

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra¹, Desak Made Febri Purnama Sari²

Anak Agung Ayu Mirah Kencanawati³

^{1,2} Universitas Pendidikan Nasional, Indonesia.

Email: Turahmanik09@gmail.com

Received: 03/07/2026 | Revised : 13/07/2026 | Accepted: 30/07/2026 | Published :12/08/2026

Abstract

The villa industry in Bali Province faces increasingly fierce competition due to the increasing number of accommodations, changing tourist preferences, and growing demands for authentic and sustainable tourism experiences. This condition is exacerbated by the declining occupancy rate of legal villas in Bali, necessitating strategies capable of increasing tourist loyalty through revisit intention. In this context, experiential marketing and customer experience are seen as important factors that can shape sustainable perceived value and encourage tourist revisit intentions. This study aims to analyze the influence of experiential marketing and customer experience on revisit intention through sustainable perceived value in the villa industry in Bali Province. This study uses a quantitative approach with a survey method of tourists who have stayed at villas in Badung, Gianyar, and Tabanan Regencies. Data collection was carried out by distributing structured questionnaires to respondents, namely foreign and local tourists who meet the research criteria. The research data were analyzed using inferential statistics to test the direct and indirect effects between research variables, including experiential marketing, customer experience, sustainable perceived value, and revisit intention. The results show that experiential marketing and customer experience have a positive and significant effect on sustainable perceived value among customers of the villa industry in Bali. Furthermore, sustainable perceived value has been shown to have a positive and significant effect on revisit intention. This study also found that experiential marketing and customer experience have a positive and significant effect on revisit intention, both directly and indirectly through sustainable perceived value as a mediating variable. These findings indicate that an authentic, comfortable, and memorable customer experience can increase tourists' perceived value towards the villa, thereby encouraging tourists' intention to revisit. This study provides theoretical contributions to the development of experiential marketing, customer experience, and consumer behavior studies in the sustainable tourism sector. Furthermore, this study also provides practical implications for villa managers in Bali to design marketing strategies oriented towards customer experience, service quality, and sustainable value creation to increase tourist loyalty and revisit intention amidst the increasingly competitive villa industry.

Keywords : experiential marketing, customer experience, sustainable perceived value, revisit intention, villa industry.

INTRODUCTION

The tourism industry is one of the leading sectors supporting Bali's economy (BPS Bali Province, 2023). As an international tourist destination, Bali offers natural beauty, culture, and a variety of accommodation options, including villas, which are popular with tourists who prioritize comfort and privacy (Putra & Pitana, 2020). However, in recent years, there has been a shift in tourist behavior from simply looking for a place to stay to seeking meaningful and long-term experiences (Yogiswari et al., 2021). This phenomenon aligns with global trends, with 65 percent of international tourists in 2023 stating that authentic experiences are the primary factor in choosing accommodations (UNWTO, 2024). This has significantly impacted competition in the villa-based accommodation sector (Rahman et al., 2022). The decline in legal villa occupancy is a serious challenge, with BVRMA data indicating a decline in occupancy rates from 60–80 percent in 2023 to around 50 percent in early 2024, despite the average daily tourist arrivals remaining stable at 12,000 (Ginta, 2025; Bali Villa Rental and Management Association [BVRMA], 2024).

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

This situation is exacerbated by the proliferation of illegal villas and homestays . According to the Deputy for Industry and Investment at the Ministry of Tourism and Creative Economy, it is estimated that there will be more than 4,000 illegal villas and homestays operating in Bali by 2024, primarily in Denpasar, Badung, and Gianyar (Bali Post, 2025; Ministry of Tourism and Creative Economy, 2024). This situation affects tourists' perceptions, experiences, and even their decision to revisit (Hapsari et al., 2021). The following is the number of villas in Bali by Regency/City (July 2025).

Table 1.1 Number of Villas in Bali by Regency/City (July 2025)

No	Regency/City	Number of Villas (Units)	Percentage (%)
1	Badung	7,607	59.2
2	Gianyar	2,305	17.9
3	Denpasar	850	6.6
4	Tabanan	572	4.5
5	Buleleng	557	4.3
6	Karangasem	357	2.8
7	Klungkung	236	1.8
8	Bangli	101	0.8
9	Jembrana	95	0.7

(POIdata, 2025)

Data in Table 1.1 shows that nearly 60 percent of villas in Bali are concentrated in Badung Regency, followed by Gianyar and Tabanan. This makes these three regions centers of competition and villa-based tourism experiences (POIdata, 2025). The three regencies currently serving as centers of tourism development—Badung, Gianyar, and Tabanan—offer distinct yet interconnected contexts (Bali Provincial Tourism Office, 2023; Putra & Pitana, 2021) .

Badung has the highest villa density and is the center of intense competition. Data from the Badung Tourism Office indicates that over 45 percent of all villas in Bali are located in this area, leading to increased competition among service providers (Badung Regency Tourism Office, 2023) . Gianyar, particularly Ubud, emphasizes authentic cultural and natural tourism experiences. However, this rapid growth is often not matched by regulatory compliance, creating an opportunity to analyze how customer experiences can be affected by external factors such as regulations and varying accommodation quality (Putra & Pitana, 2021; Nugraha et al., 2022). This phenomenon provides insight into how customer experience can influence perceived value and intention to return, particularly in the context of rapid but unregulated villa development (Hapsari et al., 2021). Meanwhile, Tabanan is in a transition zone for agrarian tourism, making sustainability and authenticity crucial. Tourist visits to Tabanan are expected to increase by 12 percent by 2023, driven by increasing demand for nature-based and sustainable tourism (Tabanan Regency Tourism Office, 2024).

Amidst increasingly fierce competition in accommodations and inconsistent service quality, travelers face the risk of varying experiences, making previous stays a crucial benchmark for future accommodation choices. This makes revisit intention a crucial indicator of sustainable villa performance, reflecting the accommodation provider's success in providing valuable and trusted experiences to travelers (Hapsari et al., 2021; Rather, 2020; Wulandari et al., 2021). Revisit intention is derived from the repurchase intention theory , which encompasses several post-purchase behaviors (Ananta & Putranto, 2025). Consumers will feel satisfied and revisit in the future, and satisfaction is a key factor in revisit intention (Syachadi & Widyastuti, 2021). Revisit intention is a principle created through a level of customer desire, where there is a desire to revisit (Salsabila & Rini, 2023). Revisit intention is a customer's willingness to visit and continue using the same product or service as before (Pertiwi et al., 2024).

The dynamics of experiential marketing shape tourists' value perceptions and revisit intentions (Pine & Gilmore, 2020; Hapsari et al., 2021) . Experiential marketing is a marketing approach that emphasizes creating a holistic experience through sensory, emotional, cognitive, behavioral, and social stimulation so that consumers not only purchase a product or service but also feel meaningful engagement with the brand (Schmitt, 1999; Pine & Gilmore, 1999). In the context of the tourism industry, experiential marketing is important because tourists tend to seek unique, authentic, and memorable experiences rather than simply basic service functions (Oh et al., 2020). Positive experiences designed through experiential marketing can form emotional attachments and higher perceived value towards a destination or accommodation (Yogiswari et al., 2021). This attachment plays a role in building tourist loyalty, which is reflected in increased revisit intentions (Oliver, 1999). Thus, the stronger the implementation of experiential marketing , the greater the likelihood that tourists will have a high revisit intention because the experience they feel leaves a positive and lasting impression (Han et al., 2021).

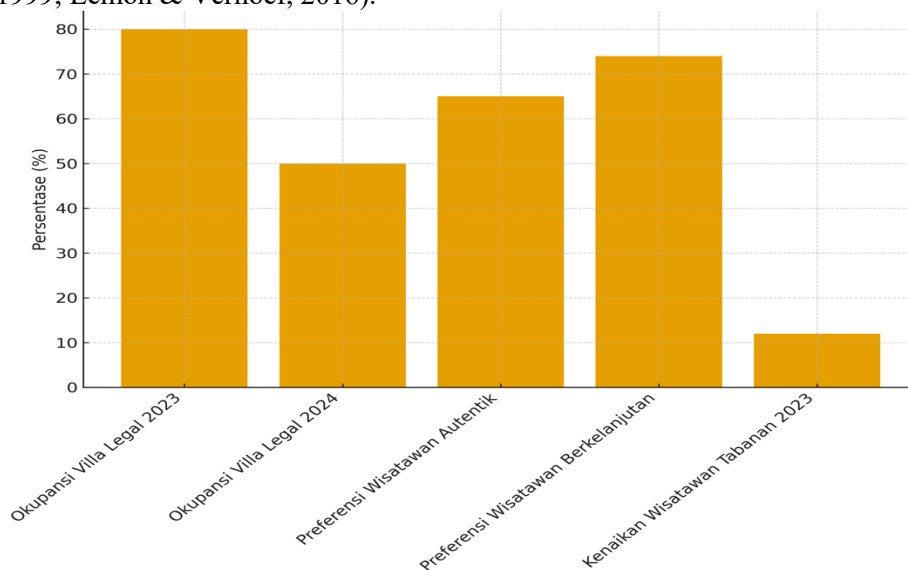
THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

Villas in Bali are now being challenged to provide experiences that go beyond product-focused offerings. This approach has been shown to increase satisfaction and repeat visit intentions (Anggraini et al., 2021; Rather, 2020). Customer experience is a customer's internal and subjective response formed from all interactions experienced throughout the consumption process of a product or service, from the pre-visit to the post-visit stage (Lemon & Verhoef, 2016). This experience is holistic because it encompasses sensory, emotional, cognitive, behavioral, and relational aspects that influence customer perceptions of service quality (Schmitt, 1999; Klaus & Maklan, 2013). In the tourism industry, a positive customer experience plays a crucial role in creating a pleasant impression and increasing tourist satisfaction during their accommodation experience (Nurdianty, 2021). When the perceived experience exceeds expectations, customers tend to form positive attitudes and develop loyalty to the service provider (Oliver, 1999). Therefore, a well-managed customer experience will increase the likelihood of tourists making repeat visits or revisiting intentions (Lee et al., 2021). Customer experience, which encompasses the entire series of customer interactions, is a dominant factor in shaping their perceptions of service quality (Wulandari et al., 2021; Klaus & Maklan, 2020).

