

## **Revisiting Interest Tourists : Destination Image And Customer Experience**

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### **ABSTRACT**

*The study was conducted during a tour, specifically focusing on Ghanjaran Park Tourism located in Sukorame Village, Ketapanrame Village, Trawas District, Mojokerto. Its aim was to assess the impact of destination image and customer experience on the intention of visitors to revisit Taman Ghanjaran. The research methodology employed a mixed approach, combining both quantitative methods. The target population comprised tourists who had previously visited Ghanjaran Park at least once. Purposive sampling was utilized based on the Lameshow formula, resulting in a total sample size of 100 individuals. Data collection involved the use of a questionnaire that underwent validity and reliability testing. Smart PLS 4 multiple regression analysis was employed as the data analysis technique. The findings revealed that both destination image and customer experience individually had a partial influence on the intention to revisit. Moreover, collectively, these variables significantly impacted the intention to return to Ghanjaran Park. The coefficient of determination analysis yielded a value of 0.447, indicating that 44.7% of the intention to revisit Ghanjaran Park was explained by the destination image and customer experience. The remaining percentage was potentially influenced by other variables not examined within this particular study.*

*Keywords: destination image, customer experience and revisiting interest*

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### **INTRODUCTION**

Tourism is an important industry for Indonesia. Natural and cultural riches are an important part of Indonesia's tourism industry. Abundant prosperity makes Indonesian tourism popular among domestic and foreign tourists. This causes intense competition in the tourism industry, forcing managers to increase their competitiveness through innovation, including the development of marketing strategies ranging from traditional marketing to modern marketing strategies. Tourism is part of the life industry which plays an important role in the development of the national economy, because we see that the development of the domestic tourism industry also requires the development of other industries, because their products are needed to support the tourism industry, such as agriculture, animal husbandry, crops, crafts, job growth, etc. Thanks to the link between tourism and other industries, it can generate foreign exchange and also maintain employment opportunities to reduce unemployment and improve community welfare.

Many residents of Indonesia's big cities travel to tourist attractions with beautiful panoramas or man-made attractions that are packaged nicely. However, in reality, not all tourist experiences are positive, quite a few tourists have negative experiences. This causes tourist dissatisfaction, which also leads to tourist loyalty towards the products or services offered by the service provider, causing people to lose interest in the tourist destination. Routes with tourism-related activities can generate foreign exchange and can also be used to attract labor to reduce unemployment and increase employment opportunities. Optimal development and utilization of tourism can encourage economic growth, considering that good management is needed in developing tourism destinations in Indonesia.

Mojokerto Regency is one of the regions in East Java Province. This city is located approximately 50 km southwest of Surabaya. The Mojokerto Regency area with an area of 969,360 km<sup>2</sup> is located between 111°20'13" - 111°40'47" East Longitude and between 7°18'35" - 7°47" Latitude. Based on its geographical location, Mojokerto Regency has regional boundaries, the northern part borders Lamongan Regency and Gresik Regency, the southern part borders Malang Regency, the western part borders Jombang Regency, and the eastern part borders Sidoarjo Regency and Pasuruan Regency.

Considering the different topographic conditions of the Mojokerto Regency area, apart from industrial development, the Mojokerto Regency area has the potential to develop its area also in terms of tourism, thus opening up new employment opportunities for the people around tourism. within the districts. Like at the Taman Ghanjaran tourist attraction Jl. Raya Tretes – Trawas No.88, Sukorame, Ketapanrame, Kec. Trawas, Mojokerto Regency, East Java. Ghanjaran Park is located in a mountainous area, so the air feels cool, secondly there is no entrance ticket, you only have to pay for parking, thirdly to enter the amusement rides it is only 5 thousand rupiah, all the rides are cheap and affordable including food. Ghanjaran Park is also suitable for family and friends gatherings. The number of visitors who come to Ghanjaran Park on weekdays can reach approximately 400 visitors, while on weekends it reaches approximately 1000-2000 visitors.

