



How to cite this article:

Rakhmawati, U., Fadhilah, M., & Lukitaningsih, A. (2024). The role of eWOM, facilities, and experiential marketing towards revisit intention through tourism satisfaction as an intervening variable in Ledok Sambu, Sleman, Yogyakarta. *Journal of Economics and Sustainability*, 6(2), 1-16. <https://doi.org/10.32890/jes2024.6.2.1>

**THE ROLE OF eWOM, FACILITIES, AND EXPERIENTIAL MARKETING
TOWARDS REVISIT INTENTION THROUGH TOURISM SATISFACTION
AS AN INTERVENING VARIABLE IN LEDOK SAMBI, SLEMAN,
YOGYAKARTA**

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Received: 25.11.2022

Revised: 10.09.2023

Accepted: 25.09.2023

Published: 30 July 2024

ABSTRACT

This study aims to determine and analyze the influence of eWOM, facilities, and experiential marketing on revisit intention through tourist satisfaction as an intervening variable. The sample used was tourists who visited Ledok Sambu in Sleman, Yogyakarta, with a total sample of 100 respondents. The data collection method uses questionnaires with accidental sampling techniques, while data analysis techniques use inferential analysis consisting of indicator tests, fit model tests, hypothesis tests, and path analysis with the help of SmartPLS 3.2.9 analysis tools. The results of the study showed that eWOM does not affect tourist satisfaction, facilities have a positive and critical impact on tourist satisfaction, experiential marketing has a positive and critical impact on tourist satisfaction, eWOM does not affect revisit intention, facilities do not affect revisit intention, experiential marketing does not affect revisit intention, tourist satisfaction has a positive and significant effect on revisit intention, tourist satisfaction is unable to mediate the relationship between eWOM and revisit intention, tourist satisfaction is unable to mediate the relationship between facilities and revisit intention, tourist satisfaction is unable to mediate the relationship between experiential marketing and revisit intention. The results of this study are expected to be a reference and input for managers to improve what factors can increase satisfaction and revisit intention for tourists and can be used as a reference for further research.

Keywords: eWOM, experiential marketing, facilities, revisit intention, tourist satisfaction

INTRODUCTION

Indonesia is a nation rich in natural resources, which can be utilized across various sectors. One of the sectors that leverage Indonesia's natural wealth is tourism. Tourism is a crucial sector for increasing Indonesia's Gross Domestic Product (GDP) as it generates foreign exchange income from international tourists and provides jobs for the local population. Yogyakarta, known as the city of education, is also famous for its diverse natural and cultural attractions. Its consistency as a travel destination offers unique appeal for both families and international visitors. One notable tourist destination is the Sambi tourist village, featuring the Ledok Sambi attraction. An effective marketing tool used here is electronic word of mouth (eWOM). Prospective visitors often search for tourist attractions online before visiting, and social media now hosts many reviews from tourists who have visited these sites. The use of eWOM in marketing has a significant influence, as it can persuade tourists to visit and build trust in these destinations (Tsu et al., 2019).

Tourists' willingness to share their experiences, promote attractions, and voluntarily post evocative content on social media after visiting is usually due to the tourist attraction meeting or exceeding their expectations. The satisfaction felt by tourists is expected to encourage them to revisit. Research by Purnama and Marlena (2022) explains that eWOM positively impacts revisit intention, where shared photos, videos, and positive statements by tourists about an attraction are very influential for those considering a return visit.

The diverse tourist destinations in Yogyakarta compel each tourism manager to highlight unique advantages and continuously innovate to attract more tourists. One important aspect for tour managers to consider is the availability of facilities. Facilities that ensure safety and comfort for tourists can affect their intention to revisit (Pratiwi & Prakosa, 2021). The behavior of tourists is undoubtedly influenced by their experiences at these attractions. Experiential marketing, or experience-based marketing, is an approach that can be employed in the marketing process. If a product or service can positively touch customers' emotional values, it will create a positive experience and result in customer satisfaction (Sulong et al., 2021). Given this phenomenon, it is essential to conduct further research to analyze the impact of eWOM, facilities, and experiential marketing on revisit intention, with tourist satisfaction as an intervening variable.