On the other hand, sustainable tourism trends are starting to become a primary preference among global travelers (UNWTO, 2023; Font & McCabe, 2022). A Booking.com survey (2024) showed that 74 percent of global travelers choose accommodations with clear sustainability practices, including waste management, energy, and social contributions (Booking.com, 2024). They are increasingly paying attention to sustainability values and the socio-environmental impacts of every service they consume (Han et al., 2020; Martínez García de Leaniz et al., 2022). Therefore, the concept of sustainable perceived value is a crucial element in mediating the influence between experiential marketing and customer experience on revisit intention (Pan, 2024).

Perceived value is a customer's overall evaluation of the benefits received compared to the sacrifices incurred during the consumption of a product or service (Zeithaml, 1988). In the tourism context, perceived value encompasses not only functional and economic aspects but also emotional, social, and sustainability dimensions experienced by tourists during their stay (Kwon & Kim, 2022). Experiential marketing and customer experience play a crucial role in shaping perceived value because memorable and consistent experiences will enhance customers' perceived benefits (Pine & Gilmore, 1999; Lemon & Verhoef, 2016).



Source: BPS Bali Province (2023–2024) and Tourism Office of Bali Province and Tabanan Regency (2023), processed by researchers

Figure 1.1 Villa Occupancy Trends and Tourist Preferences in Bali

The data in Figure 1.1 shows a decline in the occupancy rate of legal villas from 80 percent in 2023 to 50 percent in 2024, reflecting a decline in tourists' interest in returning, which may indicate that previous stays have not been able to create memorable experiences or strong perceived value (Bali Villa Rental and Management Association [BVRMA], 2024; Hapsari et al., 2021). On the other hand, tourists' preference for authentic experiences (65 percent) and sustainable experiences (74 percent) confirms that tourists now increasingly value holistic experiences as a key factor in their decision to revisit (UNWTO, 2024; Booking.com, 2024). The fact that Tabanan Regency experienced a 12 percent increase in tourists in 2023 also indicates an opportunity for villas to optimize experiential marketing strategies that can increase perceived value and encourage revisit intention (Tabanan Regency Tourism Office, 2024;

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

Pine & Gilmore, 1999). Overall, these data confirm that improving the quality of experience and creating perceived value are crucial elements in maintaining and increasing tourists' interest in returning to villas in Bali Province (Oliver, 1999; Han et al., 2021).

Although various studies have partially examined the relationships between these variables, the integration of all variables within the context of villas in Bali remains limited (Hapsari et al., 2021; Wulandari et al., 2021). This research is crucial for providing theoretical and practical contributions to tourism marketing strategies, particularly in developing sustainable customer experiences to foster long-term loyalty (Oliver, 1999; Han et al., 2021). As stated in previous research, competitiveness in the hospitality industry is determined by the ability to create unique, valuable, and sustainability-oriented experiences (Yogiswari et al., 2021; Pan, 2024).

Although several studies have examined the relationship between experiential marketing, customer experience, perceived value, and revisit intention, most of these studies only analyze these variables partially or separately (Hapsari et al., 2021; Rather, 2020). Yogiswari et al.'s (2021) study emphasized experiential marketing without considering the mediating aspect of sustainability value. Wulandari et al.'s (2021) focused on customer experience and satisfaction without linking them to the competitive context of legal versus illegal villas. Meanwhile, Pan (2024) examined perceived sustainable value but did not relate it to the specific conditions of tourist destinations experiencing competitive pressures, such as Bali. Few studies have comprehensively integrated these four variables into a single model, particularly in the context of the villa industry in Bali, which faces competitive pressures due to the growth of illegal villas and changing tourist preferences (Putra & Pitana, 2021; Nugraha et al., 2022). Furthermore, limited studies confirm the role of perceived value as a mediating variable bridging the influence of experiential marketing and customer experience on revisit intention (Han et al., 2021; Rahman & Alam, 2022). However, based on sustainable tourism trends, perceived value has the potential to be a key factor in shaping tourist loyalty (UNWTO, 2023; Kwon & Kim, 2022).

consumer behavior theory, a tourist's decision to return to a villa is heavily influenced by their experience and perceived value during their stay (Schiffman & Wisenblit, 2019; Zeithaml, 1988). At the same time, marketing management theory emphasizes that these experiences and values do not emerge spontaneously but must be strategically designed and managed through integrated, customer-oriented marketing activities (Kotler & Keller, 2016; Lemon & Verhoef, 2016). Therefore, implementing experiential marketing and enhancing customer experience are crucial factors in creating perceived value that can drive tourists' revisit intentions at villas in Bali (Pine & Gilmore, 1999; Hapsari et al., 2021; Han et al., 2021).

Conceptually, consumer behavior theory emphasizes that consumer decisions are influenced by psychological processes, needs, perceptions, and previous experiences. Therefore, understanding consumer behavior is fundamental to designing effective marketing strategies (Schiffman & Wisenblit, 2019; Solomon, 2020). In this context, marketing management theory emphasizes the importance of a company's ability to identify customer needs and create superior value through appropriate marketing element management (Kotler & Keller, 2020; Kotler et al., 2021). The integration of these two perspectives reinforces the urgency of research into how consumer experiences and implemented marketing strategies can influence revisit intentions in service industries such as villas in Bali (Lemon & Verhoef, 2016; Hapsari et al., 2021).

The urgency of this research lies in the need for the Balinese villa industry to understand experiential marketing strategies that can enhance perceived value and encourage repeat visits. In a situation of declining occupancy of legal villas, increasing competition from illegal villas, and changing global tourist preferences, a comprehensive understanding of how experiential marketing, customer experience, and perceived value play a role in shaping revisit intention is crucial. This research is expected to provide not only theoretical contributions but also practical recommendations for villa managers in designing authentic, sustainable, and highly competitive experiences.

LITERATURE REVIEW

Influence Experiential Marketing to Sustainable Perceived Value

Experiential marketing focuses on creating immersive customer experiences through the five senses, emotions, and social interactions. This approach creates added value that is not only functional, but also emotional and symbolic, which can increase sustainable perceived value. When customers experience a positive and meaningful experience, they will perceive the product or service as providing benefits. sustainable Good in a way economy and socio-environmental. In context villa In Bali, experiential marketing can be implemented through authentic stay experiences, friendly service, local-inspired interior design, and eco-friendly concepts that strengthen customers' perceptions of sustainable value.

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

Research by Schmitt (2019) shows that experiential marketing plays a significant role in shaping customer value perceptions in the hospitality industry. Chen and Rahman's (2022) study also confirms that experiential marketing focuses on experience, authentic and sustainable increase perceived value traveler on environmentally friendly destinations. Wang et al.'s (2021) research shows that experiential marketing Which Good capable create emotional connection with consumer This leads to increased sustainable perceived value. Therefore, experiential marketing is believed to have a direct influence on the perception of sustainable value among villa customers in Bali. H_1 : Experiential marketing influential positive And significant towards sustainable perceived value of customers in the villa industry in Bali.

Influence Customer Experience with Sustainable Perceived Value

Customer experience covers all over interaction customer with brand, start From searching for information, ordering, to using the service. A consistently positive experience. can form perception mark Which sustainable, Because customer feel that the services they receive are not only fulfilling basic needs, but also providing long-term social and emotional impacts. In the context of villas in Bali, the customer experience can covers comfort facility, friendliness staff, cleanliness environment, and the implementation of environmentally friendly practices that strengthen the perception of sustainable values. Research by Kim and Park (2023) shows that positive customer experiences increase perceived sustainable value and customer satisfaction in the tourism sector. Similar findings were presented by Lee et al. (2021), who stated that pleasant customer experiences strengthen the perceived sustainable value of green tourism destinations. Another study by Aziz and Rahmawati (2022) in the Indonesian hospitality sector also supports that the quality of customer experience significantly influences perceived value and loyalty. Thus, customer experience can be viewed as a key factor in shaping the perceived sustainable value of villa customers in Bali.

H_2 : Customer experience has a positive and significant effect on sustainable perceived value among villa industry customers in Bali.

Influence Sustainable Perceived Value to Revisit Intention

Sustainable perceived value reflects the extent to which customers assess the long-term benefits of a product or service, both from an economic, social, and environmental perspective. This sustainable value plays a role in shaping customers' intention to reuse the service (revisit intention). When customers feel that the service they... given worth tall, friendly environment, And responsible answer in a way social, they tend to repeat the experience as a form of brand loyalty.

Han et al. (2021) prove that sustainable perceived value has significantly positive influence on revisit intention in Asian ecotourism destinations. Research by Kwon & Kim (2022) also confirmed that perceived sustainable value strengthens tourists' intention to return to the same destination. In Indonesia, a study by Prasetyo and Widjaja (2023) showed that perceived sustainable value was a key predictor of customer revisit intention hotel friendly environment. Findings This strengthens the assumption that the perception of sustainable value plays an important role in increasing the revisit intention of villa customers in Bali.

H_3 : Sustainable perceived value has a positive and significant effect on the revisit intention of villa industry customers in Bali.

Influence Experiential Marketing to Revisit Intention

Experiential marketing creates memorable emotional experiences for customers, Which Then form connection psychological with brand. Experience This positive attitude will foster loyalty and increase customers' desire to repeat the same experience in the future. In the context of Bali villas, experiential marketing strategies such as local cultural experiences, Balinese hospitality, and natural surroundings can strengthen customers' desire to return.

Previous research shows that experiential marketing has a direct influence on revisit intention. Studies by Schmitt (2019) and Oh et al. (2020) found that pleasant customer experiences drive loyalty and revisit intention in the tourism sector. Kim & Park (2023) also reported that experiential marketing strategies marketing Which highlight element emotion And authenticity destination in a way significantly increases tourists' intention to revisit. Thus, experiential marketing has been shown to be a key factor influencing the revisit intention of villa customers in Bali.