Ghanjaran Park is a tourist spot that can be visited by all groups of tourists, including children, parents, teenagers and those of the same age. Ghanjaran Park tourism is highly recommended as a travel reference. Apart from the spacious location, tourists can enjoy several facilities provided by Ghanjaran Park. The destinations offered by Ghanjaran Park are enough to make tourists interested in visiting Ghanjaran Park again. The quality of a destination's tourist attractions has a strong influence on satisfaction and interest in visiting. Destination quality and destination attractiveness must be supported by several factors, namely attractions, amenities, accessibility, friendliness and friendliness (Jayaprakash & Mythili,; Nurbaeti et al, in (Nurbaeti & Rahmatnita, 2021). Ghanjaran Park is in a mountainous area. If tourists look at Ghanjaran Park from the front, you can see a mountain behind it. In the Ghanjaran Park tourist area, the air is very cool because it is a mountainous area, which makes visiting tourists feel comfortable and at home when traveling in that area. Tourists who visit Ghanjaran Park definitely aim to find a cool atmosphere and natural beauty around the area. This Customer Experience can increase interest in revisiting. According to (Aprilia & Hadi, 2018), service providers must provide an excellent performance experience and build visitor trust to ensure tourist satisfaction (products and services must be an experience).

According to Khoirotin Anisa (2022), visitors to Ghanjaran Park explained that it was quite good for local tourism. Parking ticket of 3,000 for motorbikes. Entrance to the park is free. To enter the ride you only pay 5,000 and the price to ride the ride starts from 5,000-20,000. There are also package tickets to get on all the rides. All the rides are quite interesting and there are safety systems such as safety belts and clear signs, there are also barriers so you don't get too close to the rides. Tourists who have visited make repeat visits and are willing to provide recommendations for places to visit for others. Tourists will make repeat visits when facilities are available that can meet every tourist need while enjoying the tourist destination. (Syarifuddin & Priyanto, 2020). Areas whose tourist attractions are rich in natural beauty and rich in cultural and artistic traditions can be used as tourist areas to become tourist attractions that must be visited. One of the great advantages for a tourist destination is that it is a reliable source of foreign exchange earnings, an industry capable of attracting labor and encouraging investment and development, as well as a high level of income for tourists. Consumers base their decision to revisit on the experience of activities and interactions with staff, as well as the physical facilities or activities during their stay at a destination. Based on the previous background context, the researcher is interested in conducting research with the title "Destination Image and Customer Experience on Intention to Revisit Ghanjaran Park".

### **Destination Image**

(Martin, 2018) in (Artha, 2020) shows that image as a concept of consumer appearance and interpretation is formed by two interconnected components: Cognitive assessment, which involves the individual's knowledge and beliefs about the goal (assessment of the target's cognitive characteristics) and affective assessment, which refers to how the individual feels about the goal - moving towards the goal. His research also shows that affective image is a function of perceptual image and motivation to travel. (Ritchie, 2018) in. (Artha, 2020). In other words, Echtner and Ritchie show that the image of a destination is seen as individual characteristics (such as climate and housing) and as an overall impression (state of mind and perception) of the destination). Functional properties refer to things that can be observed or measured directly, such as price, accommodation, and attractiveness, while psychometrics refer to things that cannot be proven (invisible), such as usability and safety. Based on this definition, it can be concluded that the concept of destination image is a collection of images, beliefs, perceptions and thoughts of tourists about a destination, including products and characteristics, which vary in relation to that destination.

(Sari, 2020) in (Suzana, 2022), image can be described as a combination of beliefs, attitudes and

impressions of a person or group towards an object. By creating a good destination image, tourism service providers must create a good and attractive impression so that visitors who have been there want to return. Based on the opinion that has been expressed (al, 2017). can be concluded from the destination image indicators, namely: (1) Cognitive destination image (cognitive destination image). Rational cognitive assessment explains the beliefs and information a person has regarding the destination image, destination perception, including 30 qualities of experiences that tourists have, the tourist attraction of the destination, its environment and infrastructure, as well as its entertainment and cultural traditions. (2) Unique image (unique destination image) The image of a single destination, including the natural environment, destination attractions and local attractions in the destination. (3) Affective destination image (effective destination image) Emotional ratings or sentimental images describe feelings about a destination. An impressive destination image, including feelings of fun, enjoyment, comfort and attractiveness at the destination