LITERATURE REVIEW

eWOM

According to Ismagilova et al. (2017), eWOM is a dynamic and continuous process of information exchanges between potential, current, or former customers regarding products, services, brands, or companies. This exchange is accessible to many people and occurs via the Internet. eWOM is a crucial aspect of marketing implementation and the development of consumer expression of the brand. According to Kotler et al. (2019), electronic word of mouth is a marketing method that uses the Internet to generate word of mouth to support marketing goals.

FACILITIES

According to Tjiptono and Chandra (2019), facilities are the physical form or atmosphere provided by the company to build a sense of security and comfort for customers. Facilities can enhance the value

of the products or services offered. Facilities that are good, supportive, and meet consumer expectations become more valuable for the company, leading to increased consumer or tourist satisfaction.

EXPERIENTIAL MARKETING

Experiential marketing involves the process of consumers perceiving certain stimuli, which encourages their motivation to make purchases and generates identification and thinking after observing and participating in certain activities (Tsu et al., 2019). It is a marketing concept that emphasizes the performance of products and services to provide consumers with unique, memorable, and positive emotional experiences. Additionally, experiential marketing touches the hearts and feelings of consumers, making them want to use the products or services offered (Gustina et al., 2019).

TOURISM SATISFACTION

According to Kotler and Armstrong (2021), consumer satisfaction occurs when a product or service meets or even exceeds consumer expectations. Creating customer satisfaction benefits the company by fostering a harmonious relationship between the company and its customers, leading to repeat purchases and forming the basis for customer loyalty (Tjiptono, 2019).

REVISIT INTENTION

According to Zeithaml et al. (2018), revisit intention is a form of behavior or desire for customers to return, give a positive word of mouth, stay longer, and shop more than initially anticipated. Revisit intention is also related to the likelihood of repeating activities that lead to a particular place. This intention can be influenced by travel motivations and experiences that customers have previously enjoyed.

METHODOLOGY

The population in this study comprises all visitors to Ledok Sambi, whose exact number is unknown. Therefore, the sample size was calculated using the Hair et al. method (2018), which suggests using 20 times the number of variables. This resulted in a sample size of 100 respondents from Ledok Sambi tourists.

The sampling procedure used in this study was non-probability sampling, specifically accidental sampling. Primary data were obtained from respondents through questionnaires based on a Likert scale with five levels. To perform inferential analysis, the analysis tool used is Partial Least Square (PLS), a variance-based SEM, with SmartPLS 3.2.9 software.

HYPOTHESES

The high use of the Internet, especially social media, significantly impacts consumer behavior. This also applies to tourists seeking information about the destinations they plan to visit. Research conducted by Kadi et al. (2021), Rosifa et al. (2020), and Widyaningsih et al. (2020) stated that eWOM has a positive and significant impact on consumer or tourist satisfaction.

H1: eWOM has a positive and significant impact on tourist satisfaction.

Facilities that are good, supportive, and meet consumer expectations become more valuable for the company in creating consumer or tourist satisfaction. Research conducted by Krisdayanto et al. (2018), Marpaung (2019), and Supraptini and Supriyadi (2020) found that facilities have a positive and significant impact on consumer or tourist satisfaction.

H2: Facilities have a positive and significant impact on tourist satisfaction.

In experiential marketing, companies provide a unique, impressive, and extraordinary experience that can be felt by consumers. Companies that provide an interesting and unique experience to consumers will create a sense of fulfillment. This is supported by research conducted by Sulong et al. (2021), Fauzi and Quintania (2021), Tsu et al. (2019), and Irma et al. (2019), which stated that experiential marketing has a positive and significant impact on consumer or tourist satisfaction.

H3: Experiential marketing has a positive and significant impact on tourist satisfaction.

According to Kotler et al. (2019), electronic word of mouth is a marketing method that uses the Internet to generate word of mouth to support marketing goals. A study conducted by Purnama and Marlina (2022), Permadi et al. (2020), Abubakar et al. (2017), and Gunawan et al. (2020) found that eWOM has a positive and significant impact on revisit intention.

H4: eWOM has a positive and significant impact on revisit intention.

Facilities are crucial in service provider companies; thus, companies or organizations must ensure their facilities' completeness, design, and security, especially those related to customers. Customers who are satisfied with the facilities provided by the company or organization will desire to revisit them, which will positively impact the organization or company. Research conducted by Aldilla and Farida (2021), Anam et al. (2021), and Ariesta et al. (2020) found that facilities have a positive and significant impact on revisit intention.

