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THE INFLUENCE OF EXPERIENTIAL VALUE AND EXPERIENTIAL QUALITY ON REVISIT INTENTION OF WATERFRONT CITY PANGURURAN SAMOSIR REGENCY

Inriani Siallagan[1]*, Alfifto[2]
[1,2] Program Studi Manajemen, Universitas Medan Area
Corresponding Email : inrianisllgn@gmail.com

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Abstract

This article aims to determine the effect of Experiential Value on revisit intention at Waterfront City Pangururan, Samosir Regency. To determine the effect of Experiential Quality on revisit intention at Waterfront City Pangururan, Samosir Regency. To determine the effect of Experiential Value and Experiential Quality on revisit intention at Waterfront City Pangururan, Samosir Regency. The type of research used in this study is a quantitative associative approach research type. In this study, the population was all visitors totaling 242,028 tourists who had visited the Waterfront City Pangururan Tourism Object, Samosir Regency throughout 2024 and the determination of the sample using the Slovin formula. This study used non-probability and purposive sampling techniques. Data collection techniques through distributing questionnaires to obtain primary data and documentation to obtain secondary data. The statistical data analysis technique used was multiple linear regression and previously carried out classical assumption tests and validity and reliability instrument tests. As well as determination testing and hypothesis testing. The results of the study indicate that the experiential value variable partially has a positive and significant effect on revisit intention at the Waterfront City Pangururan tourist attraction in Samosir Regency. The experiential quality variable partially has a positive and significant effect on revisit intention at the Waterfront City Pangururan tourist attraction in Samosir Regency. The experiential value and experiential quality variables partially have a positive and significant effect on revisit intention at the Waterfront City Pangururan tourist attraction in Samosir Regency.

Keywords: ***Experiential Value, Experiential Quality, Revisit Intention Waterfront City.***

INTRODUCTION

Tourism is an important sector that is being developed by the Indonesian government. This sector plays a role in regional and state income, as well as reducing unemployment by opening up jobs. However, tourist visits decreased drastically in 2021 due to the COVID-19 Pandemic. Since 2022-2023, the tourism sector has begun to recover with an increase in tourist visits. North Sumatra has many interesting tourist attractions, including Lake Toba, which is a famous tourist destination. Lake Toba is the largest lake in Indonesia with its natural beauty. Waterfront City Pangururan is also starting to develop and attract tourists.(Tampubolon & Zulian, 2024). Waterfront City Pangururan was completed and has been operating since November 2023, supporting the Super Priority Tourism Destination of Lake Toba. This area is an open museum of Samosir culture, 1.5 kilometers long and 6.4 hectares wide in the center of Pangururan. There are various zones, such as the Taman Pustaha Zone and the Samosir Gallery Zone, as well as dancing fountain attractions with colorful lights. From March to May 2024, this tourism sector contributed IDR 750,000,000. Tourist visits fluctuate, the highest in April and the lowest in October, influenced by external and internal factors.

Mathwick, Malhotra, and Rigdon (2001) in Alfifto et al., (2020) define experiential value as a perception that comes from direct interaction with goods and services. Consumers' experiences after using a product greatly influence their assessment of price, quality, and benefits. Experiential Quality also influences the intention to return. Quality of experience is closely related to customer satisfaction, which drives a strong relationship with the

company. Meeting customer needs through quality experiences that exceed expectations creates customer satisfaction (Rahmaniati, 2017).

