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

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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. In this study, the population is all visitors totaling 242,028 tourists who have visited the Waterfront City Pangururan, Samosir Regency tourist attraction throughout 2024 and the sample determination using the Slovin formula in this study the number of samples is rounded to 100 respondents. The sampling technique in this study was carried out using 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 is 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 show 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 a crucial sector being developed by the Indonesian government. This sector contributes to regional and national revenues and reduces unemployment by creating jobs. However, tourist arrivals declined drastically in 2021 due to the COVID-19 pandemic. From 2022 to 2023, the tourism sector began to recover, with an increase in tourist arrivals. North Sumatra boasts numerous attractive tourist attractions, including Lake Toba, a renowned tourist destination. Lake Toba is the largest lake in Indonesia, known for its natural beauty. Pangururan Waterfront City is also developing and attracting tourists.(Tampubolon & Zulian, 2024). Waterfront City Pangururan was completed and operational since November 2023, supporting the Super Priority Tourism Destination of Lake Toba. This area is an open-air museum of Samosir culture, measuring 1.5 kilometers long and 6.4 hectares in the center of Pangururan. There are various zones, such as the Taman Pustaha Zone and the Samosir Gallery Zone, as well as a dancing fountain attraction with colorful lights. From March to May 2024, this tourism sector contributed IDR 750,000,000. Tourist visits fluctuate, with 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 the perception derived from direct interaction with goods and services. Consumer experiences after using a product greatly influence their assessment of price, quality, and benefits. Experiential quality also influences the intention to return. The quality of the experience is closely related to customer satisfaction, which fosters 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, views on the value of the Waterfront City tourist experience were unfavorable. This was related to price, quality, architecture, natural beauty, and community friendliness. Although visitors felt comfortable and entertained in Samosir, this affected revisit intention. Visiting experience has a positive effect on revisit intention. Revisit intention is a customer's desire to return due to a positive impression (Oktaviani & Silaningsih, 2022). In Sugandi's (2022) study, 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 experiential value and tourist satisfaction. Rini et al. (2022) explained that Experiential Value had a negative but significant effect on revisit intention.

Based on the background description above, the author is interested in conducting a scientific study entitled "The Effect of Experiential Value and Experiential Quality on Revisit Intention at Waterfront City Pangururan, Samosir Regency." Pangururan Waterfront City in Samosir Regency is relatively new as a leading destination, but several issues remain problematic for tourists, including cleanliness, road access, halal food, and the quality of transportation and accommodations. Given these challenges, it's interesting to examine whether the experience of tourists visiting Pangururan Waterfront City in Samosir Regency is satisfying. From the problem formulation above, the research objectives to be achieved in this study are (1) To determine the influence of Experiential Value on revisit intention at Waterfront City Pangururan, Samosir Regency. (2) To determine the influence of Experiential Quality on revisit intention at Waterfront City Pangururan, Samosir Regency. (3) To determine the influence 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 tourist attraction, Samosir Regency. The study population was 242,028 tourists who visited the attraction 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 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 serves as a tool for proving the hypothesis. The validity or not of the questionnaire will greatly determine the quality of the questionnaire. To determine the quality of the questionnaire can be done by using validity tests and reliability tests. The classical assumption tests in this study consist of normality tests, multicollinearity tests, and heteroscedasticity tests.Rodliyah, (2021)The classical assumption test is a statistical requirement that must be met in multiple linear regression analysis based on ordinary least squares (OLS). The purpose of the classical assumption test is to check whether the data obtained from the survey corresponds to the actual situation, is not distorted, and is suitable for testing. Hypothesis testing is used to statistically verify the validity of a statement and draw a conclusion to accept or reject it. Hypothesis testing is also used to aid in decision-making regarding 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 influence on the dependent variable.
To test this hypothesis, this is done by comparing the calculated t.
with the following provisions:
H0 is accepted, if thitung $\leq$ t tabel 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 F count ≤ F table 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 being studied. Therefore, 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 the resulting regression equation is for estimating the dependent variable.

