

The Influencer of Customer Experience on Interest to Revisit Through Satisfaction with Visiting Segunung Traditional Village of Segunung Wonosalam Jombang

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ABSTRACT

Purpose: This research was conducted to identify whether or not there is an influence that occurs between customer experience on return visit interest through visiting satisfaction in the Segunung Traditional Village tour Wonosalam Jombang

Research Methods: This study uses an associative method with a quantitative approach. The population in this study were tourists who had visited Segunung Traditional Village. To obtain data in accordance with this study, researchers used a questionnaire as a medium in collecting data and used purposive sampling techniques in determining respondents. Respondents in this study were 100 respondents. This study uses SEM PLS (Structural Equation Modeling based on Partial Least Square) analysis technique by analyzing the outer model, inner model and hypothesis testing.

Results and discussion: The results in this study are variable customer experience on interest in visiting again through visiting satisfaction has a positive but insignificant effect.

Implication: The results of this study imply that in order to increase visitors' interest in returning, managers need to consistently create a positive customer experience. A good experience will increase visitor satisfaction, which ultimately encourages their desire to make repeat visits. Therefore, strategies to improve the quality of service, facilities, and interaction with customers are important factors that must be considered and developed sustainably.

Keywords: Customer Experience, Interest in Revisiting, Visiting Satisfaction.

INTRODUCTION

Indonesia is one of the developing countries that has a lot of tourism potential, especially for natural and cultural tourism due to the diversity of tribes, customs and culture as well as the natural beauty and fauna offered by its tropical climate. Along with the utilization of existing information systems, this is utilized by the tourism industry to increase interaction between tourism managers and consumers to make it easier for tourists to access. (Informatics & Mission, 2024). Tourism is a travel activity carried out by a person or group of people to a certain place within a certain period of time for leisure, personal development or to study the uniqueness of the tourist attractions visited. While tourists are people who travel. (Riani, 2021) .

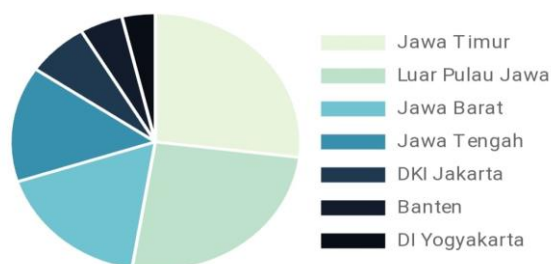


Figure 1. 2024 Domestic Tourist Data
[Source: 2024 data collection]

In Figure 1. it can be seen that Indonesia is indeed famous for its natural beauty and diverse cultures, from Sabang to Merauke point Indonesia is also an attractive tourist destination for domestic tourists or within the country point in this case, the majority of domestic tourists choose the island of Java as the main destination of their trip because based on BPS data only 25.67% of domestic tourists choose the main destination outside the island of Java, 74.33% others choose the island of Java as the main destination. East Java is the most visited main destination with the highest percentage of 26.92% exceeding the percentage of outside Java island as a whole of 25.67% East Java is the main destination for domestic tourists because of its natural beauty, cultural heritage, traditional culinary, and various tourist attractions it offers. (BPS, 2024)

Village tourism is tourism that develops with assets based on the village's potential as a unique and charming community that can be enhanced and transformed into tourism offerings to attract visitors. One of the few additional tourism offerings that attracts domestic and international tourists today is village tourism. In order to fulfill tourist destinations and develop tourism activities, craft tourism events are held in the village with community participation. Because it affects many sectors that become tourist attractions, the existence of a tourist village as a tourist attraction is an implementation of the village development model. From the economic side, with the development of the city, the economy of the surrounding area will also grow and develop, creating jobs (Dewi et al., 2022).

Segunung Traditional Village is one of a series of tourist destinations in Segunung Hamlet, Carangwulung, Wonosalam, Jombang. Segunung traditional village is a tour that offers the beauty of the village community which is thick with the nuances of mountain community cooperation. The beautiful atmosphere, friendly people, with thick customs, make this village visited by many tourists because of its uniqueness, tourists can see and feel the daily life of the people of Segunung hamlet and also taste the superior products made by the local community, the facilities owned by the traditional village of Segunung are homestays, joglo, and cafes that can be used by tourists. The entrance fee is free or free, this makes tourists interested in visiting the tour.

