Improving Revisit Intention Through Physical Evidence and Tourist Experience (Case Study at Water World Jatiluhur)

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Abstract. This study aims to see the effect of Physical Evidence as place attractiveness in increasing Revisit Intention on tourists and to what extent the influence of Tourist Experience felt by the tourists can affect Revisit Intention in Jatiluhur Water World tourism object. This research uses a quantitative research model, with the method used is descriptive quantitative method and a sample of 100 respondents from tourists who have visited Jatiluhur Water World.. The study shows that Physical Evidence has significant effect on Revisit Intention, then the Tourist Experiences significantly affects the increase of tourists in Revisit Intention in Jatiluhur Water World. and for the both variables, Physical Evidence and Tourist Experience significantly influence Revisit Intention for the tourists of Jatiluhur Water World tourism object. Physical Evidence and Travel Experience have a significant effect on Revisit Intetion on Jatiluhur Water World tourists.

Keywords: Physical Evidence, Tourist Experience, Revisit intention

1. Introduction

The world of tourism today has experienced quite rapid development and has become a promising industry for business people. A strategy is needed that can attract tourists to visit again, considering that there are many tourist objects on offer in various places [1]. Jatiluhur Water World is one of the providers of water tourism in Purwakarta which was established in 2002, the competition is quite tight and indirectly has an impact on Jatiluhur Water World. This can be seen from the decreasing number of visits from 2016 to 2020.

Defines physical evidence as the attractiveness of the physical environment where services are created and directly interact with consumers and are supported by tangibles to strengthen the impression of value on consumers [2]. Tourist Experience is an internal and subjective response from consumers to companies, both direct and indirect contact regarding service processes, companies, facilities and how someone interact with other consumers [3]. Revisit intention is the possibility of tourists to repeat activities or revisit a destination based on the evaluation or value of the experience gained during a visit [4]. Can be conclude that revisit intention is an evaluation made by consumers regarding the experience or perceived value and overall satisfaction to consider revisiting a destination in the future. Besides Physical Evidence which is an attraction and comfort for visitors. Another factor that can influence the interest of tourists to come back is the tourists' assessment of the experience felt during their visit. The theory regarding the experience felt by tourists [3]. Tourist Experience is an internal and subjective response from consumers to companies, both direct and indirect contact. If a

provider wants visitors to visit again, then what needs to be considered is the experience they get during their visit [5].

According to Zhang, Wu, & Buhalis , if a provider wants visitors to visit again, then what needs to be considered is the experience they get when visiting [6]. According to Sharma & Chaubel customer experience is important for companies engaged in services in an effort to answer needs by involving business from the customer's perspective, not from the company's perspective [7]. According to Lovelock & Witz a negative impression in the minds of tourists about the services provided by the manager of tourist attractions can make tourists reluctant to visit the place [3]. As per Quintal, V. A., & Polczynski, A. The empirical results from the structural model suggest that satisfaction with the attractiveness, quality, and value provided by the destination positively influenced revisit intention [8]. As per Som, A. P. M., Marzuki, A., & Yousefi, M destination image" and "relaxation and recreation" were the most important destination attributes and travel motives for repeat visitors [9]. Customer experience leads to customer satisfaction, which in turn acts as an antecedent of brand loyalty, customer retention, market growth and the overall profitability of the organization [10].

Customer experience is important for companies engaged in services in an effort to answer needs by involving business from the customer's perspective, not from the company's perspective [7]. A negative impression in the minds of tourists towards the services provided by the manager of a tourist attraction can be a negative WOM even to the absence of tourists returning or tourists are reluctant to visit the place again [3]. Based on previous research, it shows that the tourist experience has an influence on the revisit intention of a tourist attraction. The better experience that tourists get, the more likely tourists will come back to visit these attractions, in this case the Jatiluhur Water World water attraction. The purpose of this study is how the influence of Physical Evidence and Tourist Experience to improve Revisit Intention on Jatiluhur Water World water tourism tourists. The method used in this research is descriptive verification method.

2. Research Method

3. Population and Sample
Domestic tourists who have visited Jatiluhur Water World are 245,055 people. The sampling method used purposive sampling technique, the sample was taken using the Slovin formula. Based on the results of these calculations, 100 respondents were obtained [11].

4. Data Collection Techniques Data
Collection techniques in this study is by distributing questionnaires. Furthermore, the data obtained were processed using a statistical software. The researcher used a questionnaire with an assessment of 1-5 points on a Likert scale [11].

5. Data Analysis Techniques
Analysis technique used is multiple linear regression analysis, the purpose of multiple linear regression analysis is to find out how much influence several independent variables have on the dependent variable. Testing the hypothesis in this study, namely the T test was carried out to test the significant relationship between the independent variable (X) and the dependent variable (Y). Does the independent variable partially affect the dependent variable. Next The F test is used to test whether or not the influence of Physical Evidence (X1) and Tourist Experience (X2) is significant on Revisit intention(Y) simultaneously

6. Research Results and Discussion

Result the Pearson correlation test, the correlation value between physical evidence and revisit intention is 0.495 which is quite strong. Where the value of the interval 0.400 – 0.599 is quite strong. The correlation value of Tourist Experience with Revisit intention is 0.488 which is quite strong. Where the value of the interval 0.400 – 0.599 is quite strong.

