



The Influence of Experiential Quality on Revisit Intention at Goa Batu Kapal Tourist Attraction South Solok District

Arif Syafri Weldy

Fakultas Pariwisata dan Perhotelan, Universitas Negeri Padang

Email: arifsyafriweldy34@gmail.com

Feri Ferdian

Fakultas Pariwisata dan Perhotelan, Universitas Negeri Padang

Email: feri_ferdian@fpp.unp.ac.id

Korespondensi penulis: arifsyafriweldy34@gmail.com

Abstract. *This study discusses how experiential quality affects revisit intention at the Goa Batu Kapal tourist attraction in South Solok Regency, which is motivated by the number of visits that have experienced instability and decline in the last 6 months. In pre-research, we found that 70% of people who visited us may not want to revisit again. Some people also left negative comments on google reviews. about the Goa Batu Kapal tourist attraction in South Solok Regency. This study employed a purposive sampling technique, which yielded 199 samples, along with a quantitative method using a causal associative approach as the research methodology. A questionnaire with a Likert scale arrangement that has undergone validity and reliability testing is used in the data gathering method. The R-squared results indicate that, with a percentage value of 69.3%, experiencing quality has a significant impact on revisit intention, with other factors accounting for the remaining 30.7%. The results of this study show that the experiencing quality variable has a significant impact on revisit intention, with the hypothesis testing yielding a t-statistic $16.6 > 1.96$ and a p value $0.00 < 0.05$. The study concludes that whereas H_0 is rejected, H_a is accepted.*

Keywords: *Experiential quality, Revisit Intention, Goa Batu Kapal*

INTRODUCTION

Indonesia is one of the countries that has diverse tourism potential so that it can create and develop the tourism industry in various regions in Indonesia (Rahma, 2020). One of the provinces that has natural wealth and has also been very developed in the field of tourism industry is West Sumatra Province. (Wahyu & Triani, 2023). West Sumatra region is very rich in tourism potential in the form of natural and cultural beauty. The diversity of these tourist attractions is spread in various regions in West Sumatra. One of the areas with a variety of interesting tours that can be visited is South Solok Regency (Wahyu, 2019).

A regency in West Sumatra Province with significant potential for tourism is South Solok Regency, which includes natural, cultural, and man-made tourism (Syahdani, 2023). These potentials are spread in every sub-district in South Solok Regency, one of which is Sangir Balai Janggo Sub-district. Sangir Balai Janggo District. Goa Batu Kapal is a tourist destination situated in Nagari Sungai Kunyit Barat, Sangir Balai Janggo District's Jorong Ngalau Indah Tahap I (Adif et al., 2023). Goa Batu Kapal is named for its ship-like shape. Goa Batu Kapal has four limestone passages that are described as four cabin rooms on a ship.

When inside Goa Batu Kapal, the air feels cool, because there is a small river that flows and is accompanied by the sound of the water gurgling (Rachmawati, 2022).

Goa Batu Kapal attraction has its own charm in the afternoon, because the sunlight penetrates into the cave through the holes and then reflects, creating beautiful colors of light. Goa Batu Kapal Natural Tourism Attraction was inaugurated in 2017. The following is data on the level of tourist visits to Goa Batu Kapal:

Table 1. tingkat kunjungan ke Goa Batu Kapal Agustus 2023-Januari 2024

No	Month	Total Visits
1	Agustus 2023	277
2	September 2023	389
3	Oktober 2023	265
4	November 2023	453
5	Desember 2023	678
6	Januari 2024	312
	Total	2.374

Source: *Pokdarwis Goa Batu Kapal (2024)*

Based on the data above, it shows that visits to Goa Batu Kapal experience instability and a significant decline occurred in 2023. The poor interest of tourists to return is one of the factors contributing to the drop in visits. (Quintal dkk., 2010). This problem shows how the revisit intention of tourists is weakening.

To follow up on the decline in the number of visits, the researchers conducted pre-research in January 2024 through observations and interviews with 20 people who had visited the Goa Batu Kapal tourist attraction. The results of this pre-research show that 70% of visitors who have visited the Goa Batu Kapal tourist attraction state that they are not interested in carrying out revisit intention.

Some visitors who stated that they were not interested in visiting again because of unsatisfactory experiences that occurred due to several things such as poor road access to tourist attraction locations, so that in the rainy season the road was difficult to pass because it was full of mud, the absence of directions to the Goa Batu Kapal location caused some visitors to experience trouble discovering the tourist destination. and a somewhat dirty place. There are also some visitors whose purpose is only limited to curiosity and a place to take pictures so that they are not interested in visiting the Goa Batu Kapal tourist attraction again.

