

## Effect of Tourism Experience Dimensions on Tourism Satisfaction and Tourism Loyalty

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### ARTICLE INFO

Date of entry:  
21 September 2020  
Revision Date:  
12 October 2020  
Date Received:  
24 October 2020

### ABSTRACT

A strong Tourism Experience dimension gives tourism satisfaction which in the end creates tourists loyalty. The Tourism Experience can be reflected in sense, feel and think on tourist attraction felt by tourists. The objective of this research is to test the effect of Tourism Experience dimensions consists of significant sense, feel and think partially and simultaneously on tourism satisfaction and tourists loyalty. Test the effect of satisfaction on loyalty and test the satisfaction as a mediator of sense, feel and think on tourists loyalty. The respondents in this study were 200 B29 tourists. The path analysis and single-test testing showed that sense, feel and think had a significant effect simultaneously on satisfaction and loyalty. Partially, only sense and satisfaction had a significant effect on loyalty, meanwhile feel and think had no significant effect on tourists loyalty partially. The satisfaction is proven to mediate the effect of think on loyalty, but it is not proven to mediate the effect of sense and feel on tourists loyalty.

Keywords: Tourism Experience, Sense, Satisfaction, Loyalty.



Cite this as: Fauziah, F., Irwanto, J. (2020). Effect of Tourism Experience Dimensions on Tourism Satisfaction and Tourism Loyalty. *Jurnal Ilmu Manajemen Advantage*. 4(2), 88-97. <https://doi.org/10.30741/adv.v4i2.620>

### INTRODUCTION

Tourism is activity to relieve fatigue from daily routines such as studying and working ongoing basis. The awareness of need for travel were started to be felt by surrounding people, a sense of satisfaction felt by humans both through the five senses and feeling of pleasure will be able to hypnotize and forget about feeling tired, burdens and problems. It will even be a very effective medicine with emotions when satisfaction can be obtained after enjoying the natural scenery as His incomparable greatness. The tourist attraction were designed to make us happy and relax, so that the fatigue felt by visitors can be lost. The term of tourism is the equivalent of word "Tour", where people on its way temporarily stops at several places and finally returns to where they started travelling. So, it can be concluded that someone who travels is not to stay but just for fun for a while.

The B29 tourism destination or known as "the land above the clouds" located in Argosari village, Senduro district, Lumajang regency. The top of B29 is a new tourist spot that has amazing views

with its altitude of 2,900 meters above sea level as the highest peak in Bromo. The B29 tourism known as its beauty through the land above the clouds and the beauty of its sunrise. It is located in a mountain slope with an altitude of 2,900 meters above sea level. The B29 is the highest peak and located in Bromo area. The beautiful scenery along with cold temperatures and stretch of typical mountain vegetations and savanna which is an interesting view in this place. The route to this location is also challenging with a winding track along the way which will rush our adrenaline. The location of B29 area is also divided into two areas, the first is the Argosari plantation area which forms Mahameru mountain range, as well as the peak and also a very famous view, namely Bromo sand. The sunrise and sunset are also very beautiful scenery to be seen at this location. From the B29 peak, we can see the beauty of Tosari Pasuruan and Sukapura Probolinggo and can be seen from the top of this hill.

The B29 nature conditions are interesting to study about tourism experience consists of sense, feel and think. With hope that if it is known whether the tourism experience can provide satisfactions for tourists, the government who manage the B29 tourist attraction can take policies that increasingly attract more tourists to visit B29.

The Tourism Experience dimensions were adopted from Experiential Marketing (Schmitt, Inggil, 2013). The experiential marketing is a way to make customers create experiences through sense, create affective experiences (feel), create experiences to think creatively (think), create customers experiences which are related to physical body, behavior and lifestyle also experiences as the results of interaction with others (act), create experience which are related to social circumstances, lifestyle and culture that can be reflected those brands which is the development of sensations, feelings, cognitions and actions (relate). Schmitt in Alkilani (2013) in his research outlines the definition, as follows.

