

Revisit Intention Wana Wisata Sumber Biru: A Review of Content Marketing and Customer Experience

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Abstract

Objective: The aim of this study is to examine how content marketing and customer experience, both separately and together, influence revisit intention.

Design/Methods/Approach: The method used in this research is a quantitative approach. The research population consists of tourists who access the Instagram content of Sumber Biru tourist destination and those who have visited the site. A total of 100 respondents were selected through purposive sampling. The data was then analyzed using methods suitable for the study's objectives, this study uses Multiple Linear Regression Analysis.

Findings: Content marketing has a strong and meaningful impact on revisit intention. Similarly, customer experience has been proven to which is proven to have a positive and significant impact on the desire of tourists to return to visit the destination.

Originality/Value: This research explores the relationship between content marketing and customer experience on visitors' intention to return to Sumber Biru Tourism Park. In this study, the authors analyze the various factors that influence customer experience and how content marketing can increase visitors' desire to return. This research is useful for marketing professionals, destination managers, and researchers interested in the effect of digital marketing strategies on visitor behavior. The authors employed a quantitative research approach with a quantitative approach to measure the relationship and provide new insights into the influence of content marketing and customer experience in the tourism industry.

Practical/Policy implication: This study focuses on visitors to Sumber Biru Tourism Park, offering insights for managers to optimize content marketing and enhance customer experiences to boost return visits. Future research could explore other destinations and include variables like visitor demographics or promotion types to deepen understanding of factors influencing revisit intention.

Keywords: *Content Marketing, Customer Experience and Revisit Intention*

JEL Classification: M42, M48 [author should add 1-3 JEL classification number, information guide for the Journal of Economics Literature (JEL) can be found at <https://www.aeaweb.org/jel/guide/jel.php>]

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Introduction

Tourism is a labor-intensive industry because it has a multiplier effect by creating various beneficial benefits. Through the tourism industry developed in an area, it will create jobs for the surrounding community because running it requires management and services for visitors. Tourism is one of the most important sectors because it is one of the sources of foreign exchange for the country and is able to make a significant contribution to significant contribution to nation building (Priyanto, 2016).

A tourism village is a combination of attractions, accommodations, and facilities that blend into the local community's lifestyle, customs, and traditions (Allyreza & Rahmi Winangsih, 2023). Villages have the potential to become community-based tourist destinations rooted in local cultural wisdom, while also serving as a driver for economic growth through mutual cooperation and sustainability.

Sumber Biru is a natural tourist attraction in Wonomerto Village, Wonosalam District, Jombang Regency, East Java. Sumber Biru nature tourism is located in the Anjasmoro mountain area. It was named Sumber Biru because in the past there was a water source under a large banyan tree. The water that comes out seems to be blue in color because of the lush shade of the tree. Wana Wisata Sumber Biru also provides benches that are neatly arranged on the river flow so that tourists really enjoy a very cool place with green natural nuances.

Instagram was originally created by Kevin Systrom and Mike Krieger. In official website, Instagram defines itself as a free photo and video sharing application for smartphone users, and video sharing application for smartphone users. Instagram users can share photos and videos with friends and followers while also interacting by viewing, liking, and commenting on posts (Watajdid et al., 2021). Instagram is used as a promotional media by the manager of Wana Wisata Sumber Biru with the aim of increasing the attractiveness and interest of visitors and tourists, so that they are encouraged to come and enjoy the beauty and facilities offered by the destination. The uploaded content feels very authentic and relevant, giving visitors the satisfaction of enjoying Sumber Biru tourism and encouraging them to return.

