310 \times 100 = 11.28$

Likewise, the direct and indirect effects of experiential marketing on tourist loyalty indicate that experiential marketing can increase tourist loyalty indirectly through tourist satisfaction, but the indirect effect is more dominant. Thus, the tourist satisfaction variable is a mediating variable in the relationship between experiential marketing's impact and visitor loyalty.

3) The Direct and indirect influence of Digital Marketing Communications on Tourist Loyalty

- a) The direct effect of Digital Marketing Communication on Tourist Loyalty is $(0.161)2 \times 100 = 2.59$
- b) The indirect effect of Digital Marketing Communication on Tourist Loyalty through Tourist Satisfaction is $0.236 \times 0.310 \times 100 = 7.29$

Likewise, the direct and indirect effects of digital marketing communications on tourist loyalty indicate that digital marketing



communications can increase tourist loyalty directly or indirectly through tourist satisfaction, but the indirect effect is more dominant. thus the effect of digital marketing communications on tourist loyalty, the variable tourist satisfaction is a mediating variable.

The results of the analysis above show that the variable tourist satisfaction in this study is a mediating variable in the influence of destination image, experiential marketing, and digital marketing communications on tourist loyalty.

Based on the findings of the hypothesis testing above, the findings of this study are to increase the loyalty of domestic tourists to beach tourism objects on Bangka Island which is reflected by the dimension of giving regularly (Y21) by increasing the destination's image on the relaxation dimension (X7)., increased tourist loyalty can be reflected by experiential marketing, namely on the sense dimension (X21), namely a comfortable and cool beach atmosphere. To increase tourist loyalty, it is necessary to seek digital marketing communications with social networking dimensions (X36), namely increasing the marketing of beach tourism objects on Bangka Island through social media such as Instagram, Facebook, and YouTube.

5. Conclusion and Suggestion

Based on the results of the analysis destination image, experiential marketing, and digital marketing communications partially and simultaneously has a positive and significant effect on the satisfaction of domestic tourists at beach tourism objects on Bangka Island, with a large contribution jointly (R²) equal to 61%, while 39% is the influence outside the variables studied. Meanwhile, destination image, experiential marketing, digital marketing communications, and overall tourist satisfaction partial and simultaneous positive and significant effect on tourist loyalty to beach tourism objects in Bangka Island with a large contribution together (R²) equal to 65%, while at 35% is the magnitude of the influence outside the variables studied. Based on the four variables that most dominantly influence tourist loyalty tourist satisfaction that is equal to 0.404 or with an influence contribution of 16.32%. The results of this analysis indicate that the tourist satisfaction variable in this study is a full mediating variable on the influence of destination image, experiential marketing, and digital marketing communications on domestic tourists' loyalty to beach tourism objects on Bangka Island.

The suggestion for the management of coastal tourism objects are to optimally increase tourist satisfaction and tourist loyalty, it is expected that managers of beach tourism objects on Bangka Island will improve the security and comfort of beach tourism objects, and improve the beach tourism environment that is clean and neat, the community around beach tourism must be friendly and help visiting tourists, improve the variety of entertainment, cultural exhibitions, and festivals at beach locations that attract tourists, provide historical and cultural descriptions at beach locations, increase the accommodation needed by tourists, good and smooth traffic



flow, improve land transportation and good parking space for tourists, provide water sports facilities other interesting things on the beach such as swimming, fishing, boating, sky boats, and others and increase activities and attractions as well as shopping centers at affordable prices.