### **Customer Experience**

Customer experience is a marketing model that follows customer equity. This model was developed by Bern Schmitt in his book *Customer Experience Management*, a sequel to his previous book on experiential marketing. Experiences are individual events that occur in response to a stimulus. An experience and event contains everything in all life events. Usually marketers need to create the right environment for customers and what customers or visitors really want which can make consumers make different feelings or things about products and services through good experiences. There are several categories in customer experience, namely: (1) Product Experience is the consumer's experience with products and services. Experience is one of the main points in the product. This shows that a company offers as many products or services as possible to consumers, consumers will have a good experience with the products or services they consume. (2) Environmental experience is the company's ability to present a complete experience to consumers. In fact, the environment or place is the tool used to familiarize consumers with the entire experience, and is also the most visible and interactive exchange. (3) Loyal communication experience, customer satisfaction is one of the most important elements of customer experience. The best opportunity to keep customers interested and happy is when the customer receives service. Most companies only provide enterprise-level customer experiences, although consumers typically want something more to provide consumer confidence in service and build customer loyalty. (4) The customer service experience and social experience exchanged are a combination of the company's service and consumer expectations. Employees are the most important factor in determining consumer experience, because employees are one of the factors that make consumers trust a brand and make consumers accept or reject the company's brand. This is reflected in the ability of employees to provide services to consumers. (5) Experience attending events, events held by the company can provide experience for consumers. When a company provides many events, it is possible to invite consumers to these events. In this way, consumers get clear information about the product or service, so that consumers have experience with the product or service.

According to (Kartajaya, 2020) in (Hadi, 2018), service providers need to provide an extraordinary service experience and build visitor trust to ensure tourist satisfaction (product and service should be an experience). In (Hardiansyah, 2018) customer experience has 6 dimensions. The six dimensions are convenience, education, hedonism, novelty, beauty and safety with the following explanation: (1) Comfort (comfort), comfort Consumer choices when choosing a tourist destination are closely related to the desire for relaxation, (2) Educational ( education), training (Training) Experiential training or "play learning", (3) Hedonic (hedonic), the hedonic dimension symbolizes excitement, enjoyment and easy memories. Promoting the brand service channel product customer experience (4) Novelty, the newness of the need will lead to the desire to go from a familiar place to an unfamiliar place or to seek experiences, new experiences and new adventures (5) Safety (security), security being in a place without fear and anxiety (6) Beauty (beauty), Beauty is an idealized aspect of experience in an object, sound, or concept believed to have good qualities.

### **Revisiting Interest Tourists**

Competition for businesses operating in the tourism industry is increasingly fierce, including businesses operating in the field of natural tourism or ecotourism services. These tour operators must take advantage of all available opportunities, including the growing interest in repeat visits. Tourist visits are an important way to advertise directly or indirectly. In the future, in other words, the person concerned

will meet his family and entourage again. Indirectly, in the sense that the person concerned influences their relationship with the visit, for example by sharing positive experiences. These tour operators must take advantage of all available opportunities, including the growing interest in repeat visits. Tourist visits are an important way to advertise directly or indirectly. In the future, in other words, the person concerned will meet his family and entourage again. Indirectly, in the sense that the data subject influences the relationship during the visit, for example by sharing positive experiences.

According to Kotler and Keller (Yasri, 2019), the intention to return or revisit is a form of customer behavior (behavioral intent) or the desire to return, resulting in positive word of mouth, staying longer than expected, buying more than expected. Interest in revisiting may also mean the opportunity to use the same operator in the future, which is a sign of loyalty and commitment to customer convenience. The interest in repeat hits is predicted in the future after the first hit, so it is impossible to predict with certainty whether there will be re-hits. Return interest is a form of satisfaction which then encourages repeat visits, thereby creating a sense of loyalty for tourists. The synergy between demand and supply provides satisfaction to tourists, thereby generating interest in visiting in the future. In this research, the round trip theory can be used as a reference for making repeat visits, because the return trip preference is the same as buying a ticket to a tourist destination. Tourist interest is the desire to visit or meet again with visitors who have already visited. Consistency in visitor outcomes increases tourists' feelings of satisfaction, which in turn increases tourists' interest in visiting again in the future.