H5: Facilities have a positive and significant impact on revisit intention.

According to Haekal (2020), experiential marketing is a strategy that provides consumers with a specific brand experience of a product. Experiential marketing has been widely used in various industries in recent years. It is about making customers feel, think, act, and relate to the company and brand (Chang, 2020). A positive experience felt by consumers after using the product or service creates a desire to return. Providing a positive experience motivates consumers and creates a positive memory of the products or services consumed. Research conducted by Ari Wijaksono (2019), Jamu and Laga (2020), Syachadi and Widyastuti (2021), and Meng-Shiou et al. (2019) found that experiential marketing has a positive and significant impact on revisit intention.

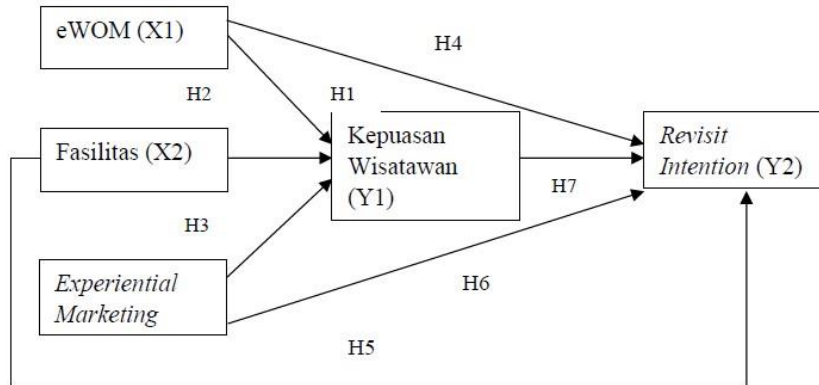
H6: Experiential marketing has a positive and significant impact on revisit intention.

When customers' needs are met, they are encouraged to spend more money and make repeat purchases. Additionally, satisfied customers provide good references to others about the products or services they have used. Similarly, tourists who are satisfied with their visit to attractions tend to want to return. Research conducted by Chun & Nyam-Ochir (2020), Khoo (2020), Mannan et al. (2019), Chin et al. (2018), and Chelliah et al. (2019) stated that consumer or tourist satisfaction has a positive and significant impact on revisit intention.

H7: Tourist satisfaction has a positive and significant impact on revisit intention.

Figure 1

Research Model



Respondents in this study were identified according to gender, age, occupation, education, and income. The following is a description of the most dominant characteristics of the respondents, who are visitors or tourists of Ledok Sambi, Sleman, Yogyakarta.

Table 1

Descriptive Analysis

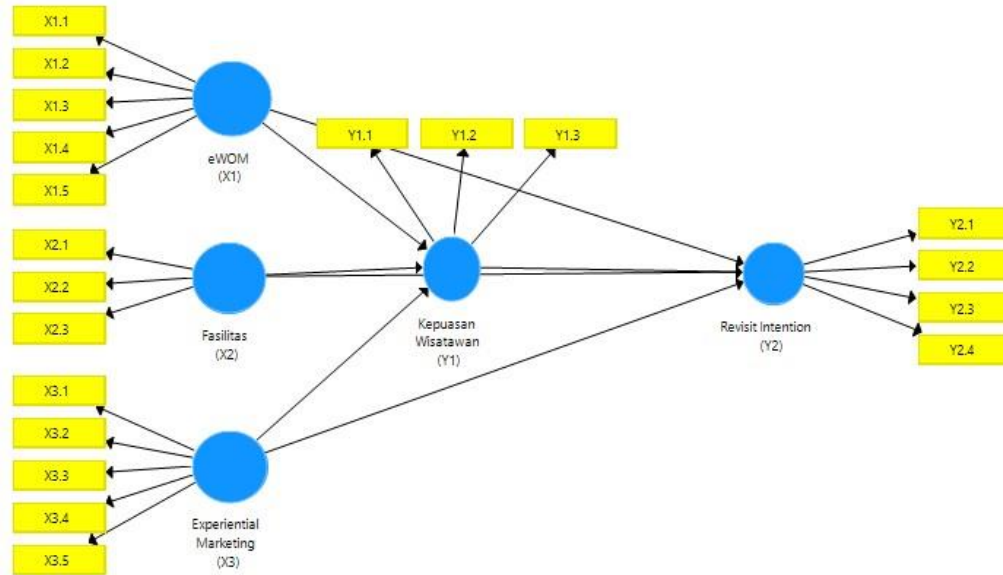
Characteristics of Respondents		Frequency	%
Gender	Woman	74	74
Age	21-30	43	43
Education	D3/S1/S2	68	68
Work	Student	23	23
Income	0-1000000	39	39