Sense (the five senses experience) is what felt by tourists on personal experience through the five senses to differentiate their experiences in travel. The sense include: sights, hearing/voice, sense and smell. Feel is what felt by tourists on emotional experience from each tourist. The feel include: mood, does not feel bored, happy feelings with others. Think experience is what felt by tourists on think experience creatively and memorable experience. The think include: challenges, shocking experience, adrenaline rush and attraction. Maunier dan Camelis (2013), "tourism satisfaction is the perception of tourists from the evaluation results of a pleasant tourism satisfaction on the expectations suitability of tourism destination elements, local services and human existence during tourists stay". Loyalty is customer tendency to choose the organization value offered over the competing organization offers. (Sofjan Assauri, 2013:14).

Based on the empirical results of the previous study, it has been revealed that tourism experience is important in encourage someone's tourism satisfaction. Ce'cile Maunier and Chirste' le Camelis (2016) in their study "Toward an Identification of Elements Contributing to Satisfaction with The Tourism Experience" showed that the research results provide strong support for a global approach to the tourism experience as an element related to goals and private services which are contributed in tourists satisfaction and dissatisfaction. Meanwhile Frida and Jannah (2011), Andriani and Arief (2014) adopted the experiential marketing concept to measure someone's tourism experience related to the satisfaction in visiting tourist attraction. Thus, the experiential marketing concept is considered capable in explaining someone's tourism experience. This is the basis for researchers to reveal the tourism satisfaction at B29 Argosari, Senduro, Lumajang from experiential marketing perspective as a form of tourism experience.

The continuous research on Tourism Experience dimensions on tourist attraction, especially in each region there are research questions that will seek solutions, namely: a) Does the tourism experience dimensions consists of sense, feel and think have partially significant effect on tourism satisfaction at B29 Argosari tourist destination in Lumajang regency ? b) Does the tourism experience dimensions consists of sense, feel and think have simultaneously significant effect on

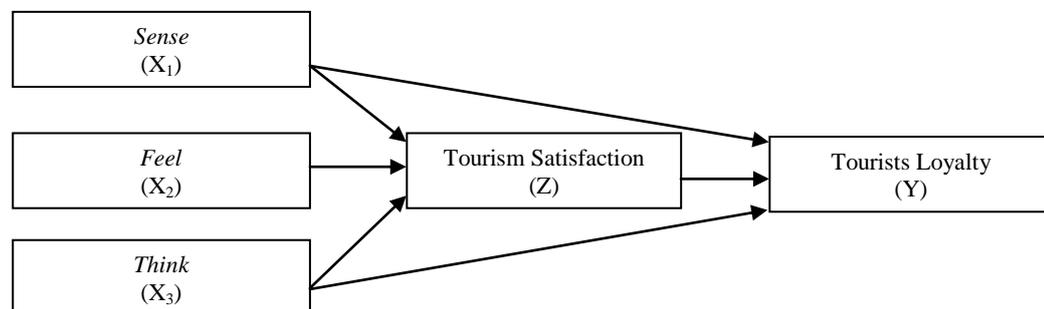
tourism satisfaction at B29 Argosari tourist destination in Lumajang regency ? c) Does the tourism experience dimensions consists of sense, feel and think have partially significant effect on tourists loyalty at B29 Argosari tourist destination in Lumajang regency ? d) Does the tourism experience dimensions consists of sense, feel and think have simultaneously significant effect on tourists loyalty at B29 Argosari tourist destination in Lumajang regency ? e) Does the tourism satisfaction has significant effect on tourists loyalty at B29 Argosari tourist destination in Lumajang regency ? f) Does the tourism satisfaction capable to mediate the significant effect of tourism experience dimensions consists of sense, feel and think on tourists loyalty at B29 Argosari tourist destination in Lumajang regency ?

## METHODS

The research is a survey research, it does not make changes or does not have a special treatments on researched variables (non experimental). The purpose of this study is explanatory research where explanatory research is a type of research that explains the causal relation between one variable and another through hypothesis. Based on its character, this research is explorative because it needs further examination.