Revisit intention is a person's encouragement to make a repeat visit to a place that has previously been visited and the desire to make future visits is influenced by their attitude towards previous visits (Murdani & Martha, 2023). The customer's desire to return, provide positive feedback, stay longer than expected, and spend more than expected is known as behavioral desire (Zeithaml, Bitner, & Gremler, 2018) there are 4 indicators of revisit

intention according to (Zeithaml et al., 2018) through measurement indicators, namely, willingness to visit again, willingness to invite, willingness to tell positive things, willingness to put visiting destinations in priority.

From the results of interviews with several visitors, not only is there a lack of interest in visiting the Goa Batu Kapal tourist attraction again, but also does not recommend it to be visited. They mentioned: "With the experience we got when visiting this Goa Batu Kapal, we were not satisfied with the access to the location, the facilities provided, because it seemed like it was less maintained, not the same as the photos we saw on the internet, it was enough to come here once and not recommended to be visited again".

The problems that researchers find also lie in the indicators of experiential quality variables then (Wu, Li, & Li, 2018) also explain that "the concept of experiential quality refers to the psychological results of tourist involvement in tourism activities and can be assessed from four indicators in it, namely looking at interaction quality, physical environment quality, outcome quality, and access quality provided to tourists".

This study looked at how experiential quality affected visitors' intentions to return to the Goa Batu Kapal tourism destination in South Solok Regency. Previously published research has mostly focused on destination image (Zaldi & Rahmidani, 2023), tourist attractions (Adif et al., 2023), In addition, marketing strategies through Facebook social media (Rachmawati, 2022), and there is research on the review of facilities and infrastructure (Silfanora, 2022). Research on the impact of experiential quality on revisit intention is nonexistent. Thus, the purpose of this study is to investigate how experiential quality affects visitors' intentions to return to the Goa Batu Kapal tourism destination in South Solok Regency.

LITERATUR REVIEW

Revisit Intention is the possibility of consumers or tourists to repeat activities or revisit a destination in the future (Yuniawati & Finardi, 2016). According to (Basiya & Rozak, 2012), revisit intention is defined as the will to go back to a tourism destination in the future, and according to (Ailudin & Sari, 2019) a repeat visit intention is a kind of customer behavior or wish to come back, spread good word of mouth, stay later than anticipated, and purchase more than anticipated.

According to Lemke in (Hansory & Dharmayanti, 2014) defines experiential quality as an assessment based on the superiority or superiority of the customer experience. (Basiya & Rozak, 2012), that the quality of experience with experience satisfaction can influence tourists' intention to revisit intention.

RESEARCH METHODS

This study focuses on the relationship between revisit intention and experiential quality utilizing a causal associative technique and descriptive quantitative approach. 2,374 visitors were included in the research population from August 2023 until January 2024. Based on predetermined criteria, 199 respondents were chosen by purposive sampling. The following is a description of the respondents based on the research results: The sample consisted of 109 male respondents and 90 female respondents, most respondents (38.2%) were 18-26 years old, (38.7%) were 27-35 years old, (14.1%) were 36-44 years old, and (9%) were over 45 years old. Regional origin was from South Solok (55.8%), and from outside South Solok (44.2%). The latest education was elementary school (4%), junior high school (9.1%), high school (60.3%), and university (26.6%). Professions as civil servants (8%), private employees (17.6%), state apparatus (2.5%), self-employed (24.1%), housewives (21.1%), students (15.6%), and farmers (11.1%), with income generated below Rp 1,000,000 (21.1%), Rp 1,000,000 to Rp 2,000,000 (16.6%), Rp 2,000,000 to Rp 3,000,000 (24.1%), Rp.3,000,000 to Rp.4,000,000 (16.6%), and above Rp.4,000,000 (20.6%). Throughout the research process, ethical issues were given top priority in order to guarantee transparency and confidentiality. To guarantee validity and accuracy, data analysis was done using partial least square structural equation modeling. It is anticipated that the study's conclusions would offer insightful information on how experience quality affects visitors' intentions to return to the Goa Batu Kapal tourism destination.

RESULT AND DISCUSSION

1. Measurement Model

The results of the reflective measurement model, which include outer loadings, indicator reliabilities, composite reliabilities, AVE values, and Cronbach's Alpha values, are shown in figure 1 and table 2. The measurement model assessment is used to evaluate the validity and reliability of the structure.