RESULTS AND DISCUSSION
CLASSICAL ASSUMPTION TEST RESULTS
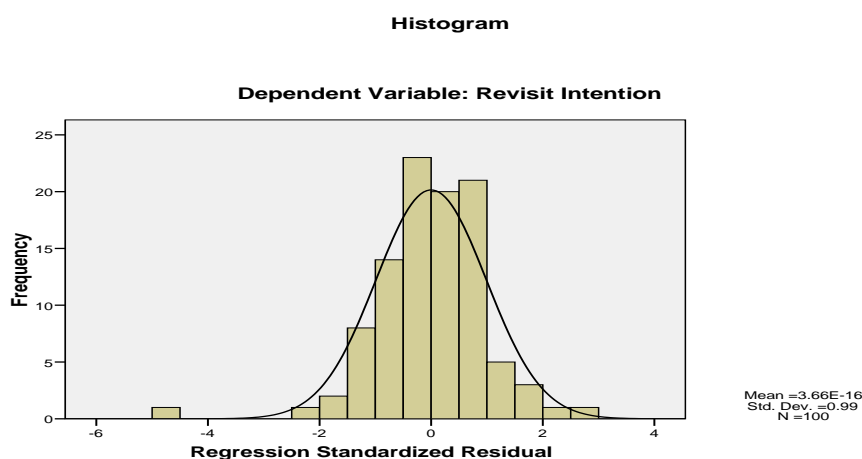**NORMALITY TEST**

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.
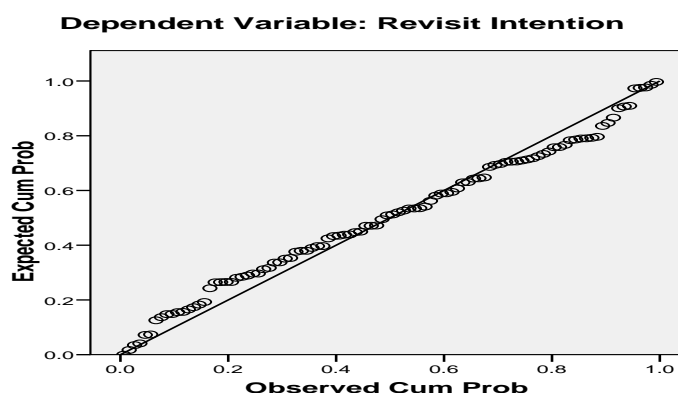

Figure 2. P-Plot Normality Test

Figure 2 shows that the data points follow the diagonal line. This indicates that the researcher's residuals are normally distributed. However, to further confirm that the diagonal line is normally distributed, the data points are needed.

Table 1. Kolmogorov-Smirnov Normality Test

		Unstandardized Residual
N		100
Normal Parameters(a,b)	Mean	,0000000
	Standard 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 variable is 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 smaller than the fixed value of 10. Therefore, the data in this study is said to not experience multicollinearity problems.
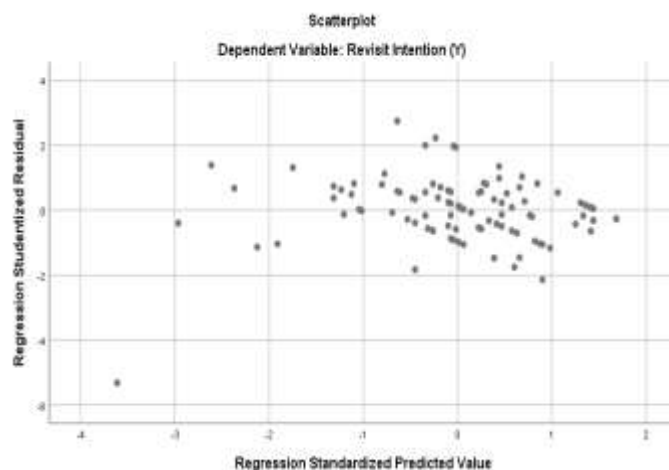
HETEROSCEDASTICITY TEST

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 return visit interest based on the input variables Experiential Value and Experiential Quality.

Table 3. Glejser Test

	Coefficientsa					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
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
    b.

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. Results of Multiple Linear Regression Test

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
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 indicates 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 a decision 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 significantly influences revisit intention. This is evident from the significance value (0.002) <0.05 and the calculated t-value (3.181) > compared to the t-table (1.660).
2. The experiential quality variable significantly influences revisit intention. This is evident from the significance value (0.000) < 0.05 and the calculated t-value (9.713) > compared to the 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 reveals that the F-count value is 81.650 with a significance level of 0.000. While the F-table at a 95% confidence level ($\alpha = 0.05$) 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	Standard Error of the Estimate
1	.792a	.627	.620	2,794

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

Based on Table 4.15, the Adjusted R Square value of 0.620 indicates that 62% of the intention to revisit can be explained by experiential value and experiential quality. The remaining 38% can be explained by other factors not examined in this study.

DISCUSSION

The Influence of Experiential Value on Return Visit Intention

According to An Namla et al. (2020), experiential value is a customer's view of a product or service that depends on the interaction during use. Research shows that experiential value has a significant effect on revisit intention, with a significant value (0.002) and a calculated t-value (3.181) greater than the t-table (1.660). This means that experiential value can significantly increase revisit intention. Many respondents agreed that the beauty of Waterfront City made them want to return, but some felt the experience was less than satisfactory because the travel time was not worth it. Management must improve the quality of the experience to attract visitors back.

The Influence of Experiential Quality on Return Visit Intention

Experience quality is a consumer's assessment of the overall experience of using products and services, including design, location, service, and interactions with staff. A t-test shows that experience quality significantly influences 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 the experience quality was less than satisfactory, mainly due to the unfriendly local community. A quality experience involves pleasant and satisfying interactions, so tourism managers need to improve the quality of the visitor experience to encourage revisit intention and recommendations from tourists.

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

According to Saragih (2022), revisit intention is the desire to visit an interesting place. Kotler and Keller (2016) state 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-value is 81.650 with a significance level of 0.000, indicating a significant effect. Respondents agreed that they had a good experience at Waterfront City Pangururan, which is attractive with its views of Lake Toba. However, analysis showed that respondents rated experiential value and experiential quality as poor. Aspects considered poor included travel time, food prices, and service quality. Furthermore, local residents were perceived as unfriendly and tourist attractions were perceived as unclean, thus reducing return visits. Experiential value and experiential quality are crucial for increasing tourists' revisit intentions.

CONCLUSION

Based on the analysis, the researchers concluded that: 1. The experiential value variable has a positive and significant effect on revisit intention at the Pangururan Waterfront City Tourism Site, 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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