References

1. AB, A. (2018). Citra Destinasi dan Pengaruhnya Terhadap Intensi Untuk Berkunjung Kembali Di Sulawesi Selatan Sebagai Destinasi Pariwisata. *Sosiohumaniora*, 20(3). <https://doi.org/10.24198/sosiohumaniora.v20i3.14050>
2. Aunalal, Z. I., Kadir, A. R., Muh., I. T., & Hamid, N. (2017). Pengaruh Dimensi Kualitas Layanan Terhadap Citra Destinasi Dan Loyalitas Wisatawan Di Pulau Banda. *Jurnal Keuangan dan Bisnis*.
3. Badan Pusat Statistik (BPS) Provinsi Kepulauan Bangka Belitung Tahun 2019.
4. Firatmadi, A., & Jayabaya, U. (2017). Pengaruh Kualitas Pelayanan dan Persepsi Harga terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Pelanggan (Studi Kasus PT. Pelita Air Service) *Journal of Bussiness. Journal of Business Studies Des*.
5. Griffin, J. (2016). *Grow & maintain customer loyalty*. Jakarta: Erlangga.
6. Hasan, Ali. (2015). *Tourism Marketing*. Cetakan pertama, Yogyakarta, CAPS (Center for Academic Publishing Service).
7. Databoks. (2019, 19 Agustus). Di ASEAN, Kunjungan Wisatawan Mancanegara Indonesia Urutan ke-4. Diakses pada 4 Desember 2019, dari <https://databoks.katadata.co.id/datapublish/2019/08/19/di-asean-kunjungan-wisatawan-mancanegara-indonesia-urutan-ke-4>
8. Kusuma, D. F., & Sugandi, M. S. (2019). Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts. *Jurnal Manajemen Komunikasi*, 3(1), 18. <https://doi.org/10.24198/jmk.v3i1.12963>
9. Kabu, K., & Maharjan, S. (2017). Customer Satisfaction and Customer Loyalty. *Customer Satisfaction and Customer Loyalty*.
10. Karuniatama, I. H., Barata, D. D., & Suyoto, Y. T. (2020). Pengaruh Pemasaran Eksperiental Terhadap Loyalitas Pelanggan Ritel Di Indonesia. Widyakala: *Journal of Pembangunan Jaya University*, 7(1), 28. <https://doi.org/10.36262/widyakala.v7i1.277>
11. Kurnianti, A. W., & Tidar, U. (2018). Strategi Komunikasi Pemasaran Digital Sebagai. *Jurnal Riset Komunikasi*, 1(1), 180–190.
12. Lu, C. S., Weng, H. K., Chen, S. Y., Chiu, C. W., Ma, H. Y., Mak, K. W., & Yeung, T. C. (2020). How do port aesthetics affect destination image, tourist satisfaction, and tourist loyalty? *Maritime Business Review*, 5(2), 211-228.
13. Pradiani, T. (2018). Pengaruh Sistem Pemasaran Digital Marketing Terhadap Peningkatan Volume Penjualan Hasil Industri Rumahan. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 11(2), 46–53. <https://doi.org/10.32812/jibeka.v11i2.45>
14. Rais, A. N., Rousyati, R., Thira, I. J., Kholifah, D. N., Purwati, N., & Kristania, Y. M. (2020). Evaluasi Metode Forecasting pada Data Kunjungan Wisatawan Mancanegara ke Indonesia. *EVOLUSI: Jurnal Sains Dan Manajemen*, 8(2).
15. Revindo, M. D., Sabrina, S., & Sowwam, M. (2020). Dampak pandemi Covid-19 terhadap pariwisata Indonesia: Tantangan, outlook dan respon kebijakan. Jakarta: Pembaga Penyelidikan Ekonomi dan Masyarakat Fakultas Ekonomi dan Bisnis Universitas Indonesia.



16. Ri'aeni, I. (2017). *LUGAS Jurnal Komunikasi* ISSN 2580-8338 Volume I, Nomor 02, Desember 2017. *Komunikasi*, 1(2), 142–149.
17. Rizal, M., & Bulan, T. (2016). Pengaruh Pemasaran Eksperiental terhadap Loyalitas Pelanggan Kolam Renang Mutiara Waterpark Perumnas Langsa. *Jurnal Manajemen Dan Keuangan Unsam*, 5(1), 469–478.
18. Sabon, V. L., Perdana, M. T. P., Koropit, P. C. S., & Pierre, W. C. D. (2018). Strategi peningkatan kinerja sektor pariwisata Indonesia pada Asean economic community. *Esensi: Jurnal Bisnis dan Manajemen*, 8(2), 163-176.
19. Sofi, Maraj Rehman., et al. (2014). Service Quality Variables and Tourist Satisfaction at Destination Level-A Study of J&K Tourism. *International Journal of Applied Research and Studies*, 3, 1–9.
20. Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867-879.
21. Supranto, J. Nandan Limakrisna. (2016). *Petunjuk Praktis Penelitian Ilmiah Untuk Menyusun Skripsi, Tesis dan Disertasi*. Jakarta: Mitra Wacana Media.
22. Utama, P. (2019). Pengujian Variabel Anteseden Loyalitas Destinasi Wisatawan Mancanegara Di Bali. 1, 33–44.
23. Widiyanti, W., & Retnowulan, J. (2018). Pengaruh Experiental Marketing Terhadap Loyalitas Pengunjung Taman Wisata Edukasi D’Kandang Depok. *Ejournal.Bsi. Ac.Id*, 2(1), 64–73. <https://ejournal.bsi.ac.id/ejurnal/index.php/ecodemica/article/view/2900/pdf>
24. World Travel & Tourism Council. (2018). Travel & Tourism Economic Impact 2018 World. In *Travel and Tourism Impact 2018*. <https://doi.org/10.1093/elt/ccr029>
25. Yanti Febrini, I., Widowati PA, R., & Anwar, M. (2019). Pengaruh Pemasaran Eksperiental Terhadap Kepuasan Konsumen Dan Minat Beli Ulang Di Warung Kopi Klotok, Kaliurang, Yogyakarta. *Jurnal Manajemen Bisnis*, 10(1), 35–54. <https://doi.org/10.18196/mb.10167>