Source. Authors' Computation

This study used Partial Least Square (PLS), a variance-based Structural Equation Modeling (SEM) tool, with SmartPLS 3.2.9 software. The analysis was carried out in three stages: indicator test, model fit test, and hypothesis test.

Figure 2

Variable Latent Model



Source. Output SmartPLS

Indicator Test

Table 2

Convergent Validity Test

Indicators	eWOM	Facilities	Experiential Marketing	Traveler Satisfaction	Revisit Intention	Status
	X1	X2	X3	Y1	Y2	
X1.1	0.647					Invalid
X1.2	0.763					Valid
X1.3	0.821					Valid
X1.4	0.630					Invalid
X1.5	0.796					Valid
X2.1		0.837				Valid
X2.2		0.812				Valid
X2.3		0.779				Valid
X3.1			0.705			Valid
X3.2			0.810			Valid
X3.3			0.835			Valid
X3.4			0.848			Valid
X3.5			0.789			Valid
Y1.1				0.810		Valid
Y1.2				0.869		Valid
Y1.3				0.857		Valid
Y2.1					0.796	Valid
Y2.2					0.842	Valid
Y2.3					0.834	Valid
Y2.4					0.826	Valid

Source. SmartPLS output

Based on Table 2, the convergent validity analysis test using SmartPLS shows that two indicators have a correlation value of less than 0.7. Indicator X1.1 has a correlation value of 0.647, and indicator X1.4 has a correlation value of 0.630. Therefore, indicators X1.1 and X1.4 are invalid and must be removed for the subsequent calculation process.

Table 3

Discriminant Validity Test

Indicators	eWOM	Facilities	Experiential Marketing	Traveler Satisfaction	Revisit Intention	Status
	X1	X2	X3	Y1	Y2	
X1.1	0.,647	0.362	0.542	0.442	0.348	Valid
X1.2	0.763	0.317	0.412	0.282	0.393	Valid
X1.3	0.821	0.390	0.482	0.338	0.411	Valid
X1.4	0.630	0.209	0.308	0.326	0.281	Valid
X1.5	0.796	0.426	0.524	0.423	0.421	Valid
X2.1	0.400	0.837	0.477	0.442	0.423	Valid
X2.2	0.354	0.812	0.387	0.461	0.330	Valid
X2.3	0.395	0.779	0.350	0.439	0.423	Valid
X3.1	0.447	0.424	0.705	0.467	0.325	Valid
X3.2	0.497	0.484	0.810	0.618	0.463	Valid
X3.3	0.582	0.425	0.835	0.592	0.640	Valid
X3.4	0.509	0.305	0.848	0.683	0.634	Valid
X3.5	0,474	0.401	0.789	0.631	0.564	Valid
Y1.1	0.353	0.385	0.656	0.810	0.537	Valid
Y1.2	0.390	0.471	0.654	0.869	0.634	Valid
Y1.3	0.519	0.538	0.612	0.857	0.676	Valid
Y2.1	0.386	0.418	0.550	0.568	0.795	Valid
Y2.2	0.467	0.383	0.585	0.561	0.842	Valid
Y2.3	0.417	0.465	0.593	0.688	0.835	Valid
Y2.4	0.411	0.327	0.492	0.580	0.,826	Valid

Source. Attached SmartPLS output

Based on Table 3, the results of the discriminant validity test are valid because the correlation between the same item and indicator is greater than the correlation with other variables. The composite reliability table shows that all variables are reliable. A variable is considered reliable if the reliability number is more than 0.7, and all constructs show a value above 0.7.