The study was conducted on B29 Argosari tourists in Lumajang regency. The rationale for choosing this object is because by selecting tourists, it is hoped that the data or responses obtained can provide accurate results. The population in this research were tourists of B29 Argosari in Lumajang regency. The method of determining sample size used is the developed by Roscoe in his book "Research Methods for Business" (1982:253) as quoted by Sugiyono (2009:129), if the research will perform multivariate analysis, the number of samples is at least 10 (ten) times from the researched variables, including the number of independent and dependent variables. The analysis used in this study is multivariate, namely double regression analysis consists of 5 (five) variables. The researchers will take a large amount of samples to encompass respondents opinion, which means each variable is represented by 40 x 5 variables is 200 samples.

The independent variable is Tourism Experience consist of Sense, Feel and Think. The dependent variable is tourists loyalty and as the mediator variable is tourism satisfaction. The data collection technique used questionnaire that was sent to the respondent. The purpose is to encompass respondents opinion about tourism experience dimensions and its effect on tourism satisfaction. The data measurement is done by giving a score on each answer from the questionnaire. The scoring in this study were based on Likert scale.



**Figure 1. The Research Method**

The data analysis technique used in this study is using path analysis model with IBM SPSS 24. Previously, the instrument research will be tested because the research instrument used is a questionnaire which must be tested first its validity and reliability. Next, the classical assumption will be tested which consist of data normality test, multicollinearity and heteroscedasticity test.

The path analysis is a technique to analyze a causal relation that occurs on multiple regression if the independent variable effects on dependent variable not only directly but also indirectly. (Robert D. Retherford, 1993 in Danang Sunyoto, 2012:1). The research was analyzed by using two-way analysis with the following steps: a) Determine the path diagram model based on the variable relation paradigm, b) Determine the research hypothesis, c) Data processing by using SPSS for substructure 1, d) Data processing by using SPSS for substructure 2, e) Perform the regression output analysis, f) Testing the accuracy of the resulting model, g) Determine the regression analysis model for two-way analysis, h) By testing the mediation test, the Sobel test is used with the test criteria as follows: If the  $t_{count} > t_{table}$ , there is a mediation effect, If the  $t_{count} < t_{table}$ , there is no mediation effect (Imam Ghozali, 2013:255).

## RESULTS AND DISCUSSION

The B29 is located in Argosari village, it is one of the villages that located in the east of mount Bromo, precisely in Senduro sub-district, Lumajang regency and also included in Kawasan Taman Nasional Bromo Tengger Semeru (TNBTS) with its altitude of 2,900 above sea level. Most of the Argosari villagers are the Tengger tribe and most of them are Hindus with a very condensed cultures where the residents of Argosari Village are believed to be descendants of the Majapahit Kingdom, one of the ancestors, namely Roro Anteng and Joko Seger, who has many children and was sent to guard the four corners of the Mount Bromo area both from the side of Malang, Pasuruan, Probolinggo and Lumajang.

The historical factors also participated in the popularity of the B29 Argosari, which is “petilasan” in B29 Argosari area which has been preserved until now as one of the historical evidence for the Tengger tribe which at that time was used as a place to protect the mount Bromo area by Joko Praniti, Joko Pranoto and Eyang Sapu Jagad from across the Lumajang regency. The three ancestors are believed to be the origin of the Argosari village residents. The Argosari village consist of 5 hamlets which are Dusun Puncak, Dusun Gedok, Dusun Argosari, Dusun Pusung Duwur and Dusun Bakalan.

The existence of B29 Argosari tourism is no doubt both among domestic and foreign tourists as one of the hill/peak tour with easy accessibility in Lumajang. The B29 Argosari tourism is an asset for Lumajang government in increasing the economy level of the Lumajang community, especially the people in Argosari village. Thus, the management authority are managed by Culture and Tourism agency of Lumajang regency through the tourism awareness group.

The B29 tourist attraction is mountain and agricultural tourism areas that are the belle of hill tourism in Lumajang with its flagship views which are the spilled clouds, sunrise and sunset which become natural charm that attract tourists who come to this tourism. The B29 Argosari is approximately 60 kilometers from the city center of Lumajang. The camping ground location is located at the highest peak of B29 Argosari with an area of around 2-3 hectares with the location above the north from the parking area, also towards the south there is a through road to the Ranu Pane tourist village which can be reached by two-wheeled vehicles and for the main area of the B29 Argosari tourist area which is also a parking area around 1 hectare.

