

# The Effect Of Co-Creation Experiences On Tourist Satisfaction And Revisit Intention Of Tourism Destinations In Lombok

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## ABSTRACT

The aims of this study are determine the significance of the effect of co-creation experiences on tourist satisfaction and revisit intention, find out the significance effect of satisfaction on the revisit intention in tourist destinations of Lombok. The data collection method is a sample survey, with a population of domestic tourists who have visited Lombok Island. Determination of the sample is done by purposive sampling technique as many as 100 respondents. The data collection used was questionnaires. The data analysis used Partial Least Square (PLS). The results showed that (1) Co-Creation Experiences has a positive and significant influence on the Satisfaction of Tourists, (2) Co-Creation Experiences has a positive and significant impact on revisit intention, (3) Tourist Satisfaction has a positive and significant influence on revisit intention

Keywords: Revisit Intention, Tourist Satisfaction, Co-Creation Experiences

## INTRODUCTION

The national tourism development policy is an effort to encourage actors in the tourism sector to achieve the goals outlined and the goals set. The tourism sector can be believed to be a mainstay sector that can contribute to increasing the country's foreign exchange, either directly or indirectly. There is a possibility that each region has certain tourist destinations, certain tourists, so it is necessary to conduct a special study. BAPPEDA of West Nusa Tenggara in collaboration with GIZ (2014) focuses on tourism development on the island of Lombok. This is reinforced by the findings of Saufi, et al (2010) that tourism requires a brand image that represents an area, including on the island of Lombok. Local products that can become a tourism brand image for Lombok Island are Songket woven fabrics, earthenware, Cukli, culinary, and pearls (BAPPEDA and GIZ, 2014).

Tourism on the island of Lombok still needs to be improved, because the market potential is still very large, but relatively little can be obtained. The general condition of tourism in West Nusa Tenggara Province is still dominated by domestic tourists, with a tendency to increase annually by 20.79% and foreign tourists by 19.54%. A large decline occurred in 2018, with an average decline of 20.20%. The condition of tourism in Lombok Island Province needs to be improved, with improvements to tourist destinations and the application of product marketing models, so that satisfaction and strong desire for tourists to come back is always realized.

The context of sustainability in tourism management must also be applied to tourists who have already visited so that it appears as a stimulus for their return and recommends to other potential tourists. This return visit is known as revisit intention. Re-purchase intention is defined as re-purchase intention, basically returning from the initial purchase process, but is reinforced by experience. Purchase

intention is a consumer preference (a thing that is preferred by consumers) to purchase a product or service (Younus, et al., 2015).

Revisit intention can be influenced by consumer satisfaction. According to Kotler and Keller (2009:164), very satisfied consumers will usually stay loyal for a longer time, but again when the company introduces new products and renews old products, talks about good things about the company and its products to others and not very price sensitive. On the other hand, if consumers are disappointed, it can hurt the company, namely reducing the number of consumers because consumers are no longer interested in using the services or products offered by a company so that it will have an impact on decreasing profits.

According to Loureiro (2014) besides being influenced by satisfaction, revisit intention can be influenced by co-creation experiences. Experience has always been a major part of the tourism business. Currently, tourists tend to look for an interesting, unique, and memorable experience based on their motivation, previous travel experience, individual perceptions, and behaviors as well as by other specific contexts (Loureiro, 2014).

In the world of tourism, the process of forming experiences is a complex activity that cannot be equated with the formation of experiences when using a product (Campos et al., 2015). This is reasonable because tourism providers in shaping tourism experiences involve hospitality factors and cannot be done only by one party (Prebensen, 2014). so that is shaping experience, especially experience in the field of tourism, it is very necessary to cooperate which is known as co-creation experience.

Experience in tourism is fundamentally closely related to the process of co-creating value (Zhang et al., 2019). Many tourists travel far from their home environment and interact with various tourism stakeholders to create unique and personal experiences (Binkhorst & Dekker, 2009). Previous research conducted by Majboub (2014), Jager (2009), Chang (2013) found that co-creation experiences affect revisit intention.

