

The Impact of Nature Experience Towards Revisit Intention

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Abstract—This study is aimed to find out the impact of nature experience on revisit intention at Mount Ciremai National Park. The independent variable (X) of this study was nature experience, concerning about educational, escape and aesthetic dimensions. Whereas the dependent variable (Y) of this study was revisit intention. The approach used was quantitative. The technique of collecting data was distributing questionnaires to respondents. The population of the study was 200 tourists of Mount Ciremai National Park. The technique of analyzing data was multiple regression using IBM SPSS 23.0. As a whole, the results show that there was a significant contribution of independent variable (nature experience) to dependent variable (revisit intention). However, it is found that only one sub dimension of nature experience (X) which contributed to revisit intention (Y).

Keywords—nature experience; revisit intention; national park

I. INTRODUCTION

Revisit intention is one of the beneficial managerial keys [1]. Managers must understand the needs of tourists and then use them as a marketing strategy [2]. The main focus in marketing research is to increase revisit intention, this has become an issue that is being discussed in the field of marketing in the service industry and it is an important concept in understanding products and services [3], [4]. Some studies in understanding the reason why tourists do revisit intention are viewed from a marketing point of view, tourism destinations must continue to grow to meet the needs of different visitors [5]. The importance of understanding the revisit intention is because the intention is a picture of the future behavior [6].

Customers' intention to revisit (revisit intention) is a complex mechanism, and customer satisfaction is not the only indicator to determine revisit intention. In other words, even if the customer is very satisfied with the restaurant service, he may still not visit the restaurant [7]. Consumer indifference, the existence of competitive substitute products, and low costs can produce situations where consumers will feel satisfied but will switch to other offers [8]. It is important for companies to

increase the value of existing consumers, and take effective steps to attract consumer to return than attract new customers [9].

Revisit intention is considered useful for industry in an economic perspective and can increase the income and sustainability of a company [10], [11]. Tourists will evaluate their visits in a destination in the form of a value and satisfaction that creates the intention to return to the same destination in the future and they will likely recommend that destination to others [12], [13] Some studies have concluded that revisit intention can save costs, especially marketing costs, because the cost of retaining tourists who have visited before is less than the cost of attracting new tourists, as much as 5% of tourist visits can increase profits up to 25% and can improve good word-of-mouth [12], [14], [15].

[16] in the tourism industry mentions that the cost of attracting visitors to make visits is spent rather less than attracting new visitors. In addition, visitors who make a first visit compared to visitors who make revisits tend to spend more money and stay longer [16]. Therefore, it is important for companies to increase the value of existing consumers, and take effective steps to attract their repurchase behavior in addition to attract new customers [9].

Majalengka Regency has a variety of tourist attractions, ranging from natural tourism, culture, history, religion, and shopping tourism so that it can attract tourists to visit. In every year the tourism potential in Majalengka Regency experiences a development that can be seen from the increasing number of new tourist attractions.

One of the tourist destinations in Majalengka Regency whose visit level increases almost every year is Mount Ciremai National Park. The following are the data on the number of visitors of Mount Ciremai National Park in 2014-2017:

TABLE I. NUMBER OF VISITOR OF MOUNT CIREMAI NATIONAL PARK 2014-2017

YEAR	NUMBER OF VISITOR	PERCENTAGE
2014	18.793	-
2015	39.727	111%
2016	51.207	28%
2017	40.813	-20%

The decline that occurs in the total tourists visiting can be caused by several things, one of which is the lack of tourists' intention to do a revisit to Mount Ciremai National Park due to many choices of mountains that were used as the object of the next ascent. Besides, the number of tourist repeaters was reduced due to the emergence of the trend 7 summits, making climbers continue to look for new mountain destinations. Decreasing number of tourist visits, if left unchecked, will have an impact on the existence of Mount Ciremai itself as a national park and it will cause a domino effect for the economy of the surrounding community with a decrease in the number of income visits for the national park hall. It will also reduce the economic income of the surrounding community because some of the income from the national park hall is also distributed to the surrounding community.