Content marketing is a relatively new yet highly dynamic field, with various definitions and views among academics and practitioners on its necessity and application. It is often referred to by terms such as branded content marketing, digital content marketing, or content marketing through social media. Overall, previous research provides a deeper understanding of content marketing as a strategy in digital marketing that emphasizes a strategic approach to increase engagement and build consumer trust. Marketers seek to increase brand engagement and trust through valuable digital content on digital platforms, which ultimately provides long-term benefits for brands, such as strengthening relationships and building consumer loyalty to brands (du Plessis, 2022). Content marketing contained in Wana Wisata Sumber Biru displays the sensation of eating on a clean river stream and is still very well preserved its naturalness is unique because visitors can enjoy a variety of culinary menus while playing water, a variety of culinary menus that visitors can enjoy are available at the cashier on the banks of the river so it is easy to place an order with a very friendly price in the visitors' pockets. After seeing Content on relevant social media, it will create a good Customer Experience for a village.

Customer experience is an experience that is memorable and not easily forgotten, including positive experiences and holistic experiences that are felt through all five senses (Anjani et al., 2021). According to Kavitha and Haritha (2018) in (Makudza, 2021), customer experience is how customers perceive an organization's treatment of them. According to Buttle (2009), it results from cognitive and emotional responses triggered by interactions with employees, processes, technology, products, services, and other business aspects (Makudza, 2021). Customer experience encompasses how customers react to their interactions with a company across different channels and timeframes, whether before, during, or after making a purchase or using a service. It has become a key factor in maintaining a competitive advantage (Holmlund et al., 2020).

This research aims to identify whether each visitor who came before had seen the marketing content uploaded on the social media of Sumber Biru tourist destination. In addition, this research also wanted to understand whether visitors had a positive or negative experience during their visit, which could influence interest in returning. Previous research conducted by (Evelyna, 2022) shows that customer experience has a positive and significant influence on revisit intention. This finding indicates that customer experience plays an important role in revisit intention. Therefore, the authors feel interested in conducting research with the title Revisit intention Wana Wisata Sumber Biru: A Review of Content Marketing and Customer Experience.

Based on this background, this research is organized systematically starting with a literature review and hypothesis development, which reviews key concepts including content marketing, customer experience, and revisit intention, and formulates relevant research hypotheses. Furthermore, the method section explains the quantitative approach used, data collection techniques, and multiple linear regression analysis methods. The research results are presented in the results and discussion section, which includes validity and reliability testing, as well as data analysis and its interpretation of each variable. The final section includes conclusions and future research directions, as well as practical and academic implications of the findings.

Literature Review and Hypotheses Development

Digital Marketing

Digital marketing involves leveraging multiple online strategies and platforms to engage with customers in the digital spaces they frequent most. From websites to digital branding elements such as online advertising, email marketing, digital brochures and more, there are a variety of approaches that fall under the category of “digital marketing”. Digital marketing refers to efforts to market products or services by utilizing digital technology, primarily through the internet, but also includes the use of mobile phones, display advertising, and various other digital media (Desai, 2019).

Content Marketing

Content marketing is the management of strategies that aim to ensure accurate identification, supported by in-depth analysis, in order to attract the attention of potential customers through content distribution on digital media (Pandrianto & Sukendro, 2018). According to Clesson and Jonsson (2017) in (Sya'idah & Jauhari, 2022), content marketing is a managerial process in which companies seek to identify, evaluate, and meet the needs of their customers through the use of content that is distributed electronically via the internet.

Customer Experience

Based on this general understanding, customer experience can specifically be defined as the result of consumer interactions with products, companies, or other elements in the organization, which then generate certain reactions (Hasniati et al., 2021). According to Shaw and Ivens (2002:6), customer experience is a combination of two elements, namely physical and emotional, implemented by the company. These two elements play a role in influencing consumer perceptions that are formed at every interaction between customers and companies (Mokalu et al., 2019).