In addition to influencing the revisit intention, co-creation experiences can also affect the satisfaction of tourists. In the field of business engaged in services, especially tourism services, customer satisfaction when carrying out tourism activities is a key factor that can determine the future of service provider companies (Neal et al., 2007). The satisfaction factor is a factor that is the main focus in the co-creation process (Zhang et al., 2019).

The aims of this research are (1) Find out the significance effect of co-creation experiences on tourist satisfaction, (2) find out the significance influence of co-creation experiences on revisit intention, (3) Determine the significance effect of satisfaction on revisit intention.

## HYPOTHESIS DEVELOPMENT

Consumers get more value from the company's products because it is ensured following their wishes and experience (Kertajaya, 2009:222). On the one hand, there has been a shift in the concept that companies are not limited to creating exchanges, distributing products, but creating experiences (Monika, 2013).

With this concept, the implications of satisfaction from implementing co-creation experiences are one of the advantages. Ensure the involvement of consumers in innovation to create satisfaction. The experience created will strengthen the experience, so that loyalty embodied in repurchase will be obtained. Lopez, et al. (2017), Senjaya, et al (2013) Uysal, et al (2015) prove that the application of co-creation experiences can achieve customer satisfaction. The description above forms the basis for formulating the first alternative hypothesis, namely:

**H<sub>1</sub>: there is a significant effect of co-creation experiences on the satisfaction of tourists.**

According to Kotler & Keller, (2007) and Schiffman and Kanuk (2007), the application of co-creation experiences provides benefits not only for products that match their needs and desires but also for gaining experience in dealing with companies. There are opportunities and openness that companies provide to consumers to get involved in innovation and experience dealing with companies. Consumer involvement and consumer experience provide positive benefits, especially the post-purchase stage of

consumer purchases. A positive experience will have an impact on repeat purchases and other benefits that benefit consumers.

The ability of tourist destinations to create attractions will have an impact on tourist return visits (Yuliarmi, et al., 2018). Hardini (2018) proves that positive experiences will shape positive behavior in consumers. Experience is one of the outputs of the application of co-creation experiences that have an impact on positive perceptions of the company's business presence and form repeat purchases. Senjaya, et al (2013) stated that the application of co-creation experiences has an impact on loyalty, indicated by the occurrence of repeat purchases. Lopez, et al. (2017) prove that the application of co-creation experiences has a significant effect on repeat purchases. The description of the research results above strengthens the formulation of the following alternative hypotheses:

**H<sub>2</sub>: there is a significant effect of co-creation experiences on revisit intention tourist in Lombok.**

Consumer satisfaction is a condition of the economic and social sustainability of the company (Kotler, 2003). Dissatisfied consumers will certainly not make repeat purchases, even make complaints through a private response or third-party response complaint system. Two ways this complaint system will have an impact on the company's loss is because the company's image will decline (Tjiptono, 1996). On the contrary, satisfied consumers will have an impact on providing positive information to other consumers, customer loyalty, and commitment to the company.

Surachim (2010) found that satisfied consumers influence brand loyalty. The implications for the tourism sector are for return visits, positive information to colleagues, and other forms of benefits that raise the goodwill of related tourist destinations. Yuliarmi, et al (2018) found that tourist satisfaction had a significant effect on tourist return visits. The results of the research above can be used as the basis for formulating the third alternative hypothesis in this study, namely:

**H<sub>3</sub>: there is a significant effect of satisfaction on revisit intention in Lombok.**

## METHODS

The research design used is associative research. Seitz, et al, in Nazir (2003:89) identify one form of research design in the form of testing causal hypotheses. The purposive sampling technique was used to determine the number of samples as many as 90 people in this study. The description can be explained below.