Based on a pre-survey of 30 respondents, the view of the value of the Waterfront City tourist experience is not good. This is related to price, quality, architecture, natural beauty, and friendliness of the community. Although visitors feel comfortable and entertained in Samosir, this affects the intention to revisit. The experience of visiting has a positive effect on the intention to revisit. The intention to revisit is the desire of customers to come back because of a positive impression (Oktaviani & Silaningsih, 2022). In Sugandi's study (2022), there was no mediating effect between Experiential Value and revisit intention through experiential satisfaction. Alfifto et al. (2020) showed that Experiential Quality had a significant effect on the value of the experience and satisfaction of tourists. Rini et al. (2022) explained that Experiential Value had a negative but significant effect on revisit intention. Based on the description of the background above, the author is interested in conducting a scientific study entitled "The Effect of Experiential Value and Experiential Quality on Revisit Intention Waterfront City Pangururan Samosir Regency". Waterfront City Pangururan in Samosir Regency is still relatively new as a leading destination, but there are several problems that are felt to disturb tourists, including cleanliness in the Waterfront City Pangururan Area, road access, halal food, quality of transportation and accommodation. From these various problems, it is interesting to examine whether the experience felt by tourists visiting Waterfront City Pangururan Samosir Regency will create satisfaction or not.

From the formulation of the problem above, the research objectives to be achieved in this study are (1) To determine the effect of Experiential Value on revisit intention at Waterfront City Pangururan, Samosir Regency. (2) To determine the effect of Experiential Quality on revisit intention at Waterfront City Pangururan, Samosir Regency. (3) To determine the effect of Experiential Value and Experiential Quality on revisit intention at Waterfront City Pangururan, Samosir Regency

RESEARCH METHODS

The type of research in this study is associative research with a quantitative approach. This study aims to determine the relationship between two or more variables, namely the influence of Experiential Value and Experiential Quality on Revisit visitors to the Waterfront City Pangururan Tourism Object, Samosir Regency. The study population was 242,028 tourists who visited the object in 2024. The sampling technique used Nonprobability Sampling with purposive sampling. Data collection methods consisted of interviews and questionnaires. Questionnaires are used to ask questions to respondents and have advantages and disadvantages in data collection. In this study, the number of samples was rounded up to 100 respondents. This study used non-probability and purposive sampling. In this study, the questionnaire has a very important position. This is because the questionnaire is a description of the variables studied and functions as a tool for proving the hypothesis. Whether or not the questionnaire is valid will greatly determine the quality of the questionnaire. To determine the quality of the questionnaire, it can be done using validity tests and reliability tests. The classical assumption test in this study consists of a normality test, a multicollinearity test and a heteroscedasticity test. According toRodliyah, (2021)classical assumption test is a statistical requirement that must be met in multiple linear regression analysis based on ordinary least square (OLS). The purpose of conducting a classical assumption test is to check whether the data obtained from the survey is in accordance with the actual situation, is not distorted, and is worthy of being tested. Hypothesis testing is used to test the truth of a statement statistically and draw conclusions to accept or reject the statement. Hypothesis testing is also used to assist in decision making of a proposed hypothesis.

a. Partial Test (t-Test)

The provisions used are if the probability value is smaller than 5% (0.05) then Ho is rejected or the regression coefficient is significant, and if the probability value is greater than 5% (0.05) then Ho is accepted or the regression coefficient is not significant. With the following form:

H0 : $\beta i = 0$, meaning the independent variable does not have a significant effect on the dependent variable.

H1 : $\beta i \neq 0$, meaning the independent variable has a significant effect on the dependent variable.

To test this hypothesis, this is done by comparing the calculated t.

with the following provisions:

H0 is accepted, if tcount $\leq$ ttable or sig t $\geq \alpha$ (0.05)

H1 is accepted, if t count > t table or sig t < α (0.05)

b. Simultaneous Test (f-Test)

In this test, a one-sided test was carried out with a significance level of 5% to obtain the Ftable value, while to draw conclusions from the equation obtained, the following guidelines were used:
H0 is accepted, if Fcount ≤ Ftable or sig F ≥ α (0.05)
H1 is accepted, if F count>F table or sig F < α (0.05)

c. Coefficient of Determination Test (R2)

The coefficient of determination is used to see how much influence there is between the variables studied, then the coefficient of determination (Kd) is calculated with the basic assumption that other factors outside the variable are considered constant or fixed. The value of the independent variable is indicated by the magnitude of the coefficient of determination (r2). The greater the value of the coefficient of determination, the better it shows that the resulting regression equation is good for estimating the dependent variable.