H_4 : Experiential marketing has a positive and significant effect on the revisit intention of customers in the villa industry in Bali.

Influence Customer Experience to Revisit Intention

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

customer experience will create satisfaction and an emotional connection with customers, encouraging them to return. Which involving aspect comfort, service excellent, And impression deep will foster long-term loyalty. In the context of tourism, customers tend to return to places that provide enjoyable and high-value experiences.

A study by Choi & Kim (2022) found that customer experience significantly influences revisit intention in the hospitality industry . The results of the study by Han & Hyun (2021) Also show that experience customer become predictor A key determinant of revisit intention in eco-friendly hotels. Local research by Santosa and Wibowo (2023) confirms that positive customer experiences increase satisfaction and encourage revisit intention among domestic tourists. Thus, customer experience plays a crucial role in shaping the desire of villa customers in Bali to revisit.

H₅ : Customer experience has a positive and significant effect on the revisit intention of customers in the villa industry in Bali .

Role Mediation Sustainable Perceived Value on Influence Experiential Marketing to Revisit Intention

Sustainable perceived value can play a role as variables mediation between Experiential marketing and revisit intention . Positive marketing experiences increase perceived value. sustainable customer to product or service. When customer evaluate that experience the give benefit term long And responsible answer in a way social and environment, they more tend do visit repeat. In context villa In Bali, experiential marketing that highlights local cultural aspects and sustainability can increase mark Which felt, Which on Finally strengthen intention return visit .

Study Han et al. (2021) show that perceived value mediate The relationship between experiential marketing and revisit intention in the tourism sector. Kim & Park's (2023) findings also support that experiential marketing indirectly influences revisit intention through sustainable perceived value . Similar research by Chen & Rahman (2022) confirms that perceived sustainable value is a crucial bridge between customer experience and revisit intention in sustainable tourism destinations. Thus, sustainable perceived value is believed to mediate the influence of experiential marketing on revisit intention among villa customers in Bali.

H₆ : Sustainable perceived value mediates the influence of experiential marketing on the revisit intention of villa industry customers in Bali.

Role Mediation Sustainable Perceived Value on Influence Customer Experience to Revisit Intention

Good customer experience will create a high perception of value for a product. service, And perception mark the Then will influence revisit intention .

Customers who are satisfied and rate the service as high value and sustainable are more likely to For return. In context villa in Bali, experience customer Which involving comfort, friendliness, and environmental sustainability will increase perceived value and revisit intentions.

Research by Lee et al. (2021) found that sustainable perceived value mediates connection between customers experience And revisit intention . Studies Rahman & Alam (2022) also shows that perceived value is an important connecting factor between experience customer And intention visit repeat in sector tourist green. Results Research by Aziz & Rahmawati (2023) on eco-friendly hotels in Indonesia strengthens the evidence that perceived sustainable value plays a significant mediating role in this relationship. Therefore, perceived sustainable value can be seen as a crucial bridge between customer experience and revisit intention among villa customers in Bali.

H₇ : Sustainable perceived value mediates the influence of customer experience on the revisit intention of villa industry customers in Bali.

Framework Conceptual

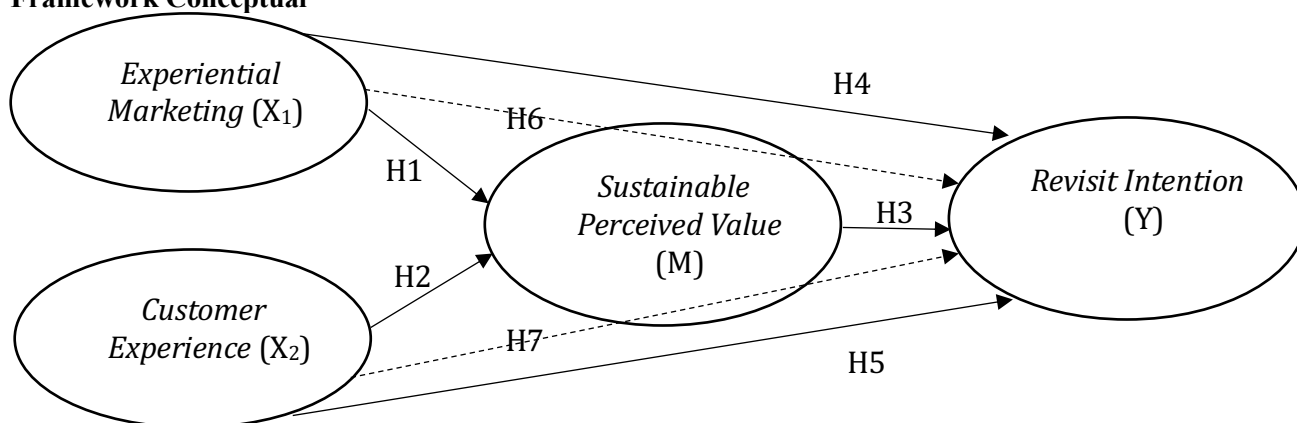


Figure 2.1 Research Conceptual Framework

METHOD

Type Study

This study uses a quantitative approach because it aims to examine the relationship between variables through numerical data analysis and statistical techniques. A quantitative approach allows researchers to objectively and measurably measure the influence of experiential marketing and customer experience on perceived value and revisit intention. In quantitative research, the primary focus is on testing hypotheses based on theory and previous empirical findings to generate generalizations that can be applied to a broader population (Sugiyono, 2017). Furthermore, this approach is relevant because it involves the use of a Likert-scale questionnaire instrument to systematically obtain data from respondents, which is then analyzed using inferential statistical analysis methods. Thus, a quantitative approach is considered appropriate to answer the research objectives, which emphasize testing the causal relationship between variables within a conceptual framework.

Research Location

This research was conducted in the villa industry in three main tourist destination districts in Bali, namely Badung, Gianyar, and Tabanan. This location selection is based on data from POIdata 2025 that almost 60 percent of villas in Bali are concentrated in the regencies of Badung, Gianyar, and Tabanan (POIdata, 2025). Furthermore, the three regencies of Badung, Gianyar, and Tabanan are centers of tourism development that offer different yet interconnected contexts (Bali Provincial Tourism Office, 2023). Furthermore, each region has distinct tourism characteristics (cultural, natural, and agricultural), allowing researchers to measure customer experience perceptions more comprehensively (Bali Provincial Tourism Office, 2023).

Population

The population in this study is all tourists, both domestic and foreign tourists who have stayed in the legal villa industry in three main tourist destination regencies in Bali, namely Badung, Gianyar, and Tabanan, Bali Province, within the last three months before data collection was conducted. This population was chosen because all individuals in it have direct experience related to villa services that are needed to assess experiential marketing, customer experience, sustainable perceived value, and revisit intention. The population size cannot be determined with certainty because Bali does not have an integrated database system that records legal villa guests, so the population is categorized as an unknown population.

Sample

The sample in this study used a non-probability sampling technique with a purposive sampling approach. This technique was chosen because respondents were selected based on certain criteria, namely:

- 1) Tourists who have stayed at a legal villa in Bali in the last three months before data collection was carried out. These criteria ensure that respondents have relevant experience to assess experiential marketing, customer experience, perceived value, and revisit intention.
- 2) Minimum age 17 years.

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

This age is considered to be able to provide a rational assessment of the experience of staying.

- 3) Have a minimum education of high school/equivalent.

This criterion is important to ensure the ability to understand the questionnaire instrument.

- 4) Both domestic and foreign tourists.

Both groups of tourists are relevant because the legal villa population receives guests from a wide variety of countries.

This technique is suitable for populations of unknown size and to ensure that only respondents with relevant experience are involved in the study. The sample size was determined based on the guidelines of Hair et al. (2019), which is a minimum of 5–10 respondents for each indicator in SEM-PLS research. This research instrument has 16 indicators, so the minimum sample requirement is $16 \times 5 = 80$ (minimum respondents) and $16 \times 10 = 160$ (maximum respondents). This study determined 160 respondents, which is within the maximum range recommended by Hair et al. (2019).

Type Data

Quantitative Data

Quantitative data This is quantifiable data, or data in the form of numbers that can be calculated, such as the number of guests who have stayed at a villa in Bali Province in the past year. The sample in this study was 160 tourists who had stayed at a legal villa in Bali Province in the past 12 months .

Source Data

Data Primary

According to Sugiyono (2018) data primary is source data Which direct provide data to collector data. So data primary in study This is data Which obtained directly from the business in question that was the subject of the research. This data includes data from questionnaire responses distributed to respondents.

Secondary Data

According to Sugiyono (2018), secondary data is a data source that does not directly provide data to collector data. So data secondary Which used in This research is data obtained from other sources or from research sources where the data is already finished.

Measurement Scale

The process of obtaining and collecting the required data and the methods used in study This is through questionnaire Where collection data often does not require the presence of the researcher, represented by a questionnaire. According to Arikunto (2019), a research instrument is a tool or facility used by researchers to collect data to make their work easier, better, more accurate, complete, and systematic, making it easier to process. According to Sugiyono (2019), a questionnaire is a method of collecting data from respondents to be answered by asking several questions. Researchers create online questionnaires using Google Forms with respondents' statements. closed. Measurement variables use scale interval, namely tool gauge which can produce data that has a range of values that have meaning and is able to produce measurements that allow for the calculation of averages, standard deviations and so on. (Sugiyono, 2017).

RESULTS AND DISCUSSION

Partial Least Square Analysis

Outer Model Reflective Indicator Evaluation Results

Convergent Validity Test

convergent validity test of the reflection indicator can be seen from the Average Variance Extracted (AVE) value which must be greater than 0.5. Convergent validity can be seen from the Average Variance Extracted (AVE) in Table 2.

Table 2 Results of Convergent Validity AVE Test

Variables	Average Variance Extracted (AVE)
Experiential Marketing (X ₁)	0.839
Customer Experience (X ₂)	0.850
Perceived Value (M)	0.779
Revisit Intention (Y)	0.804

Source : Primary data, processed 2026

Based on Table 2, it can be seen that all AVE values of convergent validity are greater than 0.5, so it can be stated that the data in the study are valid.