Tabel 1. The description of Samples

<b>Gender</b>		
Woman	36	40%
Man	54	60%
<b>Age</b>		
Less than 31 years old	45	50%
Between 31-40 years old	24	27%
Between 41-50 years old	18	20%
More than 50 years	3	3%
<b>Level of education</b>		
Senior High School	18	20%
Diploma	9	10%
Bachelor	54	60%
Postgraduate	9	10%

The main data collection tool is a questionnaire. The questionnaire is a list of questions containing items from the variables studied. The questionnaire will strive to be distributed to the mainstay tourist destinations of the five districts on the island of Lombok through the google form.

## RESULT

Data analysis and hypothesis testing of this study were carried out using a path analysis approach with Partial Least Square (PLS) using Smart PLS version 3.0 software. PLS is a component or variance-based structural equation model. According to Ghazali (2012), PLS is an alternative approach that shifts from a covariance-based Structural approach to a variance-based approach. Structural models based on covariance generally test causality or theory, while PLS is more predictive of models.

### Internal Consistency Test Results

The value of composite reliability and Cronbach's alpha from the research model can be seen in Table 2.

Table 2. Quality Criteria

Variable	AVE	Composite Reliability	Cronbach's Alpha
Co-Creation Experiences (X1)	0.499	0.937	0.928
Tourist Satisfaction (Y1)	0.463	0.895	0.871
Revisit intention (Y2)	0.440	0.875	0.840

Can be seen in Table 2. that the AVE value is greater than 0.4; the composite reliability of each variable is greater than 0.70 as the cut-off value (threshold/standard value). Likewise, the value of Cronbach's alpha is following the recommended value ( $> 0.70$ ). Therefore, the internal consistency was concluded to have been met.

### Discriminant Validity Test Results

In this test, the first condition that must be met is that the AVE value must be greater than 0.50. In Table 3. it can be seen that the AVE value of all variables is  $> 0.50$  so that the first condition is met. Then, the next condition that must also be fulfilled is the square root value of the AVE of each variable, which must be greater than the correlation value with other variables.

Table 3. Latent Variable Correlation

Variable	Interested to visit again	Co-Creation Experiences	Tourist Satisfaction
Co-Creation Experiences (X1)	0.707*		
Tourist Satisfaction (Y1)	0.284	0.681*	
Revisit intention (Y2)	0.680	0.583	0.663*

(\*) square root value of AVE

The value of the square root of the AVE (the number marked "\*" which is in the diagonal position) for each variable, is greater than the correlation value with the other variables (the number whose position is in one row and one column with the corresponding variable AVE). The correlation value between these indicators is obtained from rounding the correlation value in the SmartPLS output table which can be seen in the Appendix. Thus, the research model has met discriminant validity.

### Structural Model

Based on the stages of testing the measurement model, it has been proven that the research model has fulfilled all the stages of testing. Therefore, the structural model test phase can be carried out. A structural model test is used to determine whether the proposed hypothesis is accepted or not. In this case,  $Q^2$  is the same as the interpretation of the coefficient of determination ( $Q^2$ ) in the regression analysis. The value of determination ( $Q^2$ ) generated as a result of the evaluation of this research model can be seen in the following table.

Table 4. Model Determination Value

No.	Variable	R Square
1	Tourist Satisfaction (Y1)	0.081
2	Revisit intention (Y2)	0.627

The total diversity of data that can be explained by this research model is measured by:

$$Q^2 = 1 - (1 - R_1^2) \cdot (1 - R_2^2)$$

$$Q^2 = 1 - (1 - 0.0812) \cdot (1 - 0.6272)$$

$$Q^2 = 1 - (1 - 0.007) \cdot (1 - 0.393)$$

$$Q^2 = 1 - 0.993 \cdot 0.607$$

$$Q^2 = 1 - 0.603$$

$$Q^2 = 0.397$$

Based on the results of the total coefficient of determination ( $Q^2$ ) of 0.397, it means that the diversity of data that can be explained by Co-Creation Experiences and Tourist Satisfaction in influencing Revisit intention is 39.7%. While the rest is explained by other variables that are not included in this research model. To determine the significance level of the path coefficient, the t value (t-value) generated by running the Bootstrapping algorithm is used to determine whether the proposed hypothesis is accepted or not. At a significance level of 0.05, the hypothesis will be supported if the significance level is below 0.05 (5%). The results of the significance level test can be seen in table 4.