It is compulsory not only to know what attracts visitor to come and visit, but to understand how to satisfy them so they will return for another visit. Managers in the tourism sector need to understand what factors can influence visitors to come back to a tourist destination. Therefore, the researchers come up with this idea of these factors to examine the extent to which they affect tourists' intentions to visit the Mount Ciremai National Park. The pre-research results that have been conducted on 30 respondents who have visited Mount Ciremai National Park are as shown in Figure 1 below:

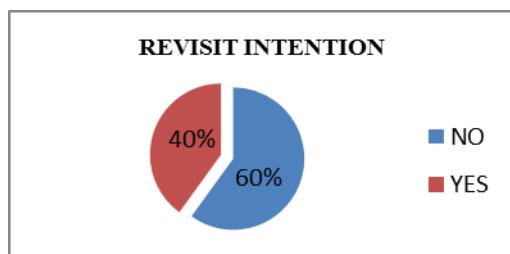


Fig. 1. Revisit intention results of mount ciremai national park

Figure I shows that the results of pre-research data processing in the field in 2018 were carried out on 30 respondents who had visited Mount Ciremai National Park that 60% or 18 tourists do not want to make a return visit to Mount Ciremai National Park because of the access of getting to it, mostly steep tracks are what they have to pass by. Whereas the other 40% or 12 tourists want to make a return visit to Mount Ciremai National Park to enjoy the beautiful nature view it offers. The low interest in this revisit will have an impact on the number of visits in the future which if it is left unchecked, the number of visits will also decrease.

This study uses the theory of sport tourism theory in overcoming the problem of revisit intention in the Mount Ciremai National Park. In journals [16], [17] revisit intention is

influenced by several factors including tourist experience, service quality, motivation, perceived value, satisfaction and destination image [18], [19]. In the journal [20] explains that experience can be used as a consideration in choosing a destination. [21] in a journal entitled outdoor recreation of participants' motivation, experience and vacation activity preferences stated that there are 3 dimensions of nature experience that can be implemented in Mount Ciremai National Park tourist destinations, namely educational, escape, and aesthetic.

Tourists will get an educational experience while hiking. Moreover, the atmosphere in Mount Ciremai National Park will make tourists feel out of routine in urban areas. The nature will give pleasure to anyone when they see natural landscapes.

The concept of nature experience is one that is used by Mount Ciremai National Park to create a good experience for tourists and is expected to increase their revisit intentions.

II. LITERATURE REVIEW

A. Nature Experience

Nature experience is a concept adopted from customer experience theory. Nature experience is an effort to fulfill needs by seeing a business from a tourist perspective, not from a company perspective. Understanding and managing the experience of tourists at each point of contact is an important part in maintaining and increasing tourist satisfaction so that the intention is revisit attraction. The main goal is to provide valuable experience to the consumers. Gilmore and Pine [22] states that businesses must be beyond goods and services to create an unforgettable experience for each consumer, because the experience of each consumer is unique and individual. According to Pine & Gilmore nature experience has dimensions, namely: educational, esthetic, and escape.

B. Revisit intention

The concept of Revisit intention comes from a customer behavior study which is essentially a repurchase decision, but there are differences between the tourist decision-making process and the consumer decision-making process in other products, because tourists cannot feel the product before buying [23]. From the perspective of the buying process, tourist behavior is divided into three stages, including: pre-visit, during visit, and post-visit [11].

III. METHOD

This study analyzes the independent variables and dependent variables. In this study, the independent variable (X) is nature experience which has three sub variables namely educational experience (X1), escape experience (X2) and aesthetic experience (X3). The Y variable studied is revisit intention (Y) which has three sub variables, that is probability to visit again (Y1), probability to recommend (Y2), probability to be the first choice (Y3). This research was carried out in Mount Ciremai National Park.

This research was conducted in the period of less than one year, the method used was explanatory survey method, which is a method of research conducted on large and small populations, but the data studied are from a sample taken from the population. So, it found relative events, distribution and relationships between sociological and psychological variables. Based on these studies using these methods, information from a portion of the population is collected directly at the scene empirically in order to find out the opinion of some of the population on the object being studied. Research survey verification was done by tourists visiting Mount Ciremai National Parks to find out the effect of nature experience consisting of educational, escape, aesthetic experience, and revisit intention.

Population in this study were tourists who visited Mount Ciremai National Park namely in 2017. [13] says that the sample is part of the population. Thus, a sample must be able to represent the characteristics of the population. Therefore, 200 samples were drawn for this study based on the Tabachnick and Fidell formula [13] using the error level of 0,5 %. The sampling technique used in this study was incidental sampling technique or spontaneity, which means anyone whom researchers accidentally met and matched the characteristics set.

IV. RESULTS AND DISCUSSION

Based on the results of data processing, the following findings were obtained:

A. Tourist perspective towards Nature Experience of Mount Ciremai National Park

Sub variables or dimensions of the Nature Experience consist of educational experience, escape experience and aesthetic experience. Below is the results of data processing from the questionnaires that have been distributed.