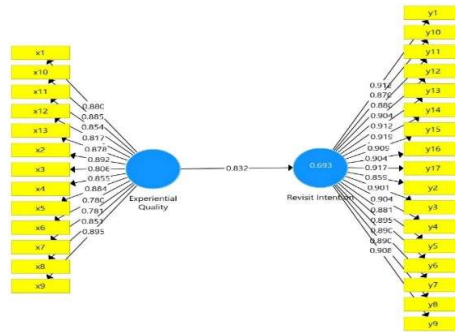


Figure 1. Measurement Model

The study's conclusions are summed up in the measuring model shown in Figure 1. Every construct has an average variance extract (AVE) value greater than 0.5, and every indicator has an outer loading value greater than 0.7. (Hair et al., 2017). A measurement approach is presented in this part to examine the relationship between revisit intention and experiential quality at the Goa Batu Kapal tourist attraction.

Table 2 Reflective Measurement Model

Latent Variable	Indicators	Outer Loadings	Cronbach Alpha	Composite Reliability	AVE
Experiential Quality	EQ1	0.880	0.968	0.972	0.725
	EQ2	0.892			
	EQ3	0.806			
	EQ4	0.855			
	EQ5	0.884			
	EQ6	0.780			
	EQ7	0.781			
	EQ8	0.851			
	EQ9	0.895			
	EQ10	0.885			
	EQ11	0.854			
	EQ12	0.817			
	EQ13	0.878			
Revisit Intention	RI1	0.912	0.985	0.986	0.806
	RI2	0.859			
	RI3	0.901			
	RI4	0.904			
	RI5	0.881			
	RI6	0.895			
	RI7	0.890			
	RI8	0.890			
	RI9	0.908			
	RI10	0.870			
	RI11	0.880			
	RI12	0.904			
	RI13	0.912			
	RI14	0.919			
	RI15	0.909			
	RI16	0.904			

RI17

0.917

Furthermore, as indicated by the AVE values, the measuring model that was employed to gather the data from the respondents demonstrates good convergent validity. The AVE of 0.725 for experiential quality is quite high. In the meantime, revisit intention, with an AVE value of 0.806, also satisfies the necessary minimum of 0.50. These results highlight how reliable and accurate the information gathered was.

Table 2 provides compelling proof of the exceptional experience quality and intention to return at the South Solok Regency's Goa Batu Kapal tourist destination. These components clearly demonstrate a high degree of internal consistency reliability, as evidenced by their Cronbach's Alpha scores of 0.968 and 0.985. Furthermore, this dependability is reinforced by composite reliability ratings of 0.979 for revisit intention and 0.972 for experiencing quality. The results are given additional confidence by the fact that all item loadings fall between 0.780 and 0.917, indicating good indicator dependability. In conclusion, Table 2's results offer an intriguing and sophisticated illustration of the remarkable caliber and dependability of experience quality, as well as revisit intention, in the Goa Batu Kapal tourism destination of South Solok Regency.

Heterotrait-Monotrait Ratio of Correlations (HTMT) analysis was utilized in the measurement model evaluation to evaluate discriminant validity. According to Table 3's data, there is no evidence of a discriminant validity issue with the HTMT values (HTMT criteria <0.90).

Table 3. HTMT Assessment

	Heterotrait-monotrait ratio (HTMT)
Experiential Quality<-> Revisit Intention	0.850

2. Structural Model

In the context of PLS-SEM analysis, the use of structural models or path analysis to address the suggested hypothesis serves as an extra evaluation. The purpose of this study is to investigate how experience quality affects visitors' intentions to return to the Goa Batu Kapal tourism destination. The path coefficient is displayed by the structural model in table 4. The value of t-statistic. and the hypothesis's degree of significance as determined by the Bootstrapping results. Note that when the significance level reaches at least 95% confidence, the route coefficient is deemed satisfactory.

Table 4. Path coefficient, T-statistics and significance levels

Path Analysis	Path Coefficient B	T Statistics	P Values	Result
Experiential Quality-> Revisit Intention	0.832	16.647	0.000	Accept
Notes: *p<.05. **p<.01. ***p<0.001				

According to the hypothesis's path coefficient ($\beta = 0.832$, $t = 16.647$, $p = 0.000$), revisit intention is positively impacted by experiencing quality.