Revisit Intention

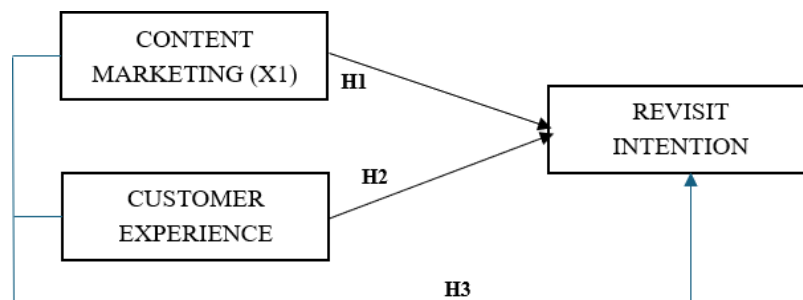
Interests are individual decisions that are closely related to attitudes, where they form the main basis for forming prejudices when making decisions. According to Arhisonndha (2012) in, visiting interest is a consumer response that reflects the desire to visit an object. This revisit intention is adapted from the concept of purchase intention, which ultimately forms perceptions (Susanto & Astutik, 2020). Interest in returning to visit is consumer behavior that is shown through a positive response to the quality of service or products provided by a company, which in turn encourages the desire to visit the company again (Umur et al., 2022).

The hypothesis developed is as follows.

In various previous studies, many researchers found that content marketing has an influence on interest in visiting tourist destinations. This is proven through a number of studies that have been conducted by previous researchers. Like the research conducted by (Yazgan Pektas & Hassan, 2020) and (Sudarsono & Rudianto, 2022) stated that content marketing has a positive and significant influence on the emergence of revisit intention. In addition, customer experience also has a positive influence on revisit intentions, as reviewed in research by (Evelyna, 2022) which shows that customer experience has a positive and significant effect on increasing interest in visiting again. Studies show that customer experience has a positive and significant impact on the revisit intention (Oktaviani & Silaningsih, 2022). In research conducted by (Faizah et al., 2023), it is stated that content marketing and customer experience have a simultaneous or joint effect on repurchase interest. This shows that content marketing and customer

experience are important factors that can encourage consumers to re-interest. This study proposes the following hypothesis, grounded in previous research and well-established theories.

- H1: Ho: There is no effect of content marketing on revisit intention.
Ha: There is an influence of content marketing on revisit intention.
- H2: Ho: There is no effect of customer experience on revisit intention.
Ha: There is an effect of customer experience on revisit intention.
- H3: Ho: There is no effect of customer experience and content marketing on revisit intention.



Ha: There is an effect of customer experience and content marketing on revisit intention.

The conceptual framework is as follows:

Picture 1. Conceptual Framework.

Method

This research uses a quantitative approach. The data sources in this study consist of primary data and secondary data. Primary data was obtained through distributing questionnaires to respondents who fit the criteria set based on the research variables. While secondary data is obtained through literature studies, namely by collecting articles, journals, or other written sources relevant to the variables studied. The population in this study includes tourists who access Instagram content about Sumber Biru tourist destination and those who have visited the destination. The sample was taken using purposive sampling technique, with a total of 100 respondents. The sample criteria include tourists who have seen the Sumber Biru tourist destination content via Instagram and / or tourists who have visited the destination. To analyze the data collected, this study uses the Multiple Linear Regression Analysis method to determine the effect of content marketing variables and customer experience on revisit intention.

Result and Discussion

This research employs several data analysis techniques, including validity and reliability testing, normality assessment, multicollinearity evaluation, multiple linear regression analysis, hypothesis examination, and determination coefficient evaluation. The Results and Discussion section presents an in-depth explanation of the main findings of the study. Authors are advised to highlight significant and relevant results, rather than simply presenting data in tabular form.

The research data was processed using Microsoft Excel, then further analyzed using the SmartPLS program. The analysis process involved descriptive statistical tests and analysis tests. The variables examined in this study include content marketing and customer experience on the revisit intention Wana Wisata Sumber Biru.

Testing the validity of the questionnaire was carried out using the Pearson Product Moment Correlation formula with a confidence level of 95%. The questionnaire is declared valid if the significance value is less than 0.05. Conversely, if the significance value is equal to or greater than 0.05, the questionnaire is considered invalid. The validity test can be seen in table 1.