The marketing strategy used by Segunung traditional village tourism is using Instagram social media, which includes the use of attractive content such as photos and videos to attract users' attention. The name of the tourist Instagram account is "Kampung Adat Segunung" which is quite recognizable by many people, because it has thousands of followers. This platform will be utilized to

promote unique tourist destinations, activities, and experiences. Through Instagram Stories, IGTV, and Reels, creative and relevant content will be shared consistently to increase user engagement and expand the reach of travelers for return interest. Like Segunung Wonosalam Traditional Village, which uses social media as an effective and efficient way to disseminate information or promotional advertisements through Instagram. With the right content management strategy, this account not only attracts new visitors, but also encourages old visitors to return, thus creating a sustainable relationship and strengthening the attractiveness of Kampung Adat Segunung as a tourist destination. And here is the Tourist Visitor Data of Segunung Traditional Village.

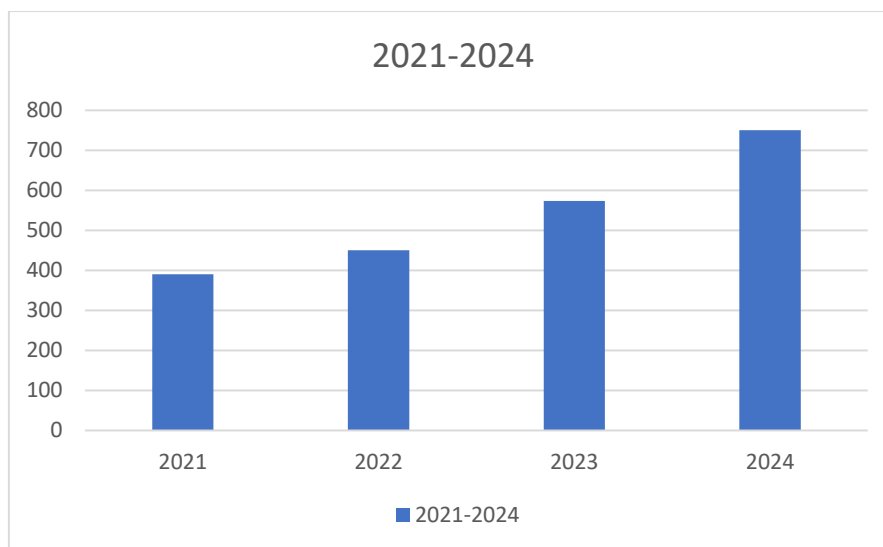


Figure 2. Data of Tourist Visitors to Segunung Traditional Village
 [Source: Head of Desa Wisata 2024]

In Figure 2. the bar chart above shows the development of grades from 2021 to 2024, with a consistent increase each year. In 2021, the initial value was around 400, then increased to 500 in 2022, reached 600 in 2023, and peaked in 2024 with the highest value of around 750. This data represents the development of Segunung Traditional Village, so the increase may reflect growth in visitor numbers, economic income, or the success of local cultural preservation

With the *Customer Experience* obtained when visiting a tour is also a consideration for customers in choosing a tour. Therefore, consumer experience is one of the things that business people pay attention to in providing satisfaction to customers, because this can be the key to winning market competition. Consumers are expected to be able to distinguish and feel a unique experience when visiting a place. (Ashari, 2019) After visiting the Kampung Adat Segunung tourist spot, many visitors are satisfied with the beauty and preservation of the tourism culture of Kampung Adat Segunung. So that it can make visitors interested in visiting again on the Segunung Traditional Village tour. According to Schmitt (Dewi & Hasibuan, 2016) there are 5 indicators of *customer experience* or customer experience, among others: 1. *Sense*, related to *styles*, verbal and visual that can create the integrity of an impression. A marketing approach with the aim of feeling by creating experiences related to feelings through reviews by touching, feeling, and smelling. 2. *Feel*, feeling here is very different from sensory

impressions because it is related to the mood and emotions of a person's soul. This is not just about beauty, but moods and emotions that can evoke happiness or even sadness. 3. *Think*, is the creative thinking that arises in the minds of consumers about a brand or company or customers are invited to engage in creative thinking. 4. *Act*, relates to real behavior and a person's lifestyle. This relates to how to get people to do something and express their lifestyle. 5. *Relate*, is an attempt to connect himself with other people, himself with brands or companies, and culture. This relates to a person's culture and reference groups that can create identity.