Discriminant Validity Test

Discriminant validity compares the square root of average extracted (AVE) value of each construct with the correlation between other constructs in the model. A good discriminant validity value is one where the measurement value is greater than 0.50.

Table 3 Results of Discriminant Validity Test

Variables	Experiential Marketing (X ₁)	Customer Experience (X ₂)	Perceived Value (M)	Revisit Intention (Y)
Experiential Marketing (X ₁)	0.922			
Customer Experience (X ₂)	0.745	0.916		
Perceived Value (M)	0.812	0.778	0.883	
Revisit Intention (Y)	0.812	0.811	0.822	0.897

Source : Primary data, processed 2026

Table 3 below shows that the square root values of the AVE are each (0.922; 0.916; 0.883; 0.897) greater than the correlation of each construct, so it can be said that the model is valid when viewed from discriminant validity .

Reliability Cronbach's Alpha and Composite Reliability

The reliability test of the variables in this study was measured using two criteria: Cronbach's alpha and the composite reliability of the indicator blocks measuring the variables. A variable is considered reliable if the Cronbach's alpha and composite reliability values are above 0.70.

Table 4 Cronbach's alpha Reliability Test Results And Composite reliability

Variables	Cronbach's Alpha	Composite Reliability
Experiential Marketing (X ₁)	0.912	0.944
Customer Experience (X ₂)	0.952	0.963
Perceived Value (M)	0.929	0.946
Revisit Intention (Y)	0.878	0.925

Source : Primary data, processed 2026

Based on Table 4 It can be seen that all Cronbach's alpha and Composite reliability values on each variable is greater than 0.70, so it can be stated that the data in the study is reliable .

Structural Model Evaluation (Inner Model)

R-squares (R²)

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngrurah Manik Indra Putra

R-Square (R^2) indicates the strength or weakness of the influence caused by variations in exogenous variables on endogenous variables. An R-Square (R^2) value greater than 0.50 is categorized as a strong model. The R-Square (R^2) value for each endogenous variable is presented in Table 5 as follows:

Table 5 R-square Test Results

Variables	R Square	R Square Adjusted
Perceived Value (M)	0.727	0.823
Revisit Intention (Y)	0.780	0.827

Source : Primary data, processed 2026

Based on the table 5 R-squares values were obtained for the Perceived Value variable (M) of 0.727 , which indicates a strong influence . The R-square value for the Revisit Intention variable (Y) of 0.780 which shows it has a strong influence.

Q-Square

Q-Square calculation can be seen as follows:

$$Q^2 = 1 - (1 - R^2_1) (1 - R^2_2)$$

$$Q^2 = 1 - (1 - 0.727) (1 - 0.780)$$

$$Q^2 = 1 - (0.273) (0.220)$$

$$Q^2 = 1 - 0.060$$

$$Q^2 = 0.940$$

Based on the calculation above, the Q-Square value obtained is 0.940, which is greater than 0 and close to 1. Therefore, it can be concluded that the model has a predictive relevance value or the model can be said to have a relevant predictive value of 94.0 percent. This indicates that the variation in the Revisit Intention (Y) variable is can be explained by variations in Experiential Marketing (X_1) , Customer Experience (X_2) , and Perceived Value (M) , while the remaining 2 percent is explained by other variables outside the model.

Statistical testing of variable relationships (Path)

Table 6 shows the relationship between variables in this study.

Table 6 Path Coefficients (Mean, STDEV, T-Statistics, P-Values)

Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Experiential Marketing (X_1) – Perceived Value (M)	0.390	0.390	0.108	3,611	0.000
Customer Experience (X_2) – Perceived Value (M)	0.522	0.523	0.105	4,956	0.000
Experiential Marketing (X_1) – Revisit Intention (Y)	0.345	0.341	0.078	4,411	0.000
Customer Experience (X_2) – Revisit Intention (Y)	0.311	0.309	0.083	3,720	0.000
Perceived Value (M) – Revisit Intention (Y)	0.302	0.304	0.086	3,521	0.000

Source : Primary data, processed 2026

Based on Table 6, it shows that the relationship between experiential marketing variables on perceived value , customer experience on perceived value , experiential marketing on revisit intention , customer experience on revisit intention and perceived value on revisit intention has a positive and significant effect by comparing the calculated t-value which is greater than the t-table, namely 1.65 and by comparing the P-Values which are smaller than alpha 0.05.

Indirect effect

Indirect effect aims to determine the significance of the indirect relationship between experiential marketing variables. on revisit intention mediated by the perceived value variable and the significance of the indirect relationship between customer experience and revisit intention mediated by the perceived value variable .

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

Table 7 Indirect Effects (Mean, STDEV, T-Statistics, P-Values)

Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
$X_1 \rightarrow M \rightarrow Y$	0.118	0.120	0.051	2,318	0.021
$X_2 \rightarrow M \rightarrow Y$	0.157	0.158	0.054	2,928	0.004

Source : Primary data, processed 2026

Table 7 shows that there is an indirect relationship between experiential marketing on revisit intention mediated by the perceived value variable with a t-value of 2.318, which is greater than the t-table of 1.65, with a p-value of 0.021, which is smaller than 0.05. This means that the perceived value variable is able to mediate the influence of experiential marketing on revisit intention. There is also an indirect relationship between customer experience and revisit intention mediated by the perceived value variable with a t-value of 2.928 which is greater than the t-table of 1.65 with a p-value of 0.004 which is smaller than 0.05. This means that the perceived value variable is able to mediate the influence of customer experience on revisit intention.

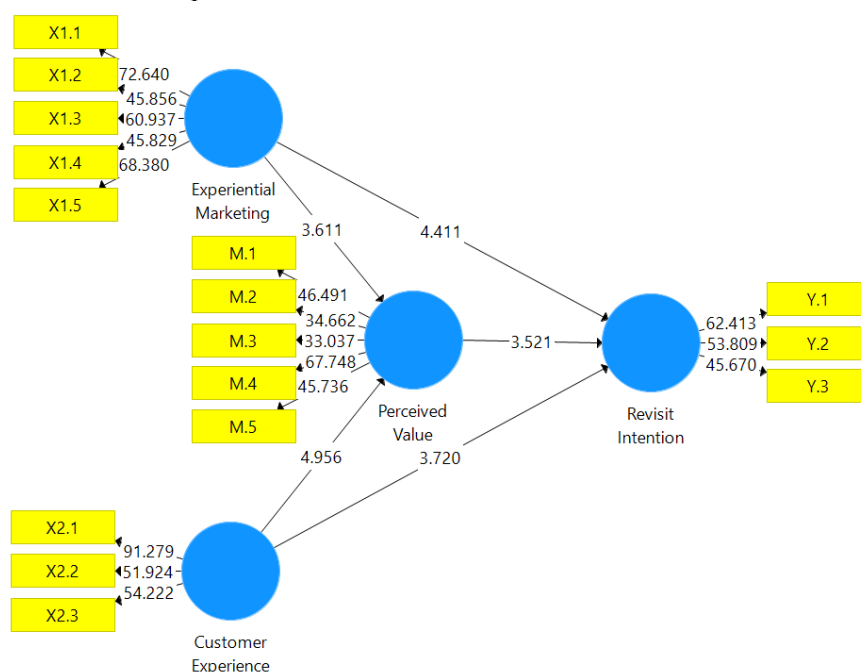


Figure 5.1
SEM-PLS Analysis Results Path Diagram

Hypothesis Testing

Hypothesis testing to answer the research objectives can be seen from the calculated t-value compared with the t-table value or the probability value compared with the real level used, namely 0.05 in Tables 4.12 and 4.13 for the indirect effect test.

- (1) The calculation results show that experiential marketing has a positive and significant effect on perceived value as indicated by the calculated t- value of $3.611 > t\text{-table}$, namely 1.65 with a p-value of $0.000 < 0.05$, this is in accordance with H_1 that experiential marketing has a positive and significant effect on perceived value in the Villa Industry in Bali Province.
- (2) The calculation results show that customer experience has a positive and significant effect on perceived value, as indicated by the calculated t- value of $4.956 > t\text{-table}$, which is 1.65, with a p-value of $0.000 < 0.05$. This is in accordance with H_1 that customer experience has a positive and significant effect on perceived value. in the Villa Industry in Bali Province.
- (3) The calculation results show that experiential marketing has a positive and significant effect on revisit intention as indicated by the calculated t- value of $4.411 > t\text{-table}$, namely 1.65 with a p-value of $0.000 < 0.05$, this is in accordance with H_1 that experiential marketing has a positive and significant effect on revisit intention in the Villa Industry in Bali Province.

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

- (4) The calculation results show that customer experience has a positive and significant effect on revisit intention, as indicated by the calculated t- value of $3.720 > t\text{-table}$, which is 1.65 , with a p-value of $0.000 < 0.05$. This is in accordance with H1 that customer experience has a positive and significant effect on revisit intention. in the Villa Industry in Bali Province .
- (5) The calculation results show that the perceived value has a positive and significant effect on revisit intention as indicated by the calculated t- value of $3.521 > t\text{-table}$, namely 1.65 with a p-value of $0.000 < 0.05$, this is in accordance with H₁ that perceived value has a positive and significant effect on revisit intention in the Villa Industry in Bali Province .
- (6) The calculation results show that the perceived value able to mediate the influence of experiential marketing towards revisit intention as indicated by the calculated t-value of $2.318 > t\text{-table}$, namely 1.65 with a p-value of $0.000 < 0.05$, this means that the perceived value able to mediate the influence of experiential marketing against revisit intention .
- (7) The calculation results show that the perceived value able to mediate the influence of customer experience on revisit intention as indicated by the calculated t-value of $2.928 > t\text{-table}$, namely 1.65 with a p-value of $0.000 < 0.05$, this means that the perceived value able to mediate the influence of customer experience on revisit intention .