Table 4. Structural Significance Test Results Model

Effect Between Variables	Coefficient	T Statistics	P Value	Description
Co-Creation Experiences -> Satisfaction	0.284	1.797	0.038	Significant
Co-Creation Experiences -> Revisit intention	0.560	8.784	0.000	Significant
Tourist Satisfaction -> Revisit intention	0.424	7.026	0.000	Significant

Co-Creation Experiences have a positive and significant effect of 0.284 on Tourist Satisfaction with a P-value of 0.048. When compared with a significance level of 0.05 (5%), so it can be concluded that the first hypothesis can be accepted.

Co-Creation Experiences have a positive and significant effect of 0.560 on revisit intention with a P-value of 0.000. When compared with a significance level of 0.05 (5%), so it can be concluded that the second hypothesis is accepted.

Tourist satisfaction has a positive and significant effect of 0.424 on revisit intention with a P-value of 0.000. When compared with a significance level of 0.05 (5%), so it can be concluded that the third hypothesis can be accepted.

## DISCUSSION

### The Effect of Co-Creation Experiences on Tourist Satisfaction

The results showed that Co-Creation Experiences significant effect on Tourist Satisfaction of Tourist Destinations on the Island of Lombok. Co-Creation Experiences felt by Tourists at Tourist Destinations on Lombok Island can increase their satisfaction, meaning that the higher the Co-Creation Experiences, the higher the Satisfaction of Tourist Destinations on Lombok Island. Conversely, the lower the Co-Creation Experiences, the lower the Tourist Satisfaction.

Consumers get more value from the product because it is certain that it is following their wishes and experience (Kertajaya, 2009: 222). On the one hand, there has been a shift in the concept that companies are not limited to creating exchanges, distributing products, but creating experiences (Monika, 2013).

With this concept, the implications of satisfaction from implementing co-creation experiences are one of the advantages. Ensure the involvement of consumers in innovation to create satisfaction. The experience created will strengthen the experience, so that loyalty embodied in repurchase will be obtained. The results of this study strengthen the results of research by Lopez, et al. (2017), Senjaya, et al (2013) Uysal, et al (2015) prove that the application of co-creation experiences can achieve customer satisfaction.

### **The Influence of Co-Creation Experiences on Revisit Intentions**

The results showed that Co-Creation Experiences significant effect on revisit intention. Co-Creation Experiences experienced by Tourists at Tourist Destinations on Lombok Island can increase Return Visit Interest, meaning that the higher the Co-Creation Experiences, the higher the Revisit intention. On the other hand, the lower the Co-Creation Experiences, the lower the Revisit intention.

According to Kotler & Keller, (2007) and Schiffman and Kanuk (2007), the application of co-creation experiences provides benefits not only for products that match their needs and desires but also for gaining experience in dealing with companies. There are opportunities and openness that companies provide to consumers to get involved in innovation and experience dealing with companies. Consumer involvement and consumer experience provide positive benefits, especially the post-purchase stage of consumer purchases. A positive experience will have an impact on repeat purchases and other benefits that benefit consumers.

The loss of millions of foreign tourists since 2020 has affected not a few tourism sector workers. According to data from the Ministry of Tourism and Creative Economy as of October 2020, at least 248,000 workers in the tourism sector were directly affected, such as layoffs or being laid off.