### **Previous Research**

(1) Revisiting Intention of Krapyak Beach Tourism Object, Pangandaran Regency: Influence of Tourist Destination Image, Tourist Experience and Social Media. Tri Esti Masita, Herlina Tiara Alvani, Andhi Johan Suzana. (2022). Tourist experience has an influence but is not significant on interest in revisiting compared to the image of the tourist destination, and social media with the assumption that most of the respondents taken in this research are local visitors, so in future research it is hoped to take samples wider. (2) The Influence of Destination Image on Interest in Returning to the Kedung Ombo Reservoir Tourist Attraction. Cognitive has a positive and significant influence on interest in revisiting so that the first hypothesis is accepted. Conative has a positive and significant influence on interest Visit Return so that the third hypothesis is accepted. Affective has a positive and significant influence on interest in returning to visit, so the second hypothesis accepted. (3) The Influence of Customer Experience on Revisit Intention on Bicycle Tour Packages in Penglipuran Village. Ni Wayan Setyaningsih, I Wayan Suardana, LGLK. Goddess (2020). This research shows the results that the novelty variable has a positive and significant influence on revisit intention. Tourists gain new experiences and experience unique activities while traveling so that they intend to visit again (revisit intention) tourists increase.(4) The Influence of Destination Image, Tourist Facilities on Intention to Revisit (Case Study of Tourists Klayar Beach, Pacitan) Siti Lestari , Ima Kristina Yulita, T Handono Eko Prabowo (2022). destination image, tourist facilities simultaneously influence interest in revisiting Klayar Beach, Pacitan. the destination image partially influences interest in returning to visit Klayar Beach Pacitan. Tourist facilities partially influence interest in revisiting Klayar Beach Pacitan. (5) tourist attractions have a positive effect on tourists' interest in revisiting the Ketep Pass tourist attraction, as evidenced by a regression coefficient of 0.150 and a significance of  $0.000 < 0.05$ . (2) tourist image has a positive effect on tourists' interest in revisiting the Ketep Pass tourist attraction, as evidenced by a regression coefficient of 0.132 and a significance of  $0.006 < 0.05$ . (3) promotion has a positive effect on tourists' interest in revisiting the Ketep Pass tourist attraction, as evidenced by a regression coefficient of 0.160 and a significance of  $0.001 < 0.05$ . Service quality has a positive effect on tourists' interest in revisiting the Ketep Pass tourist attraction, as evidenced by the regression coefficient of 0.068 and significance  $0.040 < 0.05$ . (5) tourist attraction, tourist image, promotion and service quality have a positive effect on tourists' interest in revisiting the Ketep Pass tourist attraction, as evidenced by the calculated F value of 14.127 with a significance of  $0.000 < 0.05$

### **METHOD**

The process is carried out by comparing data results using quantitative methods. The test also determines whether initial functionality has been achieved. Make a report. In this phase, the reporting process moves from data processing to quantitative methods. This research was conducted at the Ghanjaran Trawas Park tourist attraction. The data collection method is the questionnaire method. In analyzing data using the causal associative method and using quantitative methods (Sugiyono, 2019)

states that causality is a research problem formulation that requires the existence of a relationship between two or more variables.

### **Population, Sample and Sampling**

(1) Population Based on population size, population is divided into two types, namely populations with a limited number of members (finite population) and populations with an unlimited number of members (unlimited population). Finite populations have data sources with clear quantitative boundaries, with items or members that can be counted or numbered. Although an infinite population has sources of information whose limits cannot be measured, it has members of its members. The people who will be studied in this research are tourists who have visited Ghanjaran Park (2) Sample Statistically, the sample is part of the population. Samples taken from the research population must be representative. If the sample is not representative, the search results are not representative of the population. (3) Sampling technique. Probabilistic sampling is a sampling technique that gives each element (member) of the population an equal opportunity to be used as a member of the sample. This technique allows researchers to make generalizations from sample characteristics to population characteristics. Non-probability sampling is a sampling technique that does not provide the same chance or chance for each element or member of the population selected to be the sample. Sampling techniques include random sampling, purposeful sampling, snowball sampling, and quota sampling. This non-probability sample cannot be used for generalization.

### **Method of collecting data**

To obtain the information needed in this research, researchers used (1) Observation, namely data collection carried out by direct observation of the Ghanjaran park manager (2) Questionnaire questions, namely a number of questions written to collect information from respondents in the sense of reporting their personality or things. -things he knows (Rukajat, 2018). questions prepared by researchers to find out the opinions or perceptions of respondents that will be conveyed to visitors to Ghanjaran Park

### **Operational Definition of Variables**

(1) Independent Variables According to (Sugiyono, 2021) Independent variables (independent) are variables that influence or cause changes and the emergence of dependent (dependent) variables. In this research, the variables in question are "destination image and customer experience (2). Dependent variables according to (Sugiyono, 2018) are variables that are influenced or result due to independent variables. In this study the variable in question is "Intention to Revisit" Variable Operational Definitions can be seen in