The influence of experiential marketing on perceived value in the tourism industry in Bali Province

The results of the study indicate that experiential marketing has a positive and significant effect on sustainable perceived value in the villa industry in Bali Province. This is evidenced by the calculated t-value of 3.611, which is greater than the t-table (1.65), and a significance value of 0.000, which is smaller than 0.05. Thus, H1_{is} accepted, which means that the better the experience felt by tourists through the experiential marketing approach, the higher the perception of sustainable value felt by tourists during their stay at the villa. This finding indicates that a comprehensive and memorable experience can increase tourists' perceptions of the benefits obtained during their stay, both from an emotional, functional, and social aspect.

The findings of this study indicate that tourists staying at villas in Badung, Gianyar, and Tabanan Regencies not only evaluate villas based on physical facilities, but also on the overall experience they feel during their stay. In the Bali villa industry research object, experiential marketing is reflected through Balinese culturally nuanced villa designs, natural settings that support relaxation, personalized service, wellness activities , yoga, and local cultural experiences that provide an authentic impression to tourists. These experiences can create emotional engagement for tourists, thereby increasing their perception of the value provided by the villa, both from an emotional, social, and sustainable perspective.

The results of this study are supported by various studies showing that experiential marketing has a significant influence on perceived value in the tourism industry. Research by Rather (2020) found that authentic and emotional tourism experiences significantly increase tourists' perceived value and strengthen loyalty. Furthermore, Chen and Lin (2021) stated that experience dimensions such as sense , feel , and relate contribute directly to the formation of perceived value in the hospitality sector . Other studies by Ali et al. (2021) and Suhartanto et al. (2022) also confirmed that strategically designed customer experiences can increase perceived value, which ultimately impacts revisit intentions. Thus, the findings of this study are consistent with previous research that emphasizes the importance of experiential marketing as a key determinant in increasing tourists' perceived value .

The influence of customer experience on perceived value in the tourism industry in Bali Province

The results of the study indicate that customer experience has a positive and significant effect on sustainable perceived value in the villa industry in Bali Province. This is evidenced by the t-value of 4.956, which is greater than the t-table (1.65), and a significance value of 0.000, which is smaller than 0.05. Thus, H2_{is} accepted, which means that the better the customer experience felt by tourists during their stay, the higher the perception of sustainable value formed towards the villa they choose. This finding indicates that a pleasant, comfortable, and memorable experience during a stay is an important factor in increasing tourists' perceptions of the benefits they obtain from villa services.

The findings of this study indicate that tourists in the Bali villa industry assess their overall stay experience, not only based on the quality of physical facilities, but also on the quality of interactions and emotional experiences they experience during their stay. In this study, customer experience is reflected in the comfort of the villa atmosphere, the friendliness of the staff, the ease of service, the cleanliness of the environment, the responsiveness of employees, and the relaxing atmosphere offered by villas in the Badung, Gianyar, and Tabanan areas. These experiences create positive impressions that can increase tourists' perceptions of the value provided by the villa, both functionally, emotionally, socially, and sustainably.

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

The results of this study are supported by various studies showing that customer experience has a significant influence on perceived value in the tourism and hospitality industry. Research by Becker and Jaakkola (2020) found that a comprehensively integrated customer experience can enhance perceived value and strengthen long-term relationships with customers. Furthermore, Hwang and Lee (2022) stated that experiences involving emotional and social dimensions significantly contribute to the formation of perceived value in the hospitality sector. Other studies by Kumar et al. (2021) and Suhartanto et al. (2022) also show that a positive customer experience directly influences increased perceived value among tourists. Thus, the findings of this study are consistent with previous research that confirms customer experience is a crucial factor in enhancing perceived value in the villa industry.

The influence of experiential marketing on revisit intention in the tourism industry in Bali Province

The results of the hypothesis testing indicate that experiential marketing has a positive and significant effect on revisit intention in the villa industry in Bali Province. This is evidenced by the calculated t-value of 4.411, which is greater than the t-table (1.65), and a significance value of 0.000, which is less than 0.05. Thus, H3 is accepted, which means that the better the experience designed and provided by the villa, the higher the intention of tourists to revisit. This finding indicates that a memorable and enjoyable experience during a stay can encourage tourists to return to use the same service in the future.

The findings of this study indicate that tourists staying at villas in Badung, Gianyar, and Tabanan Regencies are not only looking for accommodation facilities, but also for authentic, personal, and memorable experiences during their vacation in Bali. In this research, experiential marketing is reflected in the villa's atmosphere, which carries a Balinese cultural nuance, traditional-modern architectural design, personalized service, wellness activities such as yoga and spa, and local cultural experiences that can create memorable experiences for tourists. These experiences create an emotional bond that makes tourists want to return for similar experiences in the future. Domestic and international tourists show that modern travelers tend to value experiences more than just physical products or facilities. Tourists assess not only the quality of the room or price, but also how the villa is able to create a pleasant emotional experience that is different from other accommodations. In the context of the villa industry in Bali, experiential marketing is a crucial factor in building an emotional connection between tourists and villas, thereby increasing tourists' revisit intention.

The results of this study are supported by various studies over the past five years that demonstrate that experiential marketing significantly influences revisit intention in the tourism industry. Research by Rather (2020) found that positive and memorable tourism experiences have a direct influence on tourists' revisit intentions. Furthermore, Hosany and Sthapit (2021) stated that memorable experiences can increase emotional attachment and encourage loyalty behavior, including revisit intention. Other studies by Suhartanto et al. (2022) and Chen and Lin (2021) also show that customer experience dimensions significantly contribute to increasing tourists' revisit intentions. Thus, the findings of this study are consistent with previous research that confirms experiential marketing is a key factor in shaping revisit intention in the villa industry.

The influence of customer experience on revisit intention in the tourism industry in Bali Province

The results of the hypothesis testing indicate that customer experience has a positive and significant effect on revisit intention in the villa industry in Bali Province. This is evidenced by the calculated t-value of 3.720, which is greater than the t-table (1.65), and a significance value of 0.000, which is less than 0.05. Thus, H4 is accepted, which means that the better the experience felt by tourists during their stay, the higher their intention to revisit. This finding indicates that a positive customer experience, both in terms of comfort, service, and perceived atmosphere, plays an important role in encouraging tourist loyalty to the villa.

The findings of this study indicate that tourists in the Bali villa industry highly consider the overall experience they experience during their stay before deciding to return. In this study, customer experience is reflected in the comfort of the villa facilities, cleanliness of the environment, friendliness of the staff, speed of service, security, ease of the reservation process, and the relaxing atmosphere offered by villas in the Badung, Gianyar, and Tabanan areas. These positive experiences create a sense of satisfaction, comfort, and emotional attachment to the villa, thus encouraging revisit intention. The results of domestic and international tourists indicate that modern tourists are not only oriented towards price or physical facilities, but also pay close attention to the quality of their experience during their stay. Tourists are more likely to have the intention to return if they feel appreciated, receive personalized service, and have a pleasant experience during their stay. In the context of the Bali villa industry, Balinese hospitality, which emphasizes friendliness, sincere service, and a comfortable atmosphere, is an important factor in shaping a positive customer experience.

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

The results of this study are supported by various studies over the past five years showing that customer experience significantly influences revisit intention in the tourism industry. Research by Becker and Jaakkola (2020) found that a positive and integrated customer experience can increase loyalty and revisit intention. Furthermore, Hwang and Lee (2022) stated that experiences involving emotional and social dimensions significantly contribute to shaping revisit intention in the hospitality sector. Another study by Kumar et al. (2021) also showed that a satisfying customer experience directly influences a traveler's decision to return. Thus, the findings of this study are consistent with previous research confirming that customer experience is a crucial factor in increasing revisit intention in the villa industry.

The Influence of Perceived Value on Revisit Intention in the Villa Industry in Bali Province

The results of the hypothesis testing indicate that perceived value has a positive and significant effect on revisit intention in the villa industry in Bali Province. This is evidenced by the calculated t-value of 3.521, which is greater than the t-table (1.65), and a significance value of 0.000, which is less than 0.05. Thus, H5 is accepted, which means that the higher the perceived value of tourists during their stay, the higher their intention to revisit. This finding indicates that tourists' perceptions of the benefits obtained, whether from emotional, functional, or social aspects, are important factors in driving loyalty and the desire to return to stay at a villa.

The findings of this study indicate that tourists in the Balinese villa industry consider not only the functional benefits of a villa but also the overall emotional, social, and sustainable benefits they receive during their stay. In this study, sustainable perceived value is reflected in the quality of the villa's facilities, the comfortable atmosphere, the service that meets expectations, the implementation of environmentally friendly concepts, and the local cultural experience that leaves a positive impression on tourists. When tourists feel that the experience of staying provides benefits that are comparable to or even exceed the sacrifices they make, they are more likely to have the intention to stay at the villa again. Modern tourists are increasingly paying attention to the value they receive during their accommodation experience. Tourists not only assess price or physical facilities but also consider the quality of the experience, emotional comfort, the villa's image, and the sustainability value offered. In the context of the Balinese villa industry, tourists tend to have a higher revisit intention to villas that are able to provide authentic experiences, quality service, and an atmosphere that supports comfort and tranquility during their vacation.

The results of this study are supported by various studies over the past five years showing that perceived value has a significant influence on revisit intention in the tourism industry. Research by Chiu et al. (2021) found that tourists' perceived value has a direct influence on revisit intention, especially when that value is dominated by emotional experiences and satisfaction. Furthermore, a study by Jeong and Kim (2022) showed that perceived value is an important mediator linking service quality to tourist loyalty, including revisit intention. Another study by Nguyen et al. (2023) also confirmed that the higher the perceived value, the more likely tourists are to revisit and recommend a hotel to others. Thus, the findings of this study are consistent with recent empirical literature, which confirms that perceived value is a key determinant in shaping revisit intention in the villa industry.