Return visit interest is the interest that visitors have to visit a place within a certain period of time and their willingness to make frequent return visits at that place. (Sari & Najmudin, 2021) . According to Mohaidin in (Pratiwi & Prakosa, 2021) visiting interest can be identified into several indicators as follows: 1) Interest to Recommend is a person's tendency or desire to recommend a place visited to others. 2) Interest to Revisit is a person's desire to return to visit a destination.

Tourist satisfaction with tourist destinations is related to the travel experience consisting of accommodation, weather, natural environment, social environment and others. Tourist satisfaction is indicated by wanting the tourist to return to the destination he visited. Tourism products in a tourist destination play an important role in satisfying visitors. If the performance of destination tourism products is higher than tourists' expectations, then a positive assessment can be realized. However, if the performance of the destination's tourism product is below the expectations of tourists, then a negative appraisal occurs. When there is a positive assessment, tourists will evaluate the experience in a positive way, and when there is a negative assessment, tourists will evaluate the experience in a negative way (SIMANJUNTAK, 2021) . In this case, visiting satisfaction is related to visiting decisions. According to (Yosandri & Eviana, 2022) Visiting Decisions have 5 indicators, namely: 1. Product selection in this case is the selection of destinations (as a whole) to go to. The item used consists of one item, namely the level of excellence of the attractions and facilities offered by the destination. 2. Brand selection in this case relates to the selection of destinations based on brands known or recognized by tourists or visitors. The items used consist of the level of brand familiarity in visitors' memories and the level of brand attractiveness. 3. Selection of intermediaries in this case relates to the method used so that visitors can reach the destination. The items used consist of the level of ease of tourists and visitors in buying entrance tickets, the level of ease of transportation and the level of strategic location. 4. Time selection in this case relates to the time taken by tourists or visitors to visit the destination. The items used consist of visiting during weekdays, visiting during weekends, and visiting when you have free time. 5. Number selection in this case relates to the intensity of visitors in making visits to destinations. The item used consists of one item, namely the level of frequency of tourists visiting a tourist attraction as needed.

RESEARCH METHODS

This research uses a quantitative method with an associative design, which was conducted at the Segunung Traditional Village in Jombang with the main respondents being tourists who have visited the Segunung Traditional Village. The research population is tourists who have visited the Segunung Traditional Village with an infinite number. The research sample was determined

using the Lameshow formula, each research variable was measured using a questionnaire instrument, with a measurement system using a Likert scale (1-5), so that 100 respondents were obtained. The sampling technique used is purposive sampling, with the respondent's criteria being tourists who have visited Segunung Traditional Village and are at least 17 years old.

Data collection techniques were carried out through several methods, namely observation, interviews, questionnaires and documentation. The data were analyzed using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method with SmartPLS 4 software which includes inner model, outer model and hypothesis testing

Table 1. Variable Operational Data

| Variables | Variable Definition | Indicator | Measurement Tools | Score |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Customer Experience</i> (X1) | Experienc Custome (<i>Customer Experience</i>) can be defined as a consumer's interpretation of the consumer's total interaction with a brand. | 1. Sense 2. Feel 3. Think 4. Act 5. Relate | Questionnaire | Likert Scale 5 = Strongly 4 = 3 = 2 = 1 = Strongly Disagree Assessment Criteria Good: 76 - 100% Fair: 56 -75% Poor: <56% |
| Interest in Revisiting (Y) | Return visit interest is a visitor behavior where visitors respond positively to the places they have visited so that they encourage further visits. | 1. Interest 2. Interest 3. Explorative Interest | Questionnaire | Likert Scale 5 = Strongly 4 = 3 = 2 = 1 = Strongly Disagree Assessment Criteria Good: 76 - 100% Fair: 56 -75% Poor: <56% |
| Visitor Satisfaction (Z) | Visiting Satisfaction is a feeling that arises when someone is satisfied with the | 1. Selection 2. Brand Selection 3. Selection 4. Time Selection 5. Quantity Selection. | Questionnaire | Likert Scale 5 = Strongly 4 = 3 = 2 = 1 = Strongly Disagree |