### **Data analysis technique**

(1) Descriptive statistical tests are used to describe or describe and analyze the data of a variable in terms of the mean, minimum, maximum and statistical standard deviation. Descriptors are used in statistics to describe data into clearer, easier to understand information that provides research insight into the relationships between independent variables. (2) Multiple linear regression test Multiple regression analysis is the regression of two or more independent variables (X) on related variables (Y). In this analysis method, the Smart PLS 4 Multiple Linear Regression program is used. In this research, the variable (Y) Interest in returning to Taman Ghanjaran is associated with two independent variables, X1 = Destination image and X2 = Customer experience. The form of the equation in regression analysis is: Multiple linear regression analysis is used to influence the influence of the independent variable on the dependent variable. The regression equation in this study is:  $Y = a + b_1X_1 + b_2X_2 + e$ . (3) Hypothesis Testing In this research, the hypothesis test that will be used in this research is to test the significance of individual parameters, namely (T-statistical test) and general meaning test (F-statistical test). (4) Testing the coefficient of determination (R<sup>2</sup>) The coefficient of determination (R<sup>2</sup>) to measure the application of model variations to the dependent variable. The coefficient of determination ranges from 0 to 1. A small R<sup>2</sup> value means that the ability of the independent variable to explain the dependent variable is very limited. Conversely, a value close to 1 means that the independent variable explains only a small part of the dependent variable.

## **RESULT AND DISCUSSION**

In this study, general data on respondents who visited Ghanjaran Park included age, gender, highest level

of education, occupation, and number of visits. This can be seen in the following table:

## Result

### Reliability Test

According to Sugiyono (Sugiyono, 2017), reliability testing refers to the extent to which the results measured on the same subject provide the same data. This reliability test was carried out on 100 Ghanjara Park tourist respondents using questions that were declared valid in the validity and reliability tests. With SPSS 22.0 for Windows, variables are declared as reliable with the following conditions: (1) If  $r$ -alpha is positive and greater than  $r$ -table, then the statement is reliable. (2) If  $r$ -alpha is negative and less than table  $r$ , then the statement is not reliable. (1) If the Cronbach's Alpha value is  $> 0.6$  then it is reliable (2) If the Cronbach's Alpha value is  $< 0.6$  should be unreliable

**Table 2. Reliability Test**

No	Variabel	Number of questions	Alpha count	Alpha coefficient	Description
1	Destination Image (X1)	6	718	0,6	Reliable
2	Customer Experience (X2)	12	726	0,6	Reliable
3	Revisiting interest(Y)	4	813	0,6	Reliable

*Source: Processed Data, 2023*

Based on the reliability test results in table 2, it can be seen that the variables tested all have Cronbach's Alpha values  $> 0.6$ , so it can be concluded that the three variables are destination image, experience and tourist interest. Those who visit again are said to be trustworthy.

**Table 3. Respondent Characteristics**

Category	Respondent	
	Frequency	Percentage
Age	18- 22 year	35 35%
	22- 37 year	27 27%
	38 - 32 year	18 18%
	>32 year	20 20%
<b>Total</b>	<b>100</b>	<b>100%</b>
Gender	Man	43 43%
	Women	57 57%
<b>Total</b>	<b>100</b>	<b>100%</b>
Last Education	SD	0 0%
	SMP	4 4%
	SMA/SMK	72 72%
	Diploma	1 1%
	Sarjana	23 23%
<b>Total</b>	<b>100</b>	<b>100%</b>
Work	civil servants	0 0%
	Private sector employee	46 46%
	self-employed	10 10%
	Student/Students	29 29%
	Etc	15 15%
<b>Total</b>	<b>100</b>	<b>100%</b>
Number of Visits	1-2.	52 52%

	3-4.	10	10%
	>3	38	38%
<b>Total</b>		<b>100</b>	<b>100%</b>

Source: Processed Data, 2023

Table 3. In the Age category, the largest number of respondents are aged 18-22 years. Based on gender, it shows that more respondents from Taman Ghanjaran were female than male respondents. Based on the most recent education, respondents from Taman Ghanjaran had more recent education, namely SMA/SMK level, which was 72%, while Diploma and Bachelor degrees had fewer grades than SMA/SMK and had fewer grades than SMA/SMK. From the job category, it shows that most respondents work as private employees with a score of 46%, compared to those who are still students with a score of 10%. 10%. From the number of visits category, it shows that the number of respondents who visited was 52% with the number of visits 1-2 being greater than those with a number of visits >3 with a value of 38%