The influence of experiential marketing regarding revisit intention through perceived value in the Villa Industry in Bali Province

The test results show that perceived value is able to mediate the influence of experiential marketing on revisit intention in the villa industry in Bali Province. This is evidenced by the calculated t-value of 2.318 which is greater than the t-table (1.65) and a significance value of 0.000 which is smaller than 0.05. Thus, it can be concluded that perceived value plays a significant mediating variable in the relationship between experiential marketing and revisit intention. This means that the experience provided by the villa not only directly influences revisit intention but also first increases the perceived value of tourists, which then encourages them to stay again.

The results of this study indicate that the experiences tourists gain during their stay at a Balinese villa can create a higher perception of value, which ultimately encourages tourists' desire to stay at the villa again. In this research, experiential marketing is reflected through the villa's Balinese atmosphere, authentic architectural design, personalized service, wellness activities, and experiences interacting with local culture that leave a lasting impression on tourists. These experiences not only create emotional satisfaction but also shape the assessment that the villa provides higher benefits and value compared to other accommodations. Domestic and international tourists show that modern travelers tend to prioritize meaningful and memorable experiences in determining return visits. Tourists who have an authentic and enjoyable experience during their stay will perceive the villa as having high value, both emotionally, socially, and sustainably. This perception of value then strengthens tourist loyalty and increases revisit intention to villas in Bali.

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

The increasingly competitive nature of the villa industry in Bali makes experiential marketing a crucial strategy for building perceived value for tourists. The sheer number of villa options means tourists not only compare prices and amenities but also compare their experiences during their stay. Villas that create unique and differentiated experiences are more likely to build strong perceived value in the eyes of tourists. When tourists perceive a valuable experience that meets their expectations, they are more likely to return.

The results of this study are supported by various studies in the past five years showing that perceived value acts as a mediating variable between customer experience and behavioral intention in the tourism industry. Research by Khan et al. (2021) found that a well-designed tourism experience will increase perceived value, which in turn has a significant impact on revisit intention. Furthermore, a study by Hapsari et al. (2022) showed that perceived value partially mediates the relationship between customer experience and tourist loyalty. Another study by Lee et al. (2023) also confirmed that memorable experiences do not directly influence revisit intention without going through the formation of perceived value by customers. Thus, the findings of this study are consistent with empirical literature that confirms that perceived value is a key variable that bridges the influence of experiential marketing on revisit intention.

The influence of customer experience regarding revisit intention through perceived value in the Villa Industry in Bali Province

The test results show that perceived value is able to mediate the influence of customer experience on revisit intention in the villa industry in Bali Province. This is evidenced by the calculated t-value of 2.928 which is greater than the t-table (1.65) and a significance value of 0.000 which is smaller than 0.05. Thus, it can be concluded that perceived value plays a significant mediating variable in the relationship between customer experience and revisit intention. This means that the customer experience felt during the stay not only directly influences the intention to return, but also first increases the value perceived by tourists, which then encourages the formation of revisit intention.

The findings of this study indicate that the customer experience experienced by tourists during their stay at a Bali villa can shape a positive perception of value, thus encouraging tourists to return to the same villa in the future. In this study, customer experience is reflected in the comfort of the villa facilities, cleanliness of the environment, friendliness of the staff, speed of service, a relaxed atmosphere, security, and personal interactions experienced by tourists during their stay in the Badung, Gianyar, and Tabanan areas. These positive experiences make tourists feel that the villa provides valuable benefits and meets their expectations, thus strengthening their revisit intention. Today's tourists are increasingly paying attention to the quality of their accommodation experience. Tourists consider not only price or physical facilities but also how they are treated, the atmosphere, and the emotional comfort they experience during their stay. When tourists perceive a pleasant and valuable experience, they will form a positive perception of the villa, which then increases revisit intention. These research results are supported by various studies in the past five years that show that perceived value plays a mediator in the relationship between customer experience and revisit intention. Research by Zhang et al. (2021) found that customer experience has an indirect influence on revisit intention through perceived value in the hospitality industry. Furthermore, a study by Rasoolimanesh et al. (2022) demonstrated that tourists' perceived value is a crucial mechanism bridging experience with behavioral loyalty. Another study by Tran et al. (2023) also confirmed that customer experience is more effective in increasing revisit intention, mediated by perceived value, than direct influence alone. Thus, the findings of this study are consistent with empirical literature confirming that perceived value is a key variable in strengthening the relationship between customer experience and revisit intention in the villa industry.

CONCLUSION

Based on the results of the analysis that has been carried out, the conclusions in this study are:

- 1) Experiential marketing has a positive and significant impact on perceived sustainable value among customers of the Bali villa industry. These findings indicate that a stay experience involving emotional, sensory, and cultural aspects, as well as memorable interactions, can enhance tourists' perceptions of the sustainable value provided by villas. The better the experience, the higher their assessment of the functional, emotional, social, and sustainability benefits of villas in Bali.
- 2) Customer experience has a positive and significant impact on perceived sustainable value among customers in the Bali villa industry. The results of this study indicate that a positive customer experience, including comfortable facilities, quality service, friendly staff, and a relaxing villa atmosphere, can create a higher perceived value among tourists. A good customer experience makes tourists feel that the villa's services meet or even exceed their expectations.

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

- 3) Sustainable perceived value has a positive and significant impact on revisit intention among customers in the Bali villa industry. These findings indicate that tourists who perceive high value from their stay experience, whether in terms of service quality, emotional experience, or sustainability, tend to have a greater desire to return to the same villa in the future. Sustainable perceived value is a crucial factor in building tourist loyalty in the Bali villa industry.
- 4) Experiential marketing has a positive and significant impact on revisit intention among customers in the Bali villa industry. The results of this study indicate that authentic, unique, and memorable stay experiences can create emotional attachments to the villa, thereby increasing repeat visits. In the context of the Bali villa industry, experiential marketing is a crucial strategy for differentiating and increasing tourist loyalty amidst increasingly fierce industry competition.
- 5) Customer experience has a positive and significant influence on revisit intention among customers in the Bali villa industry. These findings indicate that tourists who experience positive experiences during their stay, such as friendly service, comfortable facilities, and a pleasant atmosphere, are more likely to return to the same villa. Customer experience is a key factor influencing tourists' decisions to revisit the Bali villa industry.
- 6) Experiential marketing indirectly influences revisit intention through sustainable perceived value among customers in the Bali villa industry. The results of this study indicate that experiential marketing that creates authentic and meaningful experiences will increase tourists' sustainable perceived value, which in turn drives increased revisit intention. Thus, sustainable perceived value acts as a mediating variable that strengthens the relationship between experiential marketing and revisit intention in the Bali villa industry.
- 7) Customer experience indirectly influences revisit intention through sustainable perceived value among villa customers in Bali. These findings indicate that a positive customer experience can shape a high value perception of the villa, thereby increasing tourists' intention to stay again. Sustainable perceived value has been shown to be a mediating variable that bridges the influence of customer experience on revisit intention. The better the customer experience perceived by tourists, the higher the perceived value and the tendency for tourists to revisit.

REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4), 665–683
- Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections. *Psychology & Health*, 26(9), 1113–1127.
- Ali, F., Rasoolimanesh, S. M., Sarstedt, M., Ringle, C. M., & Ryu, K. (2021). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. *International Journal of Contemporary Hospitality Management*, 33(1), 1–28.
- Ananta, A.S., Putranto, H.A. (2025). Pengaruh Experiential Marketing Terhadap Revisit Intention Dengan Customer Satisfaction Sebagai Variabel Intervening Di Restoran Waroeng Steak And Shake Di Royal Plaza Surabaya. *Jurnal Akademik Ekonomi dan Manajemen*, Vol 2 No 4, Hal 258-268, DOI: <https://doi.org/10.61722/jaem.v2i4.7418>
- Ardiansyah, F., & Dewi, R. (2020). Pengaruh Kualitas Layanan Terhadap Loyalitas Pelanggan Industri Bahan Bangunan. *Jurnal Manajemen Bisnis*, 12(3), 155–167.
- Arikunto, S. (2019). *Prosedur Penelitian: Suatu Pendekatan Praktik* (Edisi Revisi). Jakarta: Rineka Cipta.
- Aziz, R., & Rahmawati, D. (2022). Customer Experience And Perceived Value In Green Hospitality Industry In Indonesia. *Journal Of Tourism Management Studies*, 15(2), 115–127.
- Badan Pusat Statistik Provinsi Bali. (2023). *Statistik pariwisata Provinsi Bali 2023*. BPS Provinsi Bali.
- Bajaringancikarang.Com. (N.D.). *Keunggulan Baja Ringan Dibandingkan Kayu*. Retrieved From [Http://Bajaringancikarang.Com](http://Bajaringancikarang.Com)
- Bali Villa Rental and Management Association (BVRMA). (2024). *Laporan tingkat okupansi villa di Bali*. Denpasar: BVRMA.
- Becker, L., & Jaakkola, E. (2020). Customer experience: Fundamental premises and implications for research. *Journal of the Academy of Marketing Science*, 48(4), 630–648.
- Booking.com. (2024). *Sustainable travel report 2024*. Amsterdam: Booking.com.
- Chen, H., & Rahman, I. (2022). *Experiential Marketing And Sustainable Tourism Development*.