The respondents in this study were the Lumajang community and those from outside Lumajang who had visited the B29 natural tourism in Lumajang. The amount of samples in this research is 200 respondents. The respondents description as follows:

**Table 1. Description of Respondents According to Gender**

No.	Gender	Quantity	(%)
1.	Male	69	34.5%
2.	Female	131	65.5%
	Total	200	100%

Data Source : Results of The Questionnaire, 2020.

The data above shows that from 200 selected respondents, it shows that the tourist visitors of B29 Argosari in Lumajang are dominated by female respondents of 65.5%.

**Table 2. Description of Respondents According to Status**

No.	Status	Quantity	(%)
1.	Married	60	39.0%
2.	Single	140	70.0%
	Total	200	100%

Data Source : Results of The Questionnaire, 2020.

The data above shows that from 200 selected respondents, it shows that the tourist visitors of B29 Argosari in Lumajang are dominated by single respondents status of 70%.

**Table 3. Description of Respondents According to Age**

No.	Age	Quantity	(%)
1.	17 – 25 years	146	73.0%
2.	26 – 33 years	24	12.0%
3.	34 – 41 years	19	9.5%
4.	42 – 49 years	6	3.0%
5.	> 50 years	5	2.5%
	Total	200	100%

Data Source : Results of The Questionnaire, 2020.

The data above shows that from 200 selected respondents, it shows that the tourist visitors of B29 Argosari in Lumajang are dominated by 17 – 25 years old respondents of 73%.

**Table 4. Description of Respondents According to Education**

No.	Education	Quantity	(%)
1.	Elementary School	8	4.0%
2.	Junior High School	24	12.0%
3.	High School	93	46.5%
4.	Bachelor	75	37.5%
	Total	200	100%

Data Source : Results of The Questionnaire, 2020.

The data above shows that from 200 selected respondents, it shows that the tourist visitors of B29 Argosari in Lumajang are dominated by high school education respondents of 46.5%.

**Table 5. Description of Respondents According to Job**

No.	Job	Quantity	(%)
1.	Entrepreneur	17	8.5%
2.	Employee	50	25.0%
3.	Housewife	26	13.0%
4.	Student	79	39.5%
5.	Government Employee	13	6.5%
6.	Other	15	7.5%
	Total	200	100%

Data Source : Results of The Questionnaire, 2020.

The data above shows that from 200 selected respondents, it shows that the tourist visitors of B29 Argosari in Lumajang are dominated by student respondents of 39.5%.

The results of the validity test on the questionnaire towards 5 (five) variables in this study shows that all question items on each variable have  $r_{count} > 0.3$  with significant level below 5%, it can be concluded that all questionnaires used to explore data are valid so it can get the necessary information. The results of questionnaire reliability test towards 5 (five) variables in this study shows that all question items on each variable have Cronbach's Alpha value above 0.6 which means reliable and very reliable. So, it can be concluded that all measuring concepts on each variable from the questionnaire used in this study are reliable questionnaire. In the classical assumption test, the observation data has met the criteria for normal data, free from multicollinearity and heteroscedascity.

The hypothesis test partially or individually for each variable through the first substructure model testing, as follows: Hypothesis Test 1 : There is a significant tourism experience dimensions consist of sense, feel and think partially on tourism satisfaction at B29 Argosari in Lumajang regency. First, the  $t_{table}$  value is determined, where the  $t_{table}$  value with  $\alpha = 5\%$ ,  $df (n-2)$ , the  $t_{table}$  is obtained  $(\alpha/2 ; 200-2) = (0.025 ; 198) = \pm 1.972$ . Criteria Testing : The hypothesis is accepted if  $t_{count} > t_{table}$  OR  $t_{count} < t_{table}$ , The hypothesis is rejected if  $t_{table} \leq t_{count} \leq t_{table}$