RESULTS AND DISCUSSION

CLASSICAL ASSUMPTION TEST RESULTS

NORMALITY TEST

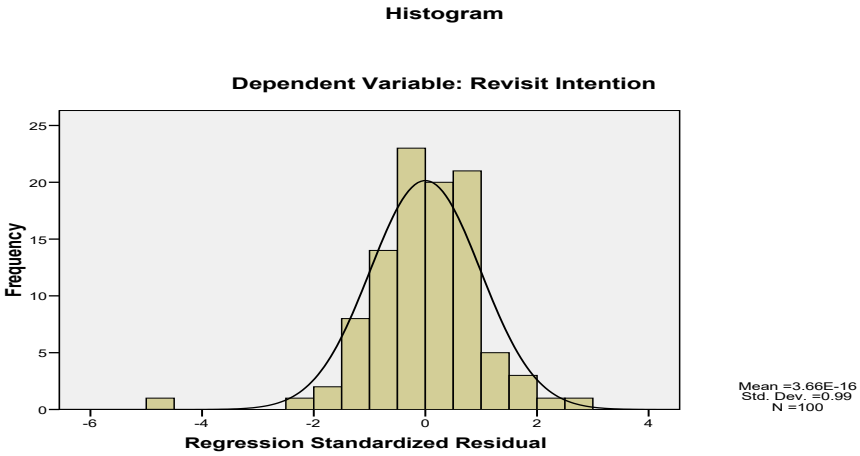

Figure 1. Histogram Normality Test

Based on Figure 1, it can be seen that the variables are normally distributed, this is indicated by the data distribution which is bell-shaped and does not deviate to the left or right.

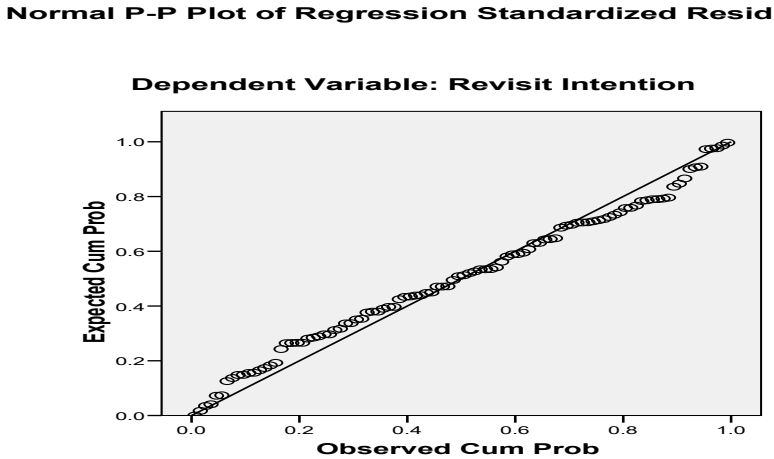

Figure 2. P-Plot Normality Test

Figure 2 shows that the image shows points that follow the data along the diagonal line. This shows that the researcher's residuals are normal. However, to further ensure that along the diagonal line is normally distributed.

Table 1. Kolmogorov-Smirnov Normality Test

		Unstandardized Residual
N		100
Normal Parameters(a,b)	Mean	,0000000
	Std. Deviation	2,76520721
Most Extreme Differences	Absolute	,092
	Positive	,092
	Negative	-,092
Kolmogorov-Smirnov Z		,922
Asymp. Sig. (2-tailed)		,363

Table 1 shows that the Asymp sig. (2-tailed) value is 0.363 and above the significant value (0.05) or 5%, so it can be concluded that the residual variables are normally distributed.