Table 4

Composite Reliability

Variables	Loading Factor	Information
eWOM (X1)	0.881	Reliable
Facilities (X2)	0.851	Reliable
Experiential Marketing (X3)	0.898	Reliable
Tourism Satisfaction (Y1)	0.883	Reliable
Revisit Intention (Y2)	0.895	Reliable

Source. Primary Data Processed

Testing The Fit Model

Table 5

Test The Fit Model

Fit Summary	Cut Off	Estimation	Explanation
SRMR	Smaller than 0.10	0.081	Good
d_ULS	Greater Confidence Interval (CI) Output Original_Sampel (OS)	CI (1.074) OS < (1.127)	Not Good
d_G	Greater Confidence Interval (CI) Output Original_Sampel (OS)	CI (0.683) > OS (0.564)	Good
Chi-Square	$X^2 < \text{Statistics } X^2_{\text{Tables}}$	314.992 > 123.225	Not Good
NFI	Close to the value of 1	0.711	Good
RMS Theta	<0.12	0.198	Not Good

Source. Primary Data Processed

Based on Table 5, the estimated SRMR is 0.081, while the cut-off value is 0.10. Thus, the SRMR of this study is considered good. For d_ULS, the cut-off is that the output confidence interval (CI) value should be greater than the original sample (OS) value. In this study, the CI value of 1.074 is smaller than the OS value of 1.127, indicating that the d_ULS fit test results are not good. For the d_G value, the cut-off is that the output confidence interval (CI) value should be greater than the original sample (OS) value. In this study, the CI value of 0.683 is greater than the OS value of 0.564, indicating that the d_G fit test results are good. For the chi-square table, the cut-off value is that the X^2 statistics should be greater than the X^2 table value. In this study, the chi-square table value is 123.23, taken from the standard table based on the number of respondents minus 1, which is 99. The fit test results show an X^2 statistic of 314.992, indicating that the chi-square result in this study is not good. The NFI value cut-off should be close to 1; the closer the NFI value is to 1, the better. In this study, an estimation of 0.711 was obtained, which is categorized as good. Lastly, for RMS Theta, the cut-off is below 0.12. The estimated results in this study show a figure of 0.198, which is greater than 0.12, indicating that the RMS Theta fit test is not good.

Hypothesis Test

Table 6

Hypothesis Test

	Hypothesis	Sign	Parameter Coefficient (Original Sample)	t Statistics	P-value	Status
H1	eWOM positively affects Tourist Satisfaction	(+)	-0.076	0.902	0.367	Unproven
H2	Facilities affect Tourist Satisfaction	(+)	0.249	2.548	0.011	Evident
H3	Experiential Marketing positively affects Tourist Satisfaction	(+)	0.675	7.593	0.000	Evident
H4	eWOM positively affects Revisit Intention	(+)	0.148	1.615	0.107	Unproven
H5	Facilities positively affect The Revisit Intention	(+)	0.049	0.483	0.629	Unproven
H6	Experiential Marketing positively affects Revisit Intention	(+)	0.191	1.530	0.127	Unproven
H7	Traveler Satisfaction positively affects Revisit Intention	(+)	0.496	4.291	0.000	Evident

Source. Primary Data Processed

H1 tests whether eWOM (X1) has a positive impact on Tourist Satisfaction (Y1) with a parameter coefficient value of -0.076, t statistics 0.902, and p-value 0.367. The test results show that the p-value is above 0.05, and the t statistics is below the t table value. Thus, the first hypothesis is not supported.

H2 tests whether Facilities (X2) have a positive impact on Tourist Satisfaction (Y1) with a parameter coefficient value of 0.249, t statistics 2.548, and p-value 0.011. The test results show that the p-value is below 0.05, and the t statistics is above the t table value. Thus, the second hypothesis is supported.

H3 tests whether Experiential Marketing (X3) has a positive impact on Tourist Satisfaction (Y1) with a parameter coefficient value of 0.675, t statistics 7.593, and p-value 0.000. The test results show that the p-value is below 0.05, and the t statistics is above the t table value. Thus, the third hypothesis is supported.

H4 tests whether eWOM (X1) has a positive impact on Revisit Intention (Y2) with a parameter coefficient value of 0.148, t statistics 1.615, and p-value 0.107. The test results show that the p-value is above 0.05 and the t statistics is below the t table value. Thus, the fourth hypothesis is not supported.