The hypothesis test partially or individually for each variable through the second substructure model testing, as follows: Effect of Sense ( $X_1$ ) on Satisfaction ( $Z$ ). The  $t$  value is obtained of 5.147 with a significant level of 0.000 which means that  $t_{count} (5.147) > t_{table} (1.972)$  with a sig of  $(0.000) < \alpha (0.05)$ , the hypothesis is accepted and it is concluded that Sense ( $X_1$ ) has significant effect on tourism satisfaction ( $Z$ ). Effect of Feel ( $X_2$ ) on Satisfaction ( $Z$ ). The  $t$  value is obtained of 3.987 with a significant level of 0.000 which means that  $t_{count} (3.987) > t_{table} (1.972)$  with a sig of  $(0.000) < \alpha (0.05)$ , the hypothesis is accepted and it is concluded that Feel ( $X_2$ ) has significant effect on tourism satisfaction ( $Z$ ). Effect of Think ( $X_3$ ) on Satisfaction ( $Z$ ). The  $t$  value is obtained of 3.982 with a significant level of 0.000 which means that  $t_{count} (3.982) > t_{table} (1.972)$  with a sig of  $(0.000) < \alpha (0.05)$ , the hypothesis is accepted and it is concluded that Feel ( $X_2$ ) has significant effect on tourism satisfaction ( $Z$ ).

Hypothesis Test 2 : There is a significant tourism experience dimensions consist of sense, feel and think simultaneously on tourism satisfaction at B29 Argosari in Lumajang regency. First, the  $F_{table}$  value is determined, where the  $F_{table}$  value with  $(\alpha);(df1);(df2) = (\alpha 0.05);(df1=3);(df2=200-3-1=186)$ , the  $F_{table}$  is obtained = 2.65. Criteria Testing : The hypothesis is accepted if  $F_{count} > F_{table}$ . The hypothesis is rejected if  $F_{count} < F_{table}$ . From the test result, the  $F_{count}$  value is obtained of 135.851 with a significant level of 0.000 which means that the  $F_{count} (135.851) > F_{table} (2.65)$  and a sig  $(0.000) < \alpha (0.05)$ , the hypothesis is accepted and it is concluded that there is a significant tourism experience dimensions effect on satisfaction simultaneously.

Hypothesis Test 3 : There is a significant tourism experience dimensions consist of sense, feel and think partially on tourists loyalty at B29 Argosari in Lumajang regency. First, the  $t_{table}$  value is determined, where the  $t_{table}$  value with  $\alpha = 5\%$ ,  $df (n-2)$ , the  $t_{table}$  is obtained  $(\alpha/2 ; 200-2) = (0,025 ; 198) = \pm 1,972$ . Criteria Testing : The hypothesis is accepted if  $t_{count} > t_{table}$  or  $t_{count} < t_{table}$ . The hypothesis is rejected if  $t_{table} \leq t_{count} \leq t_{table}$ . The hypothesis test partially or individually for each variable through the second substructure model testing, as follows: Effect of Sense ( $X_1$ ) on Loyalty (Y). The  $t_{count}$  value is obtained of 2.998 with a significant level of 0.003 which means that  $t_{count} (2.998) > t_{table} (1.972)$  with a sig  $(0.003) < \alpha (0.05)$ , the hypothesis is accepted and it is concluded that Sense ( $X_1$ ) has significant effect on tourists loyalty. Effect of Feel ( $X_2$ ) on Loyalty. The  $t_{count}$  value is obtained of -1.652 with a significant level of 0.100 which means that  $t_{count} (-1.652)$  lies between  $-t_{table} (-1.972)$  and  $t_{table} (1.972)$  with a sig  $(0.100) > \alpha (0.05)$ , the hypothesis is rejected and it is concluded that Feel ( $X_2$ ) has no significant effect on tourists loyalty (Y). Effect of Think ( $X_3$ ) on Loyalty (Y). The  $t_{count}$  is obtained of -0.730 with a significant level of 0.100 which means that  $t_{count} (-0.730)$  lies between  $-t_{table} (-1.972)$  and  $t_{table} (1.972)$  with a sig  $(0.046) > \alpha (0.05)$ , the hypothesis is rejected and it is concluded that Think ( $X_3$ ) has no significant effect on tourists loyalty (Y).