MULTICOLLINEARITY TEST

Table 2. Multicollinearity Test
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,819	2.323		2,505	.014		
	Experiential Value (X1)	.194	.061	.220	3.181	.002	.806	1,240
	Experiential Quality (X2)	.679	.070	.670	9,713	.000	.806	1,240

a. Dependent Variable: Revisit Intention (Y)

In Table 2, it is known that the tolerance value of all independent variables is greater than the fixed value of 0.1 and the VIF value of all independent variables is less than the fixed value of 10. Therefore, the data in this study is said not to experience multicollinearity problems.

HETEROSCEDASTICITY TEST

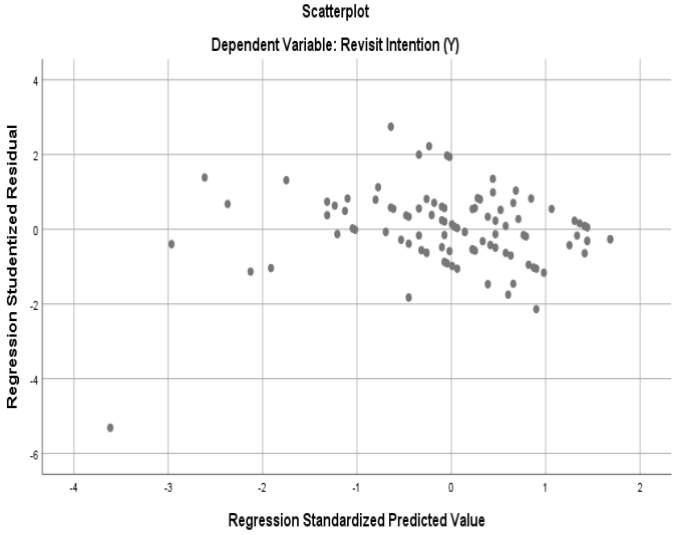

Figure 3 Heteroscedasticity Test

This shows that there is no clear pattern and the points are spread above and below the number 0 on the Y axis, so based on the graphical method, there is no heteroscedasticity in the regression model that is suitable for use in predicting revisit interest based on the input of the Experiential Value and Experiential Quality variables.

Table 3. Glejser test

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.191	.875		2,506	.014
	Experiential Value	-.040	.023	-.192	-1,752	.083
	Experiential Quality	-.019	.026	-.080	-.728	.468

a. Dependent Variable: LN_Abs_RES

In Table 3, it can be seen that the independent variables (Experiential Value and Experiential Quality) are statistically significant in influencing the dependent variable absolute Ut (abs Ut), so it is concluded that the regression model does not lead to heteroscedasticity.

MULTIPLE LINEAR REGRESSION

Table 4. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,819	2.323		2,505	.014
	Experiential Value (X1)	.194	.061	.220	3.181	.002
	Experiential Quality (X2)	.679	.070	.670	9,713	.000

a. Dependent Variable: Revisit INtention (Y)

Based on Table 4, it is known that in the second column (unstandardized Coefficients) section B, the β1 value of the Experiential Value variable is 0.194, the β2 value of the Experiential Quality variable is 0.679 and the constant value (β0) is 5.819, so the multiple linear regression equation is obtained as follows:

Y = 5.819+(0.194)

From this equation it can be described as follows:

1. The constant (β0) = 5.819 shows that if Experiential Value and Experiential Quality are considered constant, the variable of intention to revisit already has a value of 5.819.
2. The coefficient (β1) = 0.194 shows a positive influence, which means that if the Experiential Value variable increases by one unit, the value of interest in visiting also increases by 0.194 units.

3. The coefficient (β2) = 0.679 shows a positive influence, which means that if the Experiential Quality variable increases by one unit, the value of interest in visiting will also increase by 0.679 units.

Hypothesis Testing

Hypothesis testing is a statistical method used to test the truth of a statement or hypothesis about a population based on sample data. This process helps in making decisions to accept or reject the statement.