Table 1. Validity Test

Variable	Indicator	Item Code	r-count	r-table	Description
Content Marketing	1	X1.1.1	0,716	0,196	Valid
		X1.1.2	0,795	0,196	Valid
	2	X1.2.1	0,771	0,196	Valid
		X1.2.2	0,804	0,196	Valid
	3	X1.3.1	0,722	0,196	Valid
		X1.3.2	0,745	0,196	Valid
	4	X1.4.1	0,595	0,196	Valid
		X1.4.2	0,563	0,196	Valid
	5	X1.5.1	0,507	0,196	Valid
		X1.5.2	0,699	0,196	Valid
Customer Experience	1	X2.1.1	0,544	0,196	Valid
		X2.1.2	0,704	0,196	Valid
	2	X2.2.1	0,542	0,196	Valid
		X2.2.2	0,648	0,196	Valid
	3	X2.3.1	0,660	0,196	Valid
		X2.3.2	0,695	0,196	Valid
	4	X2.4.1	0,649	0,196	Valid
		X2.4.2	0,765	0,196	Valid
Revisit Intention	1	Y.1.1	0,791	0,196	Valid
		Y.1.2	0,479	0,196	Valid
	2	Y.2.1	0,704	0,196	Valid
		Y.2.2	0,617	0,196	Valid
	3	Y.3.1	0,777	0,196	Valid
		Y.3.2	0,423	0,196	Valid
	4	Y.4.1	0,562	0,196	Valid
		Y.4.2	0,579	0,196	Valid

Source: Processed results, 2024

Reliability is an instrument to assess the consistency of a questionnaire used in measuring a construct or variable. In the reliability test, the Cronbach's Alpha method is often used. If the Cronbach's Alpha value exceeds 0.6, then the variable or item is considered reliable. Conversely, if the value is below 0.6, then the variable or item is considered unreliable. The results of the reliability test can be seen in table 2.

Table 2. Reliability Test

	Cronbach's Alpha	N of Item
Content Marketing	.904	10
Customer Experienxe	.837	8
Revisit Intention	.835	8

Source: Processed result, 2024

Referring to the reliability test table, the results indicate that the Cronbach's Alpha value for all variables is above 0.6, signifying that the variables are reliable and suitable for further analysis. To evaluate the effect of the independent variable (X) on the dependent variable (Y), multiple linear regression analysis is utilized, with the results displayed in Table 3.

Table 3. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1. (Constant) Experience	Content	5.082	1.841		2.761	.007
		.115	.068	.162	2.695	.000
		.714	.096	.712	7.459	.000

Source: Processed result, 2024

Based on table 3, the results of linear regression analysis are as follows:

$$Y = a + b_1X_1 + b_2 X_2 + e$$

$$Y = 5,082 + 0,115 X_1 + 0,714 X_2 + e$$

Based on the results of the regression equation, it can be explained that the constant value (a) of 5.082 indicates that if the content marketing and customer experience variables are zero, the revisit intention to the Sumber Biru Wonosalam tourist attraction remains at 5.082. This suggests that even without any influence from the two independent variables, there is a basic factor or initial level of revisit intention.

Furthermore, the regression coefficient for the content marketing variable is 0.115. This means that for every 1% increase in content marketing—assuming the other variable remains constant—the revisit intention will increase by 0.115. The positive coefficient indicates that content marketing has a positive influence on revisit intention, although its effect is relatively small compared to the other variable.

Meanwhile, the customer experience variable has a regression coefficient of 0.714. This shows that the experience felt by customers has a much greater influence on revisit intention than content marketing. In other words, the better the experience provided to visitors, the greater their intention to return to Sumber Biru Wonosalam. This conclusion assumes that the content marketing variable remains unchanged.

The partial test results for the content marketing variable (X1) show a t-value of 2.695, while the t-table value for t ($\alpha/2$: n-k-1) ($0.05/2 = 0.025$: $100-2-1 = 97$) is 1.984. Since the t-value (2.695) is greater than the t-table value (1.984) and the significance value (0.00) is less than alpha (0.05), H_0 is rejected, and H_a is accepted. Therefore, it can be concluded that content marketing (X1) influences revisit intention (Y).