| Variables | Variable Definition | Indicator | Measurement Tools | Score |
|-----------|---------------------------------------------------------|-----------|-------------------|------------------------------------------------------------------------|
| | experience gained while visiting a tourist destination. | | | Assessment Criteria Good: 76 - 100% Fair: 56 - 75% Poor: <56% |

[Source: Data Collection in 2024]

RESULTS AND DISCUSSION

Researchers have conducted research at the Segunung Traditional Village Tourism Village, a tourist destination located in Jombang Regency, East Java. This study aims to determine whether there is an effect of customer experience on return visit interest through visit satisfaction. Kampung Adat Segunung is one of the villages that is thick with traditions and customs, has a history that is closely related to local wisdom, culture and ancestral beliefs. This rural-based tourist area located in a mountainous area offers a comprehensive and satisfying experience for tourists. As well as being able to enjoy the beautiful natural beauty and tranquil atmosphere, visitors are also presented with a wide selection of authentic rural culinary specialties. The hospitality of the locals is an added value that enriches the travel experience, creating a warm interaction between tourists and local people.

In this study, the respondents involved were 100 tourists who had visited the Kampung Adat Segunung Tourism village. The data shows that of the 100 respondents, the majority of tourists who revisit the village of Segunung Traditional Village Tourism are female. Then, based on the average age group who visit again is 17-25 years old, because this age group tends to prefer traveling. And based on the type of work that revisits the village of Segunug Traditional Village Tourism is Students because the place is suitable as a place of learning.

Outer Model Analysis

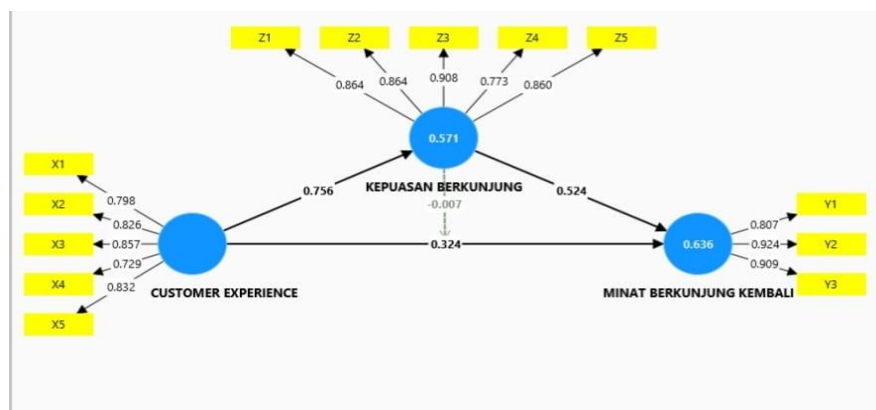


Figure 3. Outer Model
[Source: processed 2024]

This model is a model design that describes how the relationship between variables and their indicators. Each variable has an indicator that is pointed by an arrow depicted in a yellow box. Figure 3. shows that Customer Experience is measured by five indicators, namely Sense, Feel, Think, Action, and Relate. Revisit interest is measured by three indicators, namely exploratory interest, transactional interest, and preferential interest. Then visiting satisfaction is measured by five indicators, namely product selection, brand selection, intermediary selection, time selection and quantity selection. The results of testing the outer model are as follows:

Validity

Table 2, Validity

| Variables | Measurement Item | Outer Loading | Rule of Thumb | Description |
|----------------------|------------------|---------------|---------------|-------------|
| Customer Experience | CE1 | 0,798 | 0,70 | Valid |
| | CE2 | 0,826 | 0,70 | Valid |
| | CE3 | 0,857 | 0,70 | Valid |
| | CE4 | 0,729 | 0,70 | Valid |
| | CE5 | 0,832 | 0,70 | Valid |
| Interests Visit Back | MBK1 | 0,807 | 0,70 | Valid |
| | MBK2 | 0,924 | 0,70 | Valid |
| | MBK3 | 0,909 | 0,70 | Valid |
| Satisfaction Visit | KB1 | 0,864 | 0,70 | Valid |
| | KB2 | 0,864 | 0,70 | Valid |
| | KB3 | 0,908 | 0,70 | Valid |
| | KB4 | 0,773 | 0,70 | Valid |
| | KB5 | 0,860 | 0,70 | Valid |

[Source: processed 2024]

Table 2. shows the results of testing outer loading to determine the validity results of each variable. The customer experience variable is measured by five valid item variables, where the outer loading value lies between 0.729 - 0.857, which indicates that the four measurement items are strongly correlated in explaining the customer experience variable. Among the five valid measurement items, customer experience looks stronger reflected by CE3 with an outer loading value of 0.857, namely the customer experience of feeling happy and comfortable when in Segunung Traditional Village tourism.

The revisit interest variable is measured by three valid variable items, where the outer loading value lies between 0.807 - 0.924, which indicates that the three measurement items are strongly correlated in explaining the visit satisfaction variable. Among the three valid measurement items, the interest in visiting again looks stronger reflected by MBK2 with an outer loading value of 0.924, namely making a return visit to Segunung Traditional Village Tourism.

The visiting satisfaction variable is measured by five valid variable items, where the outer loading value lies between 0.773 - 0.908, which indicates that the five measurement items are strongly correlated in explaining the visiting satisfaction variable. Among the five valid measurement items, visiting satisfaction looks stronger reflected by KB3 with an outer loading value of 0.908.

That is, tourists are interested in visiting again because the ticket price is minimal and the accessibility is easy to reach.

Validity

Table 3. Cross loadings

| Item | Customer Experience | Interest in Revisiting | Visitor Satisfaction |
|------|---------------------|------------------------|----------------------|
| CE1 | 0,798 | | |
| CE2 | 0,826 | | |
| CE3 | 0,857 | | |
| CE4 | 0,729 | | |
| CE5 | 0,823 | | |
| MBK1 | | 0,807 | |
| MBK2 | | 0,924 | |
| MB3 | | 0,909 | |
| KB1 | | | 0,864 |
| KB2 | | | 0,864 |
| KB3 | | | 0,908 |
| KB4 | | | 0,773 |
| KB5 | | | 0,860 |

[Source: processed 2024]

Based on table 3. shows the results of cross loading testing to determine the results of the discriminant validity test. In the customer experience variable, interest in revisiting and visiting which consists of several statement items, it can be seen that all items are declared valid because they have a value of more than 0.70.

Average Variance Extracted (AVE)

Table 4. Construct Reliability and Validity

| Variables | Average variance extracted (AVE) | Rule of Thumb | Description |
|----------------------|----------------------------------|---------------|-------------|
| Customer Experience | 0,655 | 0,50 | Valid |
| Interests Visit Back | 0,731 | 0,50 | Valid |
| Satisfaction Visit | 0,777 | 0,50 | Valid |

[Source: processed 2024]

Table 4. above shows the results of construct reliability and validity testing to determine the results of the average variance extracted (AVE) value on customer experience variables, return visit interest variables and visiting decision variables. Because the average variance extracted (AVE) value shows results of more than 0.50, all variables are declared valid.

Composite Reliability

Table 5. Construct Reliability and Validity

| Variables | Composite Reliability | Rule of Thumb | Description |
|------------------------|-----------------------|---------------|-------------|
| Customer Experience | 0,905 | 0,70 | Valid |
| Interest in Revisiting | 0,931 | 0,70 | Valid |
| Visit Satisfaction | 0,921 | 0,70 | Valid |

[Source: processed 2024]

Table 5. above shows the results of composite reliability testing to determine the results of the composite reliability value on the customer experience variable, the interest in visiting again and the visiting satisfaction variable. Because the composite reliability value shows results of more than 0.70, all variables are declared valid and have high reliability.