Partial Test (t)

Table 6. Partial Test (t)
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,819	2.323		2,505	.014
	Experiential Value (X1)	.194	.061	.220	3.181	.002
	Experiential Quality (X2)	.679	.070	.670	9,713	.000

a. Dependent Variable: Revisit INtention (Y)

Table 6 shows that:

1. The experiential value variable has a significant effect on revisit intention. This can be seen from the significant value (0.002) <0.05 and t-count (3.181) > compared to t-table (1.660).
2. The experiential quality variable has a significant effect on revisit intention. This can be seen from the significant value (0.000) < 0.05 and t-count (9.713) > compared to t-table (1.660).

Simultaneous Test (F)

The F test is a statistical method used to determine how much influence one or more independent variables have on the variation of the dependent variable in a regression model.

Table 5. Simultaneous Test Results (F)
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1274.399	2	637,200	81,650	.000b
	Residual	756,991	97	7,804		
	Total	2031.390	99			

a. Dependent Variable: Revisit INtention (Y)
b. Predictors: (Constant), Experiential Quality (X2), Experiential Value (X1)

Table 5 shows that the F-count value is 81,650 with a significance level of 0.000. While the F-table at a 95% confidence level (α = 0.05) is 3.09. Therefore, in both calculations, namely F-count > F-table and the

significance level (0.000) < 0.05, it shows that the influence of the independent variables (experiential value and experiential quality) simultaneously is significant on the revisit intention of the Waterfront City Pangururan tourist attraction, Samosir Regency.

Coefficient of Determination

Table 7. Results of the Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792a	.627	.620	2,794

a. Predictors: (Constant), Experiential Quality (X2), Experiential Value (X1)

Based on Table 4.15, it can be seen that the Adjusted R Square value of 0.620 means that 62% of the interest in revisiting can be explained by experiential value and experiential quality. While the remaining 38% can be explained by other factors not examined in this study.

DISCUSSION

The Influence of Experiential Value on Return Visit Interest

According to An Namla et al. (2020), experiential value is a customer's view of a product or service that depends on the interaction when using it. Research shows that experiential value has a significant effect on the intention to revisit, with a significant value (0.002) and t-count (3.181) greater than t-table (1.660). This means that experiential value can increase the intention to revisit well. Many respondents agreed that the beauty of Waterfront City made them want to come back, but some felt that the experience was not good because the travel time was not comparable. Managers must improve the quality of the experience so that visitors are interested in returning.

The Influence of Experiential Quality on Return Visit Interest

Experience quality is a consumer's assessment of the overall experience in using products and services, including design, location, service, and interaction with staff. The t-test shows that experience quality has a significant effect on revisit intention, with a significance value of 0.000 and a t-count of 9.713. Many respondents agreed that they would return because they gained new knowledge after visiting Waterfront City. However, some respondents felt that the quality of the experience was not good, especially because the surrounding community was not friendly. Quality experiences involve pleasant and satisfying interactions, so tourism managers need to improve the quality of visitor experiences to encourage revisit intentions and recommendations from tourists.

The Influence of Experiential Value and Experiential Quality on Return Visit Interest

According to Saragih (2022), the intention to revisit is the desire to visit an interesting place. Kotler and Keller (2016) stated that this depends on the visitor's experience and satisfaction.

The f-test shows that experiential value and experiential quality have a positive effect on revisit intention. The F-count value is 81.650 with a significance of 0.000, indicating a significant effect. Respondents agree that they have a good experience at Waterfront City Pangururan, which is attractive with views of Lake Toba.

However, the analysis shows that respondents rated experiential value and experiential quality as less good. Aspects that were rated less good included travel time, food prices, and service quality. In addition, the local community was considered less friendly and the tourist attractions were considered less clean, thus reducing the interest in returning visits. Experiential value and experiential quality are very important to increase tourists' revisit intention.

CONCLUSION

Based on the results of the analysis, the researcher concluded that: 1. The experiential value variable has a positive and significant effect on revisit intention at the Pangururan Waterfront City Tourism, Samosir Regency. 2. The experiential quality variable also has a positive and significant effect. 3. Both have a positive and significant effect on revisit intention.

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