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

- Chen, Y. S., & Lin, C. L. (2021). Effect of experiential marketing on perceived value and customer satisfaction in the hospitality industry. *Journal of Hospitality and Tourism Management*, 47, 1–10.
- Chen, W., Zhang, X., & Li, Q. (2019). Comparative Study On Lightweight Steel And Conventional Construction Materials. *Construction Engineering Review*, 31(2), 89–102.
- Chi, C. G. Q., & Qu, H. (2008). Examining The Structural Relationships Of Destination Image, Tourist Satisfaction And Destination Loyalty: An Integrated Approach. *Tourism Management*, 29(4), 624–636. <https://doi.org/10.1016/j.tourman.2007.06.007>
- Chiu, W., Zeng, S., & Cheng, P. S. T. (2021). The influence of destination image and perceived value on revisit intention in tourism. *Sustainability*, 13(3), 1–14.
- Choi, J., & Kim, S. (2022). The Influence Of Customer Experience On Revisit Intention In Hospitality Industry. *Asia Pacific Journal Of Marketing*, 34(6), 1025–1042.
- Choudhury, M. M., & Harrigan, P. (2014). CRM To Social CRM: The Integration Of New Technologies Into Customer Relationship Management. *Journal Of Strategic Marketing*, 22(2), 149–176
- Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of Applied Social Psychology*, 28(15), 1429–1464.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, And Mixed Methods Approaches* (5th Ed.). SAGE Publications.
- Dinas Pariwisata Kabupaten Badung. (2023). *Statistik kepariwisataan Kabupaten Badung*. Pemerintah Kabupaten Badung.
- Dinas Pariwisata Kabupaten Tabanan. (2024). *Laporan perkembangan kunjungan wisata Kabupaten Tabanan tahun 2023*. Pemerintah Kabupaten Tabanan.
- Djarwanto, P. S., & Subagyo, P. (2006). *Statistik Induktif* (Edisi 4). Yogyakarta: BPFE.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2012). *Consumer Behavior* (10th Ed.). Cengage Learning.
- Fiona, R. (2021). Analisis Pengalaman Pelanggan (Customer Experience) Terhadap Kepuasan Dan Loyalitas Pada Bisnis Kuliner Di Bandung. *Jurnal Ilmu Manajemen*, 9(3), 201–214.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, And Behavior: An Introduction To Theory And Research*. Addison-Wesley.
- Fishbein, M., & Ajzen, I. (2010). *Predicting and changing behavior: The reasoned action approach*. Psychology Press.
- Font, X., & McCabe, S. (2022). Sustainability and marketing in tourism: Its contexts, paradoxes, approaches, challenges and potential. *Journal of Sustainable Tourism*, 30(1), 1–18. <https://doi.org/10.1080/09669582.2021.1954651>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik, Dan Aplikasi*.
- Gunawan, R. (2019). Pengaruh Persepsi Nilai Dan Kepercayaan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Pengguna Marketplace. *Jurnal Manajemen Dan Bisnis Indonesia*, 5(1), 45–58.
- Hammad, A., & Abd El Maksoud, A. (2025). The Impact Of Experiential Marketing On Tourist Loyalty In Luxury Hospitality Sector: The Mediating Role Of Emotional Engagement. *Journal Of Tourism And Hospitality Research*, 52(1), 77–92.
- Han, H., Kiatkawsin, K., Jung, H., & Kim, W. (2021). Sustainable perceived value and revisit intention in eco-friendly tourism destinations. *Journal of Travel & Tourism Marketing*, 38(3), 302–316.
- Han, H., Yu, J., & Kim, W. (2020). Environmental values, attitudes, and revisit intention of green hotels. *International Journal of Hospitality Management*, 89, 102542. <https://doi.org/10.1016/j.ijhm.2020.102542>
- Handaruwati, A. (2021). Dimensi Pengalaman Pelanggan Dan Dampaknya Terhadap Kepuasan Pengguna Jasa Transportasi Online. *Jurnal Bisnis Dan Inovasi*, 6(1), 34–49.
- Hapsari, R., Clemes, M. D., & Dean, D. (2021). The mediating role of perceived value on customer experience and revisit intention in tourism. *Journal of Travel Research*, 60(4), 1–15.
- Hapsari, R., Clemes, M. D., & Dean, D. (2022). The role of perceived value in mediating customer experience and loyalty in tourism. *Tourism Review*, 77(3), 789–804.
- Hasibuan, M., & Silvya, S. (2019). *Metodologi Penelitian Untuk Ekonomi Dan Bisnis*. Jakarta: Mitra Wacana Media.
- Hasibuan, R., & Siahaan, D. (2021). Pengaruh Inovasi Dan Jaminan Mutu Terhadap Citra Merek Dan Loyalitas Pelanggan Industri Baja Ringan. *Jurnal Riset Manajemen Indonesia*, 5(2), 201–215.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer Repurchase Intention: A General Structural Equation Model. *European Journal Of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

- Herdiani, H. (2024). Pengaruh Perceived Value Dan Customer Experience Terhadap Revisit Intention (Suatu Studi Pada Konsumen Kedai Kopi Biji Ciamis). *BMEJ*, Xx(X), Xx-Xx.
- Hosany, S., & Sthapit, E. (2021). Museum experience and satisfaction: The moderating role of memorable tourism experience. *Journal of Destination Marketing & Management*, 19, 100–110.
- Hwang, J., & Lee, K. W. (2022). The antecedents and consequences of customer experience in the hospitality industry. *International Journal of Hospitality Management*, 102, 103–120.
- Islami, F. S., Prasetyo, A. Y., & Simamora, A. J. (2024). Perceived Value And Intention To Revisit Nglanggeran Tourism Village, Special Region Of Yogyakarta. *Journal Labisecomman*, 5(5). ([Newinera][2])
- Jeong, Y., & Kim, S. (2022). The role of perceived value in tourism: Linking service quality and revisit intention. *Journal of Travel & Tourism Marketing*, 39(2), 1–15
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. (2024). Pengawasan dan penataan akomodasi pariwisata di Bali. Kemenparekraf RI.
- Khan, I., Garg, R. J., & Rahman, Z. (2021). Customer service experience and perceived value: Mediating role in tourism behavioral intentions. *Journal of Vacation Marketing*, 27(1), 1–15.
- Khusni, W. K. A. Z., Suyatno, A., & Akhmad, K. A. (2023). Harga, Kualitas Produk, Dan Kualitas Pelayanan Berpengaruh Pada Keputusan Pembelian Madu An Najiib. *Jurnal Ilmiah Edunomika*, 7(2). <https://doi.org/10.29040/Jie.V7i2.10238> Jurnal STIE AAS
- Kim, J., & Park, J. (2023). The Mediating Role Of Sustainable Perceived Value Between Experiential Marketing And Revisit Intention. *Journal Of Sustainable Tourism*, 31(4), 621–640.
- Klaus, P., & Maklan, S. (2013). Towards A Better Measure Of Customer Experience. *International Journal Of Market Research*, 55(2), 227–246.
- Klaus, P., & Maklan, S. (2020). Customer experience: A review and future research agenda. *Journal of Service Research*, 23(3), 259–273. <https://doi.org/10.1177/1094670520926412>
- Komaludin, D., & Cokki, C. (2023). Peran Kualitas Produk, Persepsi Harga, Dan Kesadaran Merek Terhadap Minat Beli Ulang Pelanggan Makanan Anjing Merek Pawmeals Di DKI Jakarta. *Jurnal Manajerial Dan Kewirausahaan*, 5(4), 907-916
- Kotler, P., & Keller, K. L. (2011). *Marketing Management* (14th Ed.). Pearson Education. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Ed.). Pearson.
- Kotler, P., & Keller, K. L. (2020). *Marketing management* (16th ed.). Pearson Education.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.
- Kumar, V., Dash, S., & Purwar, P. C. (2021). The role of customer experience in shaping perceived value and loyalty. *Journal of Retailing and Consumer Services*, 58, 102–115.
- Kwon, H., & Kim, Y. (2022). Sustainable Perceived Value And Customer Loyalty In Green Destinations. *Tourism Economics*, 28(7), 1615–1632.
- Lee, C., Chang, J., & Kim, D. (2021). Customer Experience, Perceived Value, And Revisit Intention In Green Resorts. *Sustainability*, 13(11), 6129.
- Lee, J. S., Lee, C. K., & Choi, Y. (2023). Examining the mediating role of perceived value between tourist experience and revisit intention. *Sustainability*, 15(4), 1–15.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout The Customer Journey. *Journal Of Marketing*, 80(6), 69–96.
- Li, Y., & Wang, H. (2021). Product Quality Dimensions And Consumer Satisfaction In Building Material Industry. *International Journal Of Construction Management*, 21(5), 412–423.
- Lin, C. H., & Morais, D. B. (2012). The Role Of Cognitive And Affective Responses In The Relationship Between Destination Image And Behavioral Intentions. *Journal Of Travel Research*, 51(4), 473–487.
- Lubis, R. F., Jannah, N., & Nasution, J. (2025). Pengaruh Destination Image, Perceived Value, Dan Experiential Marketing Terhadap Revisit Intention Pada Budaya Land Tanjung Morawa. *Journal Of Economics And Management Sciences*, 7(3), 177-183. ([Jems.Ink][6])
- Martínez García de Leaniz, P., Herrero Crespo, Á., & Gómez López, R. (2022). Customer value co-creation and sustainable tourism loyalty. *Tourism Management*, 88, 104404. <https://doi.org/10.1016/j.tourman.2021.104404>
- Maulani, F. I. (2024). Pengaruh Experience Quality Terhadap Revisit Intention Melalui Customer Perceived Value: Survei Pada Wisatawan Yang Pernah Berkunjung Ke World Of Wonders Sarae Hills (Tesis S1). Universitas Pendidikan Indonesia. ([Repository UPI][4])