H5 tests whether Facilities (X2) have a positive impact on Revisit Intention (Y2) with a parameter coefficient value of 0.049, t statistics 0.483, and p-value 0.629. The test results show that the p-value is above 0.05 and the t statistics is below the t table value. Thus, the fifth hypothesis is not supported.

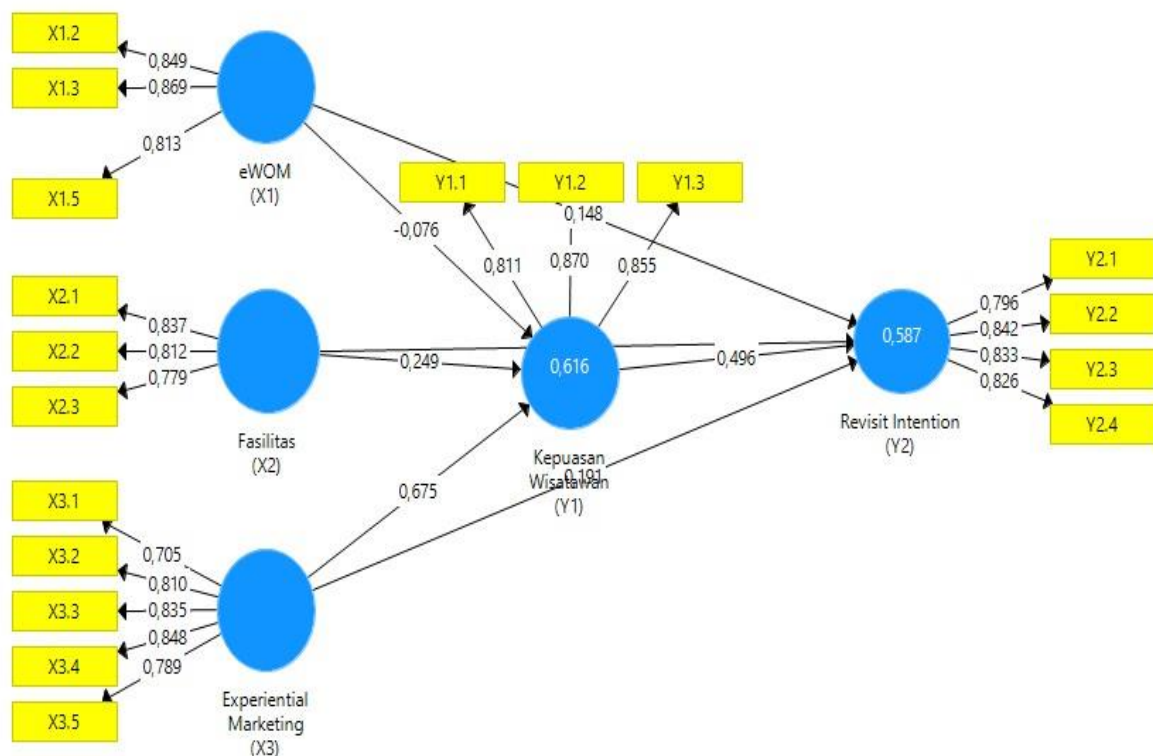
H6 tests whether Experiential Marketing (X3) has a positive impact on Revisit Intention (Y2) with a parameter coefficient value of 0.191, t statistics 1.530, and p-value 0.127. The test results show that the p-value is above 0.05 and the t statistics is below the t table value. Thus, the sixth hypothesis is not supported.

H7 tests whether Tourist Satisfaction (Y1) has a positive impact on Revisit Intention (Y2) with a parameter coefficient value of 0.496, t statistics 4.291, and p-value 0.000. The test results show that the p-value is below 0.05 and the t statistics is above the t table value. Thus, the seventh hypothesis is supported.

Path Analysis

Figure 3.