### Hypothesis Testing

#### Multiple Linear Regression Test

Results from Multiple Linear Regression analysis calculations

**Table 4. Multiple Linear Test**

	Unstandardized coefficients	Standardized coefficients	SE	(T value)	(P value)
<b>Destination Image</b>	0,289	0,304	0,097	2,969	0,004
<b>Customer Experience</b>	0,215	0,432	0,051	4,224	0,000
<b>Intercept</b>	-0,900	0,000	2,040	0,441	0,660

Source: Processed Data, 2023

Based on table 4, the results of the Multiple Linear Regression Test calculations

$$Y = \alpha + b_1X_1 + b_2 X_2$$

$$Y = 0.900 + 0.289 X_1 + 0.215 X_2$$

Information

Y = Interest in Returning

A = Constant

b1 = The magnitude of the regression coefficient of the Destinai Image variable

b2 = The size of the regression coefficient of the Customer Experience variable

x1 = Destination Image

x2 = Customer experience

it can be concluded: (a). The service quality variable is known to have a t value of 2.969 > t table, namely 0.195 with a significance level or P value of 0.004 < 0.05 so that it is declared to have a positive and significant effect (Destination Image (X1) on Intention to Revisit (Y) at Ghanjaran Park). (b). The Customer Experience variable is known to have a t value of 4.224 > t table, namely 0.195 with a significance level or P value of 0.000 < 0.05 so that it is declared to have a positive and significant effect (Customer Experience (X2) on Intention to Revisit (Y) at Taman Ghanjaran).

#### F Test (Simultaneous Hypothesis Testing)

Results from F Test analysis (Simultaneous Hypothesis Testing)

**Table 5. F Test (Simultaneous Hypothesis Testing)**

	Sum of squares	Df	Square Mean	F	P value
<b>Total</b>	354,990	99	0,000	0,000	0,000
<b>Error</b>	192,471	97	1,984	0,000	0,000
<b>Regression</b>	162,519	2	81,260	40,953	0,000

Source: Processed Data, 2023

Based on table 5. The results of statistical calculations show that the calculated F value  $>$  F table is  $40.953 > 2.70$ . By using a significance limit or P value of 0.05, the significance value/P value is  $0.000 < 0.05$ . This means that the hypothesis states that simultaneously the Destination Image and Customer Experience variables have an influence on the intention to revisit Ghanjaran Park.

### **Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination is a measure of the amount of dependent variation explained by the independent variable. In other words, the coefficient of determination is used to measure how well the independent variable explains the dependent variable. The results of testing the coefficient of determination (R<sup>2</sup>) are as follows:

**Table 6. Coefficient of Determination (R<sup>2</sup>)**

<b>Interest in Repeat Visits</b>	
<b>R-square</b>	0,458
<b>R-square adjusted</b>	0,447
<b>Durbin-Watson test</b>	1,879

*Source: Processed Data, 2023*

Based on table 6. Results of testing the coefficient of determination (R<sup>2</sup>), it can be seen that the coefficient value is 0.447. These results indicate that interest in returning to Ghanjaran Park is 44.7% influenced by Destination Image and Customer experience and the remaining 46.3% is influenced by other variables not examined by this research.

### **Discussion**

This research aims to determine the influence of destination image and customer experience on interest in returning to Ghanjaran Park. Based on the results of systematic testing, it can be seen that the Destination Image and Customer Experience variables have a positive and significant effect on tourist interest. The influence of these two independent variables is positive, which means increasing the destination image brought by Ghanjaran Park and a good customer experience, so that interest in visiting Ghanjaran Park will also increase and this is in line with what is expected from the visit.

### **The Influence of Destination Image on Revisiting interestat Ghanjaran Park Tourism**

Based on the results of this research, the partial test carried out on the Destination Image variable obtained a t value of  $2.969 >$  t table, namely 0.195 with a significance level or P value of  $0.004 < 0.05$  so that it was declared to have a positive and significant effect (Destination Image (X1) on Intention to Revisit (Y) Ghanjaran Park tourists). It can be concluded that Ho is rejected and Ha is accepted, which means that Destination Image influences Intention to Revisit.