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

- Nasution, F. N., & Muchtar, M. (2021). Strategi Peningkatan Kualitas Produk Dan Loyalitas Pelanggan Pada Industri Bahan Bangunan. *Jurnal Ekonomi Dan Bisnis*, 14(4), 233–247.
- Nguyen, T. H., Pham, T. M. L., & Tran, T. H. (2023). Perceived value and revisit intention in hospitality: The moderating role of customer satisfaction. *International Journal of Hospitality Management*, 108, 103–115.
- Nugraha, I. G. N., Suardana, I. W., & Sudiarta, I. N. (2022). Dampak regulasi pariwisata terhadap pengalaman wisatawan di kawasan Ubud, Bali. *Jurnal Kajian Bali*, 12(1), 89–104.
- Nugroho, T., Siregar, R., & Pratama, D. (2021). Pengaruh Kualitas Produk Terhadap Kepuasan Dan Loyalitas Pelanggan Pada Industri Konstruksi Indonesia. *Jurnal Ilmu Manajemen Terapan*, 3(2), 145–156.
- Nurdianty, D. (2021). Pengaruh Customer Experience Terhadap Kepuasan Pelanggan Pada Hotel Berbintang Di Makassar. *Jurnal Ilmu Ekonomi Dan Manajemen*, 8(2), 112–124.
- Nurdianty, D. (2021). Pengaruh customer experience terhadap kepuasan pelanggan pada hotel berbintang di Makassar. *Jurnal Ilmu Ekonomi dan Manajemen*, 8(2), 112–124.
- Oh, H., Fiore, A. M., & Jeoung, M. (2020). Measuring Experience Economy Concepts In Tourism. *Journal Of Travel Research*, 59(8), 1289–1304.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal Of Marketing*, 63(1), 33–44.
- Pan, X. (2024). The mediating role of sustainable perceived value in experiential marketing and revisit intention. *Journal of Sustainable Tourism*, 32(4), 987–1005.
- Pandža Bajs, I. (2020). Tourist perceived value, relationship to satisfaction, and behavioral intentions. *Tourism and Hospitality Management*, 26(1), 13–30.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale For Measuring Consumer Perceptions Of Service Quality. *Journal Of Retailing*, 64(1), 12– 40.
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123–134.
- Pertiwi, R. I., Rizan, M., & Sari, D. A. P. (2024). Pengaruh Utilitarian Value dan Experiential Marketing terhadap Revisit Intention dimediasi Customer Satisfaction: Studi pada Pelanggan Restoran All You Can Eat di Jakarta. *Indonesian Journal of Economics, Management and Accounting*, 1(1), Article 1.
- Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy*. Boston: Harvard Business School Press.
- Pitana, I. G., & Diarta, I. K. S. (2021). *Pengantar ilmu pariwisata*. Andi Offset.
- POIdata. (2025). Distribution of villas in Bali by regency/city. POIdata Analytics Platform. <https://www.poidata.io>
- Prasetyo, R., & Widjaja, M. (2023). Sustainable Perceived Value As A Determinant Of Revisit Intention In Green Hotels. *Journal Of Hospitality And Tourism Insights*, 6(5), 997–1012.
- Prebensen, N. K., & Rosengren, S. (2016). Experience value as a determinant of tourist satisfaction and loyalty. *Tourism Management*, 52, 193–203.
- Putra, I. N. D., & Pitana, I. G. (2021). *Pariwisata Bali dalam dinamika global*. Udayana University Press.
- Pine, B. J., & Gilmore, J. H. (2020). *The experience economy* (Updated ed.). Harvard Business Review Press.
- Putri, A. S., Kurniawan, A. W., Wardhana, M. I., Musa, M. I., & Ruma, Z. (2024). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Keputusan Pembelian Ulang Melalui Kepuasan Konsumen Sebagai Variabel Intervening Pada Minuman Yotta Di Cabang Tinumbu. *Jurnal RisetManajemen*, 2(4), 345–359. <https://doi.org/10.54066/Jurma.V2i4.2734> Jurnal ITB Semarang
- Rahman, I., & Alam, S. (2022). Sustainable Perceived Value As Mediator In The Relationship Between Customer Experience And Revisit Intention. *Journal Of Tourism And Hospitality Management*, 12(3), 201–213.
- Rahman, M. K., Zailani, S., & Musa, G. (2022). Destination image, tourist satisfaction and destination loyalty: A conceptual framework. *Journal of Tourism Futures*, 8(1), 1–15. <https://doi.org/10.1108/JTF-01-2021-0004>
- Rahmawati, D., Yuliana, S., & Gunawan, T. (2018). Analisis Kualitas Produk Baja Ringan Terhadap Keputusan Pembelian Konsumen. *Jurnal Teknik Sipil*, 14(1), 23–31.
- Ramdhani, A., & Astuti, S. (2019). The Analysis Of Relationship Between Experiential Marketing, Service Quality, Visitors' Satisfaction, And Revisit Intention: Study On Tourism Industry. *Diponegoro International Journal Of Business*, 2(2), 107–111. ([E-Journal UNDIP][3])
- Rasoolimanesh, S. M., Seyfi, S., Rather, R. A., & Hall, C. M. (2022). Investigating the role of perceived value in tourism experience and loyalty. *Journal of Destination Marketing & Management*, 24, 100–110.
- Rather, R. A. (2020). Customer experience and engagement in tourism destinations: The experiential marketing perspective. *Journal of Travel Research*, 59(3), 463–477. <https://doi.org/10.1177/0047287519836365>

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

- Salsabila, I., & Rini, R. O. P. (2023). Pengaruh Dining Experience terhadap Kepuasan Konsumen dan Revisit Intention di Restoran Indonesia di Korea Selatan (Studi Kasus di Bali Resto , Daejeon). *Media Bina Ilmiah*, 17(7), Article 7. <https://doi.org/10.33578/mbi.v17i7.297>
- Santosa, B., & Wibowo, A. (2023). Customer Experience And Revisit Intention In Indonesia's Domestic Tourism Sector. *Jurnal Manajemen Pariwisata*, 10(2), 88–97.
- Sari, T. M., Et Al. (2025). The Function Of Perceived Value, And Effect On Visitor Experience And Revisit Intention: Adventure Destinations In Indonesia. *IJERSC*, Xx(X), Xx-Xx. ([Ijersc][5])
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th Ed.). Pearson Education.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson Education.
- Schmitt, B. (1999). *Experiential Marketing: How To Get Customers To Sense, Feel, Think, Act, And Relate To Your Company And Brands*. The Free Press.
- Schmitt, B. (2019). *Experiential Marketing: A New Framework For Design And Communication*. Semarang: Badan Penerbit UNDIP.
- Siregar, B. (2020). Baja Ringan Sebagai Solusi Material Konstruksi Modern. *Jurnal Konstruksi Dan Material*, 8(2), 45–52.
- Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson Education.
- Sugiarto, H., & Rahayu, M. (2020). Efisiensi Biaya Konstruksi Menggunakan Baja Ringan Dibandingkan Kayu. *Jurnal Rekayasa Sipil*, 10(3), 101–110.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, Dan*
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Alfabeta.
- Adinata, M., & Tjiptodjojo, D. (2025). Peran Kepercayaan Dalam Membentuk Niat Beli Konsumen Online Di Indonesia. *Jurnal Ekonomi Dan Bisnis Indonesia*, 10(2), 155–167.
- Sugiyono. (2018). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. (2019). *Statistika Untuk Penelitian*. Bandung: Alfabeta.
- Suhartanto, D., Dean, D., Wibisono, N., & Triyuni, N. N. (2022). Tourist experience and perceived value: The role of experiential marketing in tourism industry. *Tourism Review*, 77(2), 450–465.
- Sumarwan, U. (2018). *Perilaku Konsumen: Teori Dan Penerapannya Dalam Pemasaran*.
- Syachadi, N. D., & Widyastuti, W. (2021). Pengaruh Experiential Marketing terhadap Niat Mengunjungi Kembali di Rumah Makan dengan Kepuasan Konsumen sebagai Variabel Mediasi. *Jurnal Ilmu Manajemen*, 9(3), 966–978. <https://doi.org/10.26740/jim.v9n3.p966-978>
- Tjiptono, F. (2021). *Strategi Pemasaran* (5th Ed.). Andi Offset.
- Tran, T. H., Nguyen, T. H., & Pham, T. M. L. (2023). Customer experience, perceived value, and revisit intention in hospitality sector. *Sustainability*, 15(6), 1–15
- UNWTO. (2023). *Global report on sustainable tourism*. Madrid: World Tourism Organization.
- UNWTO. (2024). *Global tourism trends and sustainable travel*. Madrid: World Tourism Organization.
- Wang, L., Zhang, Y., & Xu, T. (2021). Experiential Marketing And Perceived Value In Sustainable Tourism. *Sustainability*, 13(17), 9854.
- Wibowo, A., & Susilo, B. (2022). Pengaruh Kualitas Produk Terhadap Nilai Pelanggan Dan Loyalitas. *Jurnal Bisnis Dan Ekonomi*, 14(3), 207–219.
- Widjaja, A. (2013). *Manajemen Pemasaran Jasa: Teori Dan Praktik*. Jakarta: Mitra Wacana Media.
- Widodo, D., Kurniawan, R., & Yuliani, T. (2025). Pengaruh Kepuasan Dan Citra Destinasi Terhadap Niat Berkunjung Kembali Wisatawan Di Destinasi Ekowisata Jawa Barat. *Jurnal Pariwisata Indonesia*, 18(1), 23–38.
- Wijaya, E., & Kurniawan, A. (2019). Analisis Keunggulan Baja Ringan Dalam Konstruksi Rumah Tinggal. *Jurnal Rancang Bangun*, 15(1), 55–63.
- Wulandari, N. P. R., Suardana, I. W., & Sudiarta, I. N. (2021). Pengaruh customer experience terhadap persepsi kualitas layanan dan niat berkunjung kembali wisatawan. *Jurnal Manajemen dan Kewirausahaan*, 23(2), 112–124.
- Yogiswari, N. L. P., Sudiarta, I. N., & Suparna, G. (2021). Pengaruh Experiential Marketing Terhadap Kepuasan Dan Niat Kunjungan Ulang Wisatawan Di Bali. *Jurnal Kepariwisata Dan Hospitaliti*, 5(2), 85–97.
- Yuniarti, R., & Santoso, H. (2020). Pengaruh Persepsi Nilai Terhadap Loyalitas Pelanggan Di Industri Material Bangunan. *Jurnal Ekonomi Dan Bisnis Indonesia*, 8(4), 312–320.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means–end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.

THE EFFECT OF EXPERIENTIAL MARKETING AND CUSTOMER EXPERIENCE ON REVISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE IN THE VILLA INDUSTRY IN BALI PROVINCE

Anak Agung Ngurah Manik Indra Putra

Zhou, X., Yang, J., & Zhang, L. (2020). Product Quality And Customer Loyalty In Metal Construction Industry. *Journal Of Business Research*, 112, 300–310.

Zhang, T., Chen, J., & Hu, B. (2021). Customer experience and revisit intention: The mediating role of perceived value. *Journal of Hospitality Marketing & Management*, 30(6), 1–20.