Inner Model Analysis

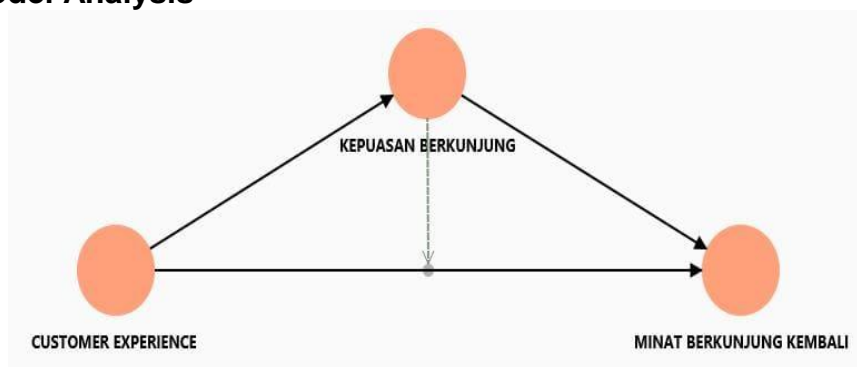


Figure 4. Inner Model
[Source: processed 2024]

This model is a model design that describes how the variable relationships referred to the hypothesis, problem formulation and theoretical studies. Figure 4. is the inner model design of the SmartPLS version 4.0 software processing results, where the red circle is a symbol of the research variables. Straight arrows mean that the variables have a direct influence and dotted arrows mean that the variables have an indirect influence.

Path Coefficients

The results of inner model testing are used for hypothesis testing which

includes r-square output, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected, including by paying attention to the significance value between constructs, t-statistics, and p-values. Hypothesis testing in this study was carried out with the help of SmartPLS software version 4.0. These values can be seen from the bootstrapping results. The rule of thumb used in this study is a t-statistic of more than 1.96 with a significance level of p-value less than 0.05 and a positive beta coefficient.

Table 6. Path Coefficients

| Correlation Between Variables | Original Sample | T Statistic | P Values | Information |
|-----------------------------------------------------------------------|-----------------|-------------|----------|---------------|
| Customer Experience -> Interest in Revisiting | 0,324 | 2,263 | 0,024 | Supported |
| Customer Experience -> Visit Satisfaction | 0,756 | 15,797 | 0,000 | Supported |
| Visitor Satisfaction -> Interest in Revisiting | 0,524 | 3,430 | 0,001 | Supported |
| Customer Experience -> Visitor Satisfaction -> Interest in Revisiting | -0,007 | 0,105 | 0,917 | Not Supported |

[Source: processed 2024]

In table 6. above shows the test results of the inner model as follows

1. The results of the first hypothesis test state that customer experience significantly affects the interest in visiting again. The test results show the beta coefficient value of customer experience on return visit interest of 0.324,. T-statistic of 2.263 and p-values of 0.024, so the **first hypothesis is accepted**. From these results, it is stated that the t-statistic is significant because it shows a value of more than 1.96 with p-values less than 0.05.
2. The results of the second hypothesis test state that customer experience significantly affects visiting satisfaction. The test results show the beta coefficient value of customer experience on visiting satisfaction is 0.756. The t-statistic is 15.797 and p-values 0.000, so the **second hypothesis is accepted**. From these results, it is stated that the t-statistic is significant because it shows a value of less than 1.96 with p-values of more than 0.05.
3. The results of the third hypothesis test state that visiting satisfaction significantly affects the interest in visiting again. The test results show the beta coefficient value of visiting satisfaction on return visit interest of 0.524,. T-statistic of 3.430 and p-values of 0.001, so the **third hypothesis is accepted**. From these results, it is stated that the t-statistic is significant because it shows a value of more than 1.96 with p-values less than 0.05.
4. The results of the fourth hypothesis test state that customer experience does not significantly affect visiting satisfaction through return visit interest. The test results show that the beta coefficient value of customer experience on visiting satisfaction through return visit interest is -0.007. The t-statistic is 0.105 and the p-values are 0.917, so the **fourth hypothesis is rejected**. From these results, it is stated that the t-statistic is not significant because

it shows a value of more than 1.96 with p-values less than 0.05.