TABLE II. SUMMARY OF TOURIST PERSPECTIVE OF NATURE EXPERIENCE OF MOUNT CIREMAI NATIONAL PARK

No	Dimension	Number of Questions	Total Score	Average
1	<i>Educational</i>	3	2422	807,3
2	<i>Escape</i>	3	2461	820,3
3	<i>Aesthetic</i>	3	2499	833,0
	Total	9	7382	2460,7

Based on table II recapitulation of tourist responses to Nature Experience in Mount Ciremai National Park, it can be seen in the Nature Experience variable that gets the highest number, namely on Aesthetic Experience with the average of 833,0. Aesthetic Experience scores the highest of the other two sub variables because tourists get a very beautiful experience at the top of Mount Ciremai which is the highest peak of West Java. Then Escape Experience comes with the average score of 820,3. Whereas, Educational Experience gets the lowest average that is equal to 807,3. This is because tourists gain the same experience when climbing other mountains. In other words, the learning process is always similar in climbing, especially mountain climbing.

B. Tourist Perspective towards *Revisit Intention* of Mount Ciremai National Park

The indicator of Revisit intention is probability to visit again, probability to recommend, and probability to be the first choice. Below are the results of data processing from the questionnaires that have been distributed.

TABLE III. SUMMARY OF TOURIST PERSPECTIVE TOWARDS REVISIT INTENTION OF MOUNT CIREMAI NATIONAL PARK

No	Dimension	Number of Questions	Total Score	Average
1	Probability to visit again	1	788	788
2	Probability to recommend	1	678	678
3	Probability to be first choice	1	775	775
	Total	3	2241	2241

Based on Table III recapitulation of tourist responses to Revisit Intention in Mount Ciremai National Park, it can be seen in the Revisit Intention variable that gets the highest rating is the probability to visit again with the average score of 788. Then it is followed by the probability to be first choice with the average score of 775. Meanwhile, the probability to recommend gets the lowest average among all, that is equal to 678.

C. The Effect of Nature Experience on Satisfaction of Revisit Intention of Mount Ciremai National Park

Multiple regression equation is the result of the equation of the process of determining the most accurate prediction equation of multiple or multiple predictors [14] so that in this study there are three sub-variables of nature experience which is a predictor of revisit intention.

$Y = a + b_1X_1 + b_2X_2 + b_3X_3$
$Y = 3,009 + 0,170X_1 + 0,217X_2 + 2,280X_3$

Information:

- Y = Revisit Intention
- a = Constants
- b_1, b_2 = regression coefficient
- X_1 = Educational Experience
- X_2 = Escapa Experience
- X_3 = Aesthetic Experience

The analysis results show a constant value of 3,009 meaning that if X_1 , X_2 , and X_3 are ignored, the level of revisit intention is equal to 3,009. The coefficient X_1 equal to 0,170 means that each increase of one unit of educational value will increase the value of revisit intention. The mathematical calculation is $3,009 + 0,170$, which is equal to 3,179 . The coefficient of X_3 of 2,280 means that each increase in aesthetic value increases the value of revisit intention. The

mathematical calculation is $3,009 + 2,280$ which is equal to 5,289.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

Based on the results of research conducted between nature experience and revisit intention, the following conclusions can be drawn.

1. Respondents' responses in Mount Ciremai National Park regarding to the nature of the experience which consists of three dimensions, namely educational, escape and aesthetic are in the high category. This means that the application of nature experience is considered to be good and in accordance with the expectations of the respondents. Aesthetic dimensions get the highest rating because this place has a beautiful natural landscape which can make tourists comfortable and get a memorable experience.
2. Respondent in Mount Ciremai National Park on revisit intention is at high category. This means that the application of revisit intention considered to be good and in accordance with the expectations of the respondents. Indicators that gets highest rating of all is the probability to recommend to the aesthetic. This is because the majority of respondents get a wonderful experience when visiting Mount Ciremai National Park.
3. The results of hypothesis testing show that partially there are two sub-dimensions that have a significant influence, namely the sub-dimensions of aesthetic and escape. Sub-variable that is not influential is educational. This is because the learning experienced in Mount Ciremai National Park is almost the same when climbing in other mountains in general. However, nature experience has a significant effect on revisit intention. This is because even though there are many shortcomings and others, respondents still feel and agree that nature experience in the Mount Ciremai National Park gives a good experience.

B. Recommendations

In this study there are certainly still many shortcomings and limitations. Therefore, for further research the authors suggest to find out more about the influence and the relationship between nature experience on this revisit intention by using other dimensions, adding reading about the newest theory, and use other variables such as motivation, satisfaction, outdoor recreation, vacation activities, and destination images.

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