This condition is of course very unfortunate. Moreover, the tourism sector, before the pandemic, contributed to the country's foreign exchange of up to 20 billion US dollars per year. Month after month passed, tourism actors began to rack their brains to be able to adapt to the new normal. Slowly, the number of tourist visits began to increase. Although not normal, this condition is a breath of fresh air for tourism people. Domestic tourists also become a prima donna. One form of adaptation carried out by tourism actors is to provide facilities or service changes with strict health protocols such as washing hands, wearing masks, maintaining distance, staying away from crowds, reducing mobility.

This is also following the concept which states that the ability of tourist destinations to create attractiveness will have an impact on tourist return visits (Yuliarmi, et al., 2018). Hardini (2018) proves that positive experiences will shape positive behavior in consumers. Experience is one of the outputs of the application of co-creation experiences that have an impact on positive perceptions of the company's business presence and form repeat purchases. Senjaya, et al (2013) stated that the application of co-creation experiences has an impact on loyalty, indicated by the occurrence of repeat purchases. Lopez, et al. (2017) prove that the application of co-creation experiences has a significant effect on repeat purchases.

### **The Influence of Tourist Satisfaction on Revisit Intention**

The results of the study show that Tourist Satisfaction has a significant effect on revisit intention. The satisfaction felt by tourists who have visited tourist destinations on the island of Lombok can increase their revisit intention. it means that the higher the satisfaction of tourists towards tourist destinations on the island of Lombok, the higher the interest in visiting again.

Consumer satisfaction is a condition of the economic and social sustainability of the company (Kotler, 2003). Dissatisfied consumers will certainly not make repeat purchases, even make complaints

through a private response or third-party response complaint system. Two ways this complaint system will have an impact on the company's loss is because the company's image will decline (Tjiptono, 1996). On the contrary, satisfied consumers will have an impact on providing positive information to other consumers, customer loyalty, and commitment to the company.

Surachim (2010) found that satisfied consumers influence brand loyalty. The implications for the tourism sector are for return visits, positive information to colleagues, and other forms of benefits that raise the goodwill of related tourist destinations. Yuliarini, et al (2018) found that tourist satisfaction had a significant effect on tourist return visits.

## CONCLUSION

Co-Creation Experiences have a positive and significant influence on the satisfaction of tourists. The more the higher the Co-Creation Experiences, the higher the Satisfaction of Tourist Destinations on Lombok Island. Conversely, the lower the Co-Creation Experiences, the lower the Tourist Satisfaction.

Co-Creation Experiences have a positive and significant influence on revisit intention of Tourists in Lombok. The higher the Co-Creation Experiences, the higher revisit intention Tourist Destinations on the Island of Lombok. On the other hand, the lower the Co-Creation Experiences, the lower the Revisit intention.

Satisfaction Tourists have a positive and significant influence on revisit intention Tourist Destinations on the Island of Lombok. The higher the satisfaction of tourists to tourist destinations on the island of Lombok, the higher the interest in visiting again.

## MANAGERIAL IMPLICATIONS

Lombok tourism destinations should be improved by improving tourist facilities to create an experience that matches their expectations. The various needs of these tourists that can be noticed among others, transportation facilities, accommodation, travel agencies, attractions (culture, recreation, and entertainment), food services, and souvenir items. The availability of various facilities needed will make tourists feel comfortable so that more tourists will visit.

Aspects of Tourist Satisfaction is an important thing to pay attention to not only by improving physical facilities but also being very important in building good communication between tourism actors and tourists. Communication can continue to run well with full attention to each other, especially local communities who become tourism actors can provide more meaningful services to tourists. The way of communicating must be maintained so that it still prioritizes friendly and polite behavior in interaction and communication.

The aspect of revisiting interest, it is necessary to absorb the aspirations or assessments of the tourists which can be used as an improvement in the quality of tourism for tourism actors. Indeed, there is no formal forum to solicit input from tourists, but there is social media as a choice. The presence of social media or social network sites (SNS) has made the characteristics of information dissemination in connecting individuals more interactive. Social media is a means of online social interaction that is connected via an internet connection. The presence of social media makes it easier for users to communicate, interact, send messages, share, and can build private or public networks.

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