Path Coefficient



Source. SmartPLS Output

Table 7

Mediation Effect

Variable	Direct Effect (DE)	Indirect Effect (IE)	Total Effect (TE)	Mediation Effect
	X1 → Y2	X1 → Y1 → Y2	DE + IE	
1	2	3	4	5 = TE - DE
X1	0.148 (0.107)	(-0.038) (0.406)	0.110 (0.267)	-0.038
X2	0.049 (0.629)	0.123 (0.015)	0.173 (0.125)	0.124
X3	0.191 (0.127)	0.335 (0.001)	0.526 (0.000)	0.335

Based on Table 7, it can be seen that eWOM (X1) negatively and insignificantly affects Revisit Intention (Y2) through Traveler Satisfaction (Y1). The direct effect value of X1 on Y2 is 0.148, with an insignificant p-value of 0.107 (greater than 0.05). The mediation effect value is also small, at 0.038, indicating an insignificant mediation effect. Similarly, Facility (X2) negatively and insignificantly affects Revisit Intention (Y2) through Tourist Satisfaction (Y1). The direct effect value of X2 on Y2 is 0.049, with an insignificant p-value of 0.629 (greater than 0.05). The mediation effect value is small, at 0.124, indicating an insignificant mediation effect. Finally, Experiential Marketing (X3) negatively and insignificantly affects Revisit Intention (Y2) through Traveler Satisfaction (Y1). The direct effect value of X3 on Y2 is 0.191, with an insignificant p-value of 0.127 (greater than 0.05). The mediation effect value is small, at 0.335, indicating an insignificant mediation effect.

DISCUSSION

eWOM does not affect Tourist Satisfaction. This is shown by the research data, where the most dominant response was "I decided to visit Ledok Sambu from the info of people I don't know on social media" (not intended for 25%). This means that tourists decide to visit Ledok Sambu not based on information received from unknown people on social media. There is still little information, reviews, or content about Ledok Sambu shared by tourists on social media. The results of this study do not support previous research conducted by Kadi et al. (2021) and Widyaningsih et al. (2020), which found that eWOM has a positive and significant impact on consumer satisfaction. However, the findings are supported by past research conducted by Christ-Brendemühl and Schaarschmidt (2020), which also showed that eWOM does not affect Tourist Satisfaction.

Facilities affect Tourist Satisfaction. This is shown by the research data, where the most dominant response was "The facilities offered at Ledok Sambu function well" (agree 75%). This indicates that tourists are satisfied with the facilities offered at Ledok Sambu because they function properly. The results of this study support past research conducted by Krisdayanto et al. (2018) and Supraptini and Supriyadi (2020), which found that facilities have a positive impact on customer satisfaction.

Experiential Marketing affects Tourist Satisfaction. This is shown by the research data, where the most dominant response was "I feel comfortable traveling in Ledok Sambu" (agree 64%). This indicates that traveling in Ledok Sambu provides tourists with a sense of comfort. This result is consistent with research conducted by Sulong et al. (2021), Fauzi and Quintania (2021), and Tsu et al. (2019), which stated that Experiential Marketing has a significant positive impact on customer satisfaction. This demonstrates that the higher the visitor awareness of Experiential Marketing, the higher the customer satisfaction.

eWOM does not affect Revisit Intention. This is shown by the research data, where the most dominant response was "I decided to visit Ledok Sambu from the info of people I don't know on social media" (not intended for 25%). This means that tourists do not visit Ledok Sambu based on information from unknown people on social media. The results of this study do not support research conducted by Purnama and Marlina (2022) and Gunawan et al. (2020), which found that eWOM has a positive impact on Revisit Intention. In this study, some literature shows that eWOM does not affect Revisit Intention. Research conducted by Iriobe and Abiola-Oke (2019) found that eWOM has no impact on Return Intention for faith-based visitors. eWOM may not influence tourists to revisit religious sites because respondents have previously visited these places, making the opinions of others less likely to influence their intention to revisit. It is also said that eWOM is more influential for first-time visitors than those who have visited.

Facilities do not affect Revisit Intention. This is shown by the research data, where the dominant response was "Ledok Sambu has complete game facilities" (disagree 8%, neutral 35%). This indicates that the game facilities in Ledok Sambu are incomplete and need to be increased to encourage tourists to revisit. The results of this study do not support previous research by Anam et al. (2021) and Aldilla and Farida (2021), which stated that facilities influence the intention to revisit. Some literature that supports the results of this study includes research conducted by Gultom et al. (2021), where facilities did not influence the intention to revisit.