Destination image is a form of knowledge about a destination and how tourists feel when visiting and traveling at that tourist destination. In this case, tourists can describe tourist attractions and their beliefs about tourism. In the Destination Image variable there are 3 indicators, namely Perceived Destination Image, Unique Image, Emotional Destination Image which can influence the intention to return. Destination image perception and affective destination influence the intention to return, because Ghanjaran Park is able to provide tourists with a good destination image and good and comfortable facilities according to what tourists need, such as parks, prayer rooms, food courts, toilets and rides around the park. Reward. Tourists really enjoy the atmosphere and comfort provided

The results of this research agree with research conducted by (Arrahma Sulistyafani & I Gede Anom Sastrawan, 2012) who examined the influence of destination image on tourists' repeat trip preferences with Pandawa Beach, Bali, proving that destination image has a significant influence. positive and effective impact. about the purpose of the test. Therefore, it can be concluded that destination image plays an important role in tourists' intention to return.

### **The Influence of Customer Experience on Interest in Revisiting Ghanjaran Park Tourism**

Based on the results of this research using a partial test, the Customer Experience variable is known to have a  $t$  value of  $4.224 > t$  table or  $0.195$  with a significance level or  $P$ -value of  $0.000 < 0.05$ , so it is proven to have a positive and significant effect (Customer Experience (X2) on repeat visit preferences (Y) of Ghanjaran Park, Mojokerto Regency). It can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that the Customer Experience variable influences the intention to return.

Tourist Customer Experience is a tourist's experience, action or impression of a tourist attraction. In this research, the Customer Experience variable has six indicators, namely, comfort, educational, hedonic, novelty, beauty which are able to influence the interest in revisiting tourists at Taman Ghanjaran. The variable from Customer Experience influences the interest in revisiting tourists. Tourists feel that they have been given a good and interesting experience from Ghanjaran Park in terms of location and comfort, which can make tourists feel quite satisfied after visiting and have an interest in visiting Ghanjaran Park again.

The results of this research are in line with research conducted by (Harisca Crismonita, 2020) which examined the influence of customer experience on the return preference of tourist subjects in the twin cities of Bandar Lampung, indicating that this research shows that visitor experience influences tourists' intentions to visit. return to a place due to a number of underlying factors.

### **The Influence of Destination Image and Customer Experience on Intention to Re-visit Taman Ghanjaran Tourism**

The results of this research show that the destination image and customer experience variables have a simultaneous or simultaneous influence on the intention to return to Taman Ghanjaran Tourism. Based on the results of statistical calculations, the calculated  $F$  value  $> F$  is  $40953 > 2.70$ . Use a significance limit or  $P$ -value of  $0.05$ , significance/ $P$ -value  $0.000 < 0.05$ . This means that it is hypothesized that the Destination Image and Customer Experience variables simultaneously influence return intention.

The interest in revisiting is a motivation for tourists' desire to visit again in the future after visiting a tourist attraction. There are two indicators of interest in returning to visit, namely Intention to Recommend and Intention to Revisit. Tourists can recommend the tourist attractions they visit to relatives, friends and relatives, because by recommending the tourist attractions they visit, tourists have and have an influence on their interest in revisiting those tourist attractions. In the Destination Image variable, tourists who visit Ghanjaran Park are looking for a cool atmosphere and views, because this tourist spot has cool air, so tourists feel at home on holiday to Ghanjaran Park and is suitable for family holidays. For the Customer Experience variable, in terms of comfort, Ghanjaran Park provides a spacious area so that tourists feel comfortable when visiting. Tourists can also enjoy holidays with family and friends, because the place is spacious. Tourists can always remember the experience they had after a holiday to Ghanjaran Park.

### **CONCLUSION**

(1) The Destination Image variable influences interest in revisiting Ghanjaran Park. So it can be concluded that the Destination Image provided by Ghanjaran Park is quite good. (2) The Customer Experience variable influences interest in revisiting Ghanjaran Park. So it can be concluded that the Customer Experience provided by Ghanjaran Park is quite good, because Ghanjaran Park is able to provide adequate space and facilities, so that the good experience or impression arises from the Customer Experience regarding Ghanjaran Park. (3) It can be concluded that overall tourists are satisfied with the Destination Image and Customer Experience provided by Ghanjaran Park and are in accordance with the wishes and needs of tourists from Ghanjaran Park.

Font size 11 pt. Conclusions are not just repeating data, but in the form of substance of meaning. Conclusions can be in the form of statements about what is expected, as stated in the "Introduction" chapter which can finally produce findings as stated in the "Results and Discussion" chapter so that there is compatibility. In addition, the prospect of developing research results and the flaws/limitations/opportunities of further research in the future (based on the results and discussion) can also be added.

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