6.1. Result

6.1.1. Coefficient of Determinant Test Results
Table 4.1 Results of the Determinant Coefficient Calculation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896ᵃ	.803	.799	1.190

a. Predictors: (Constant), Tourist_Experience, Physical_Evidence

b. Dependent Variable: Revisit_Intetion

Source : Primary data processed by researchers (2020)

Model Summary it can be seen that the value of R square is 0.803. This value means that the independent variables (Physical evidence and Tourist Experience) simultaneously have an influence on the dependent variable (Revisit Intetion) on water tourism tourists at Jatiluhur Water World by 80.3%. another 19.7% influenced by variables outside this research.

6.1.2. Test Results of Multiple Linear Regression Analysis
Table 4.2 Results of Multiple Linear Regression Analysis

Coefficientsᵃ

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.071	1.159		1.787	.077
	Physical_Evidence	.303	.048	.546	6.265	.000
	Tourist_Experience	.430	.098	.383	4.390	.000

a. Dependent Variable: Revisit_Intetion

Source : Primary data processed by researchers (2020)

Based on the table above, the regression analysis equation model can be made as follows: Y = 2.971+ 0.303X1 + 0.430X2), the constant (β 0) has a value of 2.071 indicating that if the value of X1, and X2, is equal to zero, then the value of Y is 2.071 . The regression coefficient for the Physical Evidence X1 variable is 0.303, meaning that the more Physical evidence increases, the value of revisit intention will also increase, and vice versa. The regression coefficient of the Tourist experience X2 variable is 0.430, In this case the influence of the independent variable Tourist experience is directly proportional to revisit intention, meaning that the more tourist experience increases, the value of revisit intention will also increase, and vice versa.

6.1.3. t-Test

The results of the analysis obtained a significant value of Physical evidence (X1) 0.000. The t value of the Physical Evidence variable is 6.265. the value of t table is 1.660. Then t count is greater than t table (6.265 > 1.660). It can be obtained that H0 is rejected and Ha is accepted. So it can be concluded that Physical evidence has a significant positive effect on the Revisit Intention. The influence of the Tourist Experience variable (X2) on the Revisit Intetion variable (Y). The t value of the Tourist Experience variable is 4.390. the value of t table is 1.660. Then t count is greater than t table (4,390 >1,660). It can be obtained that H0 is rejected and Ha is accepted. So it can be concluded that Tourist Experience has a significant positive effect on Revisit Intetion .

6.1.4. F-Test

Table 4.3 Results of Multiple Linear Regression Analysis

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	561.117	2	580.559	98.004	.000^b
	Residual	137.443	97	5.417		
	Total	698.560	99			

a. Dependent Variable: Revisit_Intetion

b. Predictors: (Constant), Tourist_Experience, Physical_Evidence

Source : Primary data processed by researchers (2020)

Based on the table above, the calculated F value is 98.004, which means it is greater than the F table value (98.004 > 2.36), and the significance value is 0.000, which means it is smaller than the standard significance (0.000 < 0.05). From the results of this analysis, it can be concluded that simultaneously the independent variables (Physical evidence and Tourist Experience) have a significant influence on the dependent variable (Revisit Intetioin) on water tourism tourists at Jatiluhur Water World.

6.2. Discussion

Based on the results of the respondents' assessment of the physical evidence the facilities provided received a low rating from visitors. Therefore, the manager should add an umbrella tent between the adult and children's pools that visitors can use to rest and supervise their children playing in the pool, adding rides. In addition, the manager increases the number of swimming equipment such as buoys, inflatable boats and swimming vests to be rented out to visitors or managers can cooperate with traders around the tourist attraction. As well as taking care of the available facilities so that they are feasible and can be used, as one way to overcome this is by routinely cleaning the swimming pool area and checking all existing facilities and infrastructure.

Adding swimming pool guard personnel and pool guards must always be in the post.

Recommendations for the next researcher are expected to be able to examine with other variables so that research on Jatiluhur water world tourism is wider.

7. Conclusion

Physical evidence has a great influence on revisit intention, this means that the better the physical evidence, the higher the revisit intention of Jatiluhur water tourism tourists. Tourist Experience has a real influence on Revisit intention, this means that the better the Tourist Experience, the higher the Revisit intention of Jatiluhur water tourism tourists. Simultaneously, Physical evidence and Tourist Experience have a real influence on the Revisit Intetion on Jatiluhur Water World water tourism tourists. This means that if the Physical Evidence and Tourist Experience increase, the Revisit Intetion

will also increase. Likewise, if the Physical Evidence and Tourist Experience decrease, the Revisit Intetion for Jatiluhur Water World tourists will also decrease.

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