Hypothesis Test 4 : There is a significant tourism experience dimensions consist of sense, feel and think simultaneously on tourists loyalty at B29 Argosari in Lumajang regency. First, the  $F_{count}$  value is determined, where the  $t_{table}$  value with  $(\alpha);(df1);(df2) = (\alpha 0.05);(df1=3);(df2=200-3-1)=186$  the  $F_{table}$  is obtained = 2.65. The hypothesis is accepted if  $F_{count} > F_{table}$ . The hypothesis is rejected if  $F_{count} < F_{table}$ . From the test result, the  $F_{count}$  value is obtained of 33.272 with a significant level of 0.000 which means that  $F_{count} (33.272) > F_{table} (2.65)$  and sig  $(0.000) < \alpha (0.05)$ , the hypothesis is accepted and it is concluded that there is significant tourism experience dimensions effect consist of sense, feel and think simultaneously on tourists loyalty at B29 Argosari in Lumajang regency.

Hypothesis Test 5: There is a significant tourism experience dimensions consist of sense, feel and think on tourists loyalty at B29 Argosari in Lumajang regency. First, the  $t_{table}$  value is determined, where the  $t_{table}$  value with  $\alpha = 5\%$ ,  $df (n-2)$  the  $t_{table}$  is obtained  $(\alpha/2 ; 200-2) = (0.025 ; 198) = \pm 1.972$ . Criteria Testing : The hypothesis is accepted if  $t_{count} > t_{table}$  or  $t_{count} < t_{table}$ . The hypothesis is rejected if  $t_{table} \leq t_{count} \leq t_{table}$ . The hypothesis test partially or individually for tourism satisfaction variable through the second substructure model testing, as follows: The  $t_{count}$  value is obtained of 5.568 with a significant level of 0.000 which means that  $t_{count} (5.568) > t_{table} (1.972)$  with a sig  $(0.000) < \alpha (0.05)$ , the hypothesis is accepted and it is concluded that there is significant tourism satisfaction effect on tourists loyalty.

Hypothesis Test 6 : The tourism satisfaction can be a mediator to the significant tourism experience dimensions effect consist of sense, feel and think on tourists loyalty at B29 Argosari in Lumajang regency. To test the effect of satisfaction variable as mediator between the significant tourism experience dimensions effect consist of sense, feel and think on tourists loyalty on path analysis that tested using the Sobel test.

Satisfaction as Mediator of The Effect of Sense on Loyalty. First, the  $t_{table}$  value is determined, where the  $t_{table}$  value with  $\alpha = 5\%$ ,  $df (n-2)$  the  $t_{table}$  is obtained  $(\alpha/2 ; 200-2) = (0.025 ; 198) = \pm 1.972$ . Therefore, the  $t_{count}$  value = 1.564793  $< t_{table}$  on significant level of 0.05 is 1.972 which means  $(1.564793 < 1.972)$ , the satisfaction (Z) is not proven as mediator between Sense ( $X_1$ ) with tourists loyalty (Y) or it has no satisfaction mediator effect between Sense ( $X_1$ ) with tourists loyalty. Satisfaction as Mediator of The Effect of Feel on Loyalty. First, the  $t_{table}$  value is determined, where the  $t_{table}$  value with  $\alpha = 5\%$ ,  $df (n-2)$  the  $t_{table}$  is obtained  $(\alpha/2 ; 200-2) = (0.025 ; 198) = \pm 1.972$ . Therefore, the  $t_{count}$  value = 1.1970  $< t_{table}$  on significant level of 0.05 is 1.972 which means  $(1.1970 < 1.972)$ , the satisfaction (Z) is not proven as mediator between Feel ( $X_2$ ) with tourists loyalty (Y) or it has no satisfaction mediator effect between Feel ( $X_2$ ) with tourists loyalty. Satisfaction as Mediator of The Effect of Think on Loyalty. First, the  $t_{table}$  value is

determined, where the  $t_{table}$  value with  $\alpha = 5\%$ ,  $df (n-2)$  the  $t_{table}$  is obtained  $(\alpha/2 ; 200-2) = (0.025 ; 198) = \pm 1.972$ . Therefore, the  $t_{count}$  value =  $3.20705 > t_{table}$  on significant level of 0.05 is 1.972 which means ( $3.20705 > 1.972$ ), the satisfaction (Z) is not proven as mediator between Think ( $X_3$ ) with tourists loyalty (Y) or it has no satisfaction mediator effect between Think ( $X_3$ ) with tourists loyalty.