Experiential Marketing does not affect Revisit Intention. This is shown by the research data, where the dominant response was "Ledok Sambu has interesting natural contours" (strongly disagree 1%). This indicates that the natural contours in Ledok Sambu are less attractive to tourists. The results of this study do not support research conducted by Meng-Shiou et al. (2019) and Syachadi and Widyastuti (2021), which stated that Experiential Marketing affects Revisit Intention. However, the findings are supported by an earlier study by Ramdhani and Astuti (2019).

Tourist Satisfaction affects Revisit Intention. This is shown by the research data, where the dominant response was "I feel that Ledok Sambu is in line with my expectations" (agree 74%). This indicates that tourists feel Ledok Sambu corresponds to what they imagined. The results of this study support previous research conducted by Chun and Nyam-Ochir (2020), Mannan et al. (2019), and Chin et al. (2018), which found that consumer satisfaction affects revisit intention.

CONCLUSION AND SUGGESTIONS

CONCLUSION

1. eWOM has no effect on Tourist Satisfaction in Ledok Sambu, Sleman, Yogyakarta. This is shown by the study results where the p-value (0.367) > Sig (0.05) and t-statistics (0.902) < 1.96. This means that better eWOM does not necessarily lead to higher tourist satisfaction, so the 1st hypothesis is not accepted.
2. Facilities have a positive and significant impact on Tourist Satisfaction in Ledok Sambu, Sleman, Yogyakarta. This is shown by the study results where the p-value (0.011) < Sig (0.05) and t-statistics (2.548) > 1.96. This means that better facilities increase tourist satisfaction, so the 2nd hypothesis is accepted.
3. Experiential Marketing has a positive and significant impact on Tourist Satisfaction in Ledok Sambu, Sleman, Yogyakarta. This is shown by the study results where the p-value (0.000) < Sig

(0.05) and t-statistics (7.593) > 1.96. This means that better experiential marketing increases tourist satisfaction, so the 3rd hypothesis is accepted.

4. eWOM has no effect on Revisit Intention in Ledok Sambu, Sleman, Yogyakarta. This is shown by the study results where the p-value (0.107) > Sig (0.05) and t-statistics (1.615) < 1.96. This means that better eWOM does not necessarily increase revisit intention, so the 4th hypothesis is not accepted.
5. Facilities do not affect Revisit Intention in Ledok Sambu, Sleman, Yogyakarta. This is shown by the study results where the p-value (0.629) > Sig (0.05) and t-statistics (0.483) < 1.96. This means that better facilities do not necessarily increase revisit intention, so the 5th hypothesis is not accepted.
6. Experiential Marketing does not affect Revisit Intention in Ledok Sambu, Sleman, Yogyakarta. This is shown by the study results where the p-value (0.127) > Sig (0.05) and t-statistics (1.530) < 1.96. This means that better experiential marketing does not necessarily increase revisit intention, so the 6th hypothesis is not accepted.
7. Tourist Satisfaction has a positive and significant impact on Revisit Intention in Ledok Sambu, Sleman, Yogyakarta. This is shown by the study results where the p-value (0.000) < Sig (0.05) and t-statistics (4.291) > 1.96. This means that increasing tourist satisfaction increases revisit intention, so the 7th hypothesis is accepted.
8. Tourist satisfaction does not mediate between eWOM and Revisit Intention in Ledok Sambu, Sleman, Yogyakarta.
9. Tourist satisfaction does not mediate between Facility and Revisit Intention in Ledok Sambu, Sleman, Yogyakarta.
10. Tourist satisfaction does not mediate between Experiential Marketing and Revisit Intention in Ledok Sambu, Sleman, Yogyakarta.

SUGGESTIONS

For Ledok Sambu managers:

1. Managers must constantly update information on social media and create interesting content to attract tourists to visit Ledok Sambu.
2. To increase eWOM shared by tourists on social media, managers can create promotions such as providing vouchers or gifts for tourists who create interesting content about Ledok Sambu.
3. Increase the number of games and improve facilities to enhance satisfaction, encouraging tourists to revisit.
4. It is vital to pay attention to the authenticity, beauty, and cleanliness of the area around the tour.

For subsequent researchers:

To achieve better research results, expand research by considering other variables that affect Revisit Intention, such as destination image, perceived value, service quality, and more.

ACKNOWLEDGEMENT

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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