Table 5. The effect size, R^2 , Q^2 Statistics

Path Analysis	f^2 Booking Decision	Effect size	R^2	Q^2
Experiential Quality	2.257	Substantial	0.693	0.552
Notes: f^2 values of 0.02=weak; 0.15=moderate; and 0.35=substantial				

A considerable degree of variability ($R^2 = 0.693$) among visiting tourists is demonstrated by the data shown in Table 5, which may be explained by the first-level predictors of the suggested model. Furthermore examined in this research were the predictive relevance, effect size, and coefficient of determination. The findings indicate a significant relationship between revisit intention and experiencing quality. A moderate predictive model is indicated by the study's revisit intention Q^2 value of 0.552. The Goa Batu Kapal tourist attraction in South Solok Regency is influenced by experiential quality and return intention in this instance.

DISCUSSION

Regarding the outcomes of the data processing from 199 respondents using SPSS version 20. It is known that the experiential quality variable as a whole in the range of 2.67 - 3.80 can be categorized as quite good with a value of 3.24. The lowest assessment with a fairly good category is in the Access Quality indicator with a value of 2.67 on the statement (Goa Batu Kapal Tourism Attraction has easy access to pass), this shows that the Access Quality at the Goa Batu Kapal tourist attraction in South Solok Regency has not met the expectations of visitors and is in line with observations made by researchers for access quality indicators that are still not good towards the Goa Batu Kapal tourist attraction, so that it is necessary to repair and expand the road to make it easier for visitors to travel to tourist attractions so as to increase visitors' desire to visit again.

Based on the results of data processing from 199 respondents using SPSS version 20. It is known that the revisit intention variable as a whole in the range of 2.97 - 3.41 can be categorized as quite good with a value of 3.23. The lowest assessment with a fairly good category is in the Willingness to place the visiting destination in priority indicator with the

lowest value of 2.97 in the statement (Making Goa Batu Kapal as the first choice of favorite tourist attraction when visiting South Solok Regency), this shows that the tourist attraction of Goa Batu Kapal in South Solok Regency is not attractive enough so that it has not become the favorite choice of visitors when visiting South Solok Regency. Therefore, development is needed that can make the Goa Batu Kapal tourist attraction in South Solok Regency attractive and become the main tourist destination that should not be missed when visiting South Solok Regency.

Based on the results of testing and data processing in the study, path coefficients are obtained with an original sample value of 0.832 which shows a positive number with a t-statistic value of 16.647 greater than the t-table value of 1.96 and a p-value of 0.000 smaller than 0.5. Thus, it can be concluded that the experiential quality variable (X) has an effect on the revisit intention variable (Y), meaning that H_a is accepted and H_o is rejected. Based on the results of the structural model evaluation, it can be seen that the r-square value for the revisit intention variable is 0.693, which can be interpreted that the influence of the experiential quality variable on revisit intention is 69.3%. While 30.7% is influenced by other factors.

These results indicate that the better the experiential quality felt by visitors when visiting a tourist attraction, the more visitors will make revisit intention, visitors will make it a favorite and priority tourist spot because they are satisfied with the quality of the visit they made and will recommend to others about the tourist attraction. This is supported by the results of research by Utari Puspita Sari and Syamsul Bachri (2022) entitled "The Effect of Experiential Quality on Revisit Intention Through Experiential Satisfaction on Swissbelinn Bogor Hotel Guests" which states that the better or higher the Experiential Quality felt by guests, the higher the level of revisit intention made by guests because they are satisfied with the experience they get so they are interested in visiting again.

CONCLUSION

Experiential quality at the Goa Batu Kapal tourist attraction in South Solok Regency as a whole shows an assessment of 3.24 with a fairly good category. Revisit intention at the Goa Batu Kapal tourist attraction in South Solok Regency as a whole shows an assessment of 3.23 with a fairly good category.

The Goa Batu Kapal tourism attraction in South Solok Regency conducted hypothesis testing to ascertain the impact of experiencing quality on revisit intention. The study utilized Smart PLS version 3.0 to analyze the results. An r-square value of 0.693 was obtained for

the structural model evaluation in this study, indicating a 69.3% magnitude of influence of experiencing quality on revisit intention. However, additional factors affect 30.7%.

Based on the results of research data processing, it is found that the assessment of revisit intention is still categorized as quite good, for this reason, innovation and new ideas are needed from the manager of the Goa Batu Kapal tourist attraction in South Solok Regency which can make visitors interested in making revisits to the Goa Batu Kapal attraction such as by developing attractions and various photo spots that will increase the level of visitation and interest in making revisit intention to the Goa Batu Kapal tourist attraction. For further researchers it is recommended that they be able to research other factors that influence revisit intention at the Goa Batu Kapal tourist attraction such as service quality, destination image, and promotion. Because there are still a percentage of other factors that influence visitor revisit intention apart from experiential quality at the Goa Batu Kapal tourist attraction, South Solok Regency.

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