The first discussion is related to the test results on the first hypothesis that states there is significant tourism experience dimensions effect consist of Sense, Feel and Think partially on tourism satisfaction at B29 Argosari in Lumajang regency. The research result shows that Sense, Feel and Think have significant effect on tourism satisfaction partially. The test results are consistent with the research of Williams', P., & Soutar, G. N. (2000), Cohen, E., & Ben-Nun, L. (2009), Frida (2011), Kim, H., Woo, E., & Uysal, M. (2015) and Kastenholz, E., Carneiro, M. J., Marques, C.P., & Loureiro, S. M. C. (2018). However, the study is contradicting with the research of Alkilani, Ling and Abzakh (2013) and Jannah, Andriani and Arief (2014), the think and feel variable have no effect in Alkilani and Jannah's research. The research result that states sense, feel and think have significant effect on tourism satisfaction. It can be explained that what felt by tourists on personal experience through five senses as an effort to differentiate their tourism experiences. What felt by tourists on emotional experience from each individual and thinking creatively. And make an unforgettable experience turns out to be able to provide a tourism satisfaction which is manifested by tourists perception from the evaluation of pleasant experience on suitability of expectations of tourist destinations, local services and human existence during tourists visiting. The tourists have been able to get satisfied from their first visit to B29. It shows that B29 is able to provide a sense of satisfaction with its beautiful natural scenery and available surrounding facilities for tourists who come there.

The second discussion is related to the test results on the second hypothesis that states there is significant tourism experience dimensions effect consist of Sense, Feel and Think simultaneously on tourism satisfaction at B29 Argosari in Lumajang regency. The research result shows that Sense, Feel and Think have significant effect simultaneously on tourism satisfaction. The test results are consistent with the research of Williams, P., & Soutar, G. N. (2000), Cohen, E., & Ben-Nun, L. (2009), Frida (2011), Kim, H., Woo, E., & Uysal, M. (2015) and Kastenholz, E., Carneiro, M. J., Marques, C.P., & Loureiro, S. M. C. (2018), Alkilani, Ling and Abzakh (2013) and Jannah, Andriani and Arief (2014). The test results that stated sense, feel and think have significant effect simultaneously on tourism satisfaction can be explained that the creation of tourism experience dimensions are able to create experiences through the five senses (sense), create affective experiences (feel) and create thinking experiences (think). The tourists have been able to get satisfied from their first visit to B29. It shows that B29 is able to provide a sense of satisfaction with its beautiful natural scenery and available surrounding facilities for tourists who come there. Therefore, it is recommended to the B29 tourism manager are able to maintain the natural beauty and authenticity of B29, because it can provide the sense of satisfaction to the tourists. Maintaining the authenticity of B29 is not easy because with the increasing number of tourists, there is a possibility that the nature of B29 could be damaged due to irresponsible ignorants. Therefore, the unified movement between manager and the surround community to maintain the authenticity of B29 nature is needed.

The third discussion is related to the test results on the third hypothesis that states there is significant tourism experience dimensions effect partially on tourists loyalty at B29 Argosari in Lumajang regency. The research result shows that only Sense has significant effect on tourists loyalty, while Feel and Think have no significant effect on tourists loyalty. The test results are consistent to the research of Alkilani, Ling and Abzakh (2013) and Jannah, Andriani and Arief (2014), the think and feel variable have no effect. It is contradicting with the research of Williams, P., & Soutar, G. N. (2000), Cohen, E., & Ben-Nun, L. (2009), Frida (2011), Kim, H., Woo, E., & Uysal, M. (2015) and Kastenholz, E., Carneiro, M. J., Marques, C.P., & Loureiro, S. M. C. (2018). The research result that states sense has significant effect on tourists loyalty can be explained that

what felt by tourists on personal experience through the five senses as an effort to differentiate their experiences in tourism have effect on tourists loyalty directly. The B29 nature condition and its tourism atmosphere have been able to fulfill the admiration of tourists, so that they have desire to come back to B29. The Feel on what felt by tourists on emotional experience from each individual has no significant effect on tourists loyalty directly, while Think on what felt by tourists on experience to think creatively and make as an unforgettable experience apparently are not able to directly influence tourists loyalty. This can be explained by considering the characteristics of the respondents are mostly women, it is not easy to create loyalty for the female tourists, moreover the track to the B29 are quiet challenging so they can feel anxious if they want to go back there. This feeling of worries make them unable to fully experience the beauty of B29.