Based on the results of the study, content marketing is proven to have a significant influence on revisit intention. In other words, if content marketing on social media is optimally improved, then customer revisit intention will also increase significantly. Content marketing is a strategy centered on developing and distributing meaningful and engaging content to attract customers and drive profitable actions (Nefrida et al., 2022). This is in line with the opinion of Diaz et al. (2021), which states that content marketing includes the process of designing, distributing, and creating interesting content. The main goal is to attract visitors' attention and convert them into customers.

The partial test results for the customer experience variable (X2) reveal a t-value of 7.459, while the t-table value for t ($\alpha/2$: n-k-1) ($0.05/2 = 0.025$: $100-2-1 = 97$) is 1.984. Since the computed t-value (7.459) is higher than the t-table value (1.984) and the significance level (0.000) is below the alpha value (0.05), the findings indicate statistical significance. H_0 is not accepted, while H_a is confirmed, indicating that customer experience (X2) affects revisit intention (Y). The Results and Discussion section provides an extensive explanation of the main research findings. Instead of just presenting tabulated data, the writer should highlight crucial results and support them with logical reasoning, comparing them with previous studies in the field.

The results showed that customer experience has an influence on revisit intention. This is due to the experience gained by consumers during the visit, which is then taken into consideration when they decide to return. Customer experience can be assessed from various aspects, such as atmosphere, service friendliness, and the condition of the place in accordance with the promoted content. In addition, customer experience can also take the form of reviews given by consumers after visiting, where these reviews can influence the interest of others to visit again.

The results of this study indicate that content marketing and customer experience simultaneously affect the revisit intention at Sumber biru Wonosalam. Based on the results of hypothesis testing with the F test, the calculated F value is 127.510, while the F table with F (k; n-k) = F (2; 98) is 3.09. Because F count is greater than F table ($127.510 > 3.09$), H_0 is rejected and H_a is accepted. Thus, it can be concluded that content marketing and customer experience have an influence on revisit intention (Y) at Sumber biru

Wonosalam. This supports the hypothesis which states that the two variables simultaneously influence visitors' interest in returning to Sumberbiru Wonosalam.

The results showed that content marketing and customer experience have a significant influence on revisit intention. This means that each variable in this study contributes to increasing visitor interest in returning.

Conclusion and future direction

Based on the research results, it can be concluded that content marketing and customer experience have a significant influence on the revisit intention Sumber Biru Tourism Village. Partially, each variable-both content marketing and customer experience-contributes significantly to increasing visitors' interest in returning. In addition, simultaneously, the two variables also have a strong influence on visitors' decisions to visit this tourist destination again.

As a recommendation, the manager of Sumber Biru Tourism Village is expected to create more attractive marketing content to increase tourist attractiveness. In addition, improving service quality, including venue renovation and increasing comfort, needs to be considered so that the visitor experience is getting better. Establishing active communication with visitors can also help increase word of mouth. For future researchers, the results of this study can be used as a reference and can be developed by examining other variables that have the potential to influence revisit intention.

Implication

The implication of this research is that the manager of Sumber Biru Tourism Village needs to pay more attention to content marketing strategies and improving customer experience to attract and maintain visitor interest. By utilizing interesting and relevant content marketing on social media, tourist villages can increase exposure and attract more potential visitors. In addition, a positive customer experience, both in terms of atmosphere, service, and facilities, will create a good impression and encourage them to return and recommend this tourist spot to others.

From an academic perspective, this research contributes to enriching the literature related to the influence of content marketing and customer experience on revisit intention. These findings can also be the basis for further research to explore other factors that influence visitor loyalty. In addition, for tourism industry players, the results of this study can be a guide in designing marketing strategies and managing tourist destinations more effectively.

Conflict of Interest (compulsory)

The authors declare that there is no conflict of interest in this research.

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