The fourth discussion is related to the test results on the fourth hypothesis that states there is significant tourism experience dimensions effect consist of Sense, Feel and Think simultaneously on tourists loyalty at B29 Argosari in Lumajang regency. The research result shows there is significant tourism experience dimensions effect simultaneously on tourists loyalty. The test results are consistent with the research of Williams, P., & Soutar, G. N. (2000), Cohen, E., & Ben-Nun, L. (2009), Frida (2011), Kim, H., Woo, E., & Uysal, M. (2015) and Kastenholz, E., Carneiro, M. J., Marques, C.P., & Loureiro, S. M. C. (2018). Although only sense that effects on tourists loyalty partially. Apparently, sense, feel and think have significant effect on tourists loyalty simultaneously. This can be explained that the combination tourism experience dimensions are able to form tourists loyalty so that it attracts them to return to visit B29.

The fifth discussion is related to the test results on the fifth hypothesis that states there is significant tourism satisfaction effect on tourists loyalty at B29 Argosari in Lumajang regency. The research result shows that there is significant tourism satisfaction effect on tourists loyalty at B29 Argosari in Lumajang regency. Satisfaction is a person's pleasure and relief from consuming a product or service. The satisfaction can be measured with (1) no complaints, (2) customer satisfaction throughout the product, (3) the suitability with customer expectations and (4) achieved customer expectations. The satisfaction from tourists at B29 Argosari in Lumajang regency were reflected on tourists commitment based on a very positive attitude and consistent in return visits.

The sixth discussion is related to the test results on the sixth hypothesis that states satisfaction can mediate the significant tourism experience dimensions effect consist of Sense, Feel and Think on tourists loyalty at B29 Argosari in Lumajang regency. The research result shows that satisfaction can mediate the effect of think on loyalty, while the satisfaction is not proven mediate between sense and feel on tourists loyalty. With proven that satisfaction as a mediator between think with tourists loyalty, it makes think that previously had no effect on tourists loyalty become influential through satisfaction. In principle, the tourism experience dimensions effect on loyalty and become stronger if tourists are feel satisfied for what they felt in B29 tourist area. The B29 has its own advantages because of its nature beauty is able to make tourists feel satisfied and commitment to be loyal to visit B29 tourism eventually.

## CONCLUSION

According to the research results and discussions that have been explained, it can be concluded as follows (a) the Tourism Experience dimensions consist of Sense, Feel and Think have significant effect on tourism satisfaction partially at B29 Argosari in Lumajang regency, (b) the Tourism Experience dimensions consist of Sense, Feel and Think have significant effect on tourism satisfaction simultaneously at B29 Argosari in Lumajang regency, (c) the Tourism Experience dimensions consist of Sense, Feel and Think are proven have significant effect on tourists loyalty partially, while Feel and Think have no significant effect on tourists loyalty at B29 Argosari in Lumajang regency, (d) the Tourism Experience dimensions consist of Sense, Feel and Think have significant effect on tourists loyalty simultaneously at B29 Argosari in Lumajang regency, (e) the

tourism satisfaction has significant effect on tourists loyalty at B29 Argosari in Lumajang regency, (f) the satisfaction can mediate the effect of think in tourists loyalty, but it can not mediate between Sense and Think on tourists loyalty at B29 Argosari in Lumajang regency.

According to the research results and discussions above, it is recommended to the several parties as follows (a) to the manager and surround community of B29 tourist area, it is given contribution to scientific thinking to the manager and surround community to maintain the authenticity of B29 and try provide a sense of secure, especially in travel access to the B29 area so that the tourists are feel satisfied and be committed to being loyal in terms of return visit and promoting the B29 to their relatives, (b) for the further research, the limitation of this research is on researched variable that foster tourists loyalty. Therefore, to the next researcher, it is recommended to research other variables such as internal and external tourist factors and marketing mix.

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