R-Square

In this study, the inner model design was carried out by looking at the r-square value. There are three categories in grouping the r-square value. According to Hair in (Latan & Ghazali, 2012) if the r-square value is 0.75 indicating a strong model, a value of 0.50 indicates a moderate model and a value of 0.25 indicates a weak model. The r-square value of the endogenous variables obtained in this research model can be seen in table 7. following:

Table 7. R-Square

| Construct | R-Square |
|------------------------|----------|
| Visitor Satisfaction | 0,571 |
| Interest in Revisiting | 0,636 |

[Source: processed 2024]

Based on table 7. above, shows the R-square value for visiting satisfaction of 0.571 or 57.1% which is in the moderate category. This value indicates that visiting satisfaction can be explained by the customer experience variable as much as 57.1%, while the remaining 42.9% is influenced by other variables not included in this study. The R-square value for the revisit interest variable is 0.636 or 63.6% which is in the moderate category. This value indicates that the interest in visiting again can be explained by the customer experience variable as much as 63.6%, while the remaining 36.4% is influenced by other variables not included in this study.

DISCUSSION

Table 8. Testing Results

| Hypothesis | Results | Description |
|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|-------------|
| H1 Customer experience does not significantly affect the interest in visiting.back | Coef. Beta= 0.324 T-Statistic= 2,263 P-Values= 0.024 | Accepted |
| H2 Customer experience significantly affects visit satisfaction. | Coef. Beta= 0.756 T-Statistic= 15.797 P-Values= 0.000 | Accepted |
| H3 Visiting satisfaction significantly affects the interest in visiting again. | Coef. Beta = 0.524 T-Statistic= 3.430 P-Values= 0.001 | Accepted |
| H4 Customer experience does not significantly affect return visit interest through visit satisfaction. | Coef. Beta = -0.007 T-Statistic= 0.105 P-Values= 0.917 | Rejected |

[Source: processed 2024]

The Influence of Customer Experience on Interest in Revisiting the Segunung Traditional Village Tourism Village.

The results showed that the positive beta coefficient value of the customer experience variable on the return visit interest variable was 0.324. T-statistics of 2.263 and p-values of 0.024, so the first hypothesis is accepted. From these results, it is stated that the t-statistic is significant because it shows the results of a value less than 1.96 with p-values more than 0.05. So that customer experience significantly affects the interest in visiting again at the Segunung Traditional Village Tourism Village.

In the customer experience variable, there are several indicators including Sense, Feel, Think, Action, Relate. The most supportive factor is the "Think" indicator, which has several factors, namely surprise, intrigue, and provocation. Which has a meaning that is key in creating creative experiences for customers, especially in the context of tourist villages such as Kampung Adat Segunung. Surprise focuses on providing an unexpected but enjoyable experience that can create a deep impression and motivate visitors to visit again. Intrigue accentuates curiosity and the desire to know more. Provocation triggers in-depth discussions by connecting cultural values with modern life. With the combination of these three elements, Segunung Traditional Village can create a unique and memorable experience, encouraging visitors to come back

As in the *wiwit kopi* event in Segunung Traditional Village, it is a tradition of spiritual and cultural meaning carried out as a form of gratitude to the Creator for the blessings of the coffee harvest. The ritual begins with a joint prayer led by village elders, asking for the blessing of crops while recognizing that all sustenance is a gift from God. In the procession, offerings in the form of crops are prepared as a symbol of gratitude, which is complemented by traditional to create harmony between humans, nature and the Creator. In addition to the spiritual dimension, *wiwit kopi* also strengthens community togetherness through the value of mutual cooperation in the preparation and implementation of rituals, reminding the importance of protecting nature and sharing the blessings of the harvest. This tradition is not only a form of respect for God, but also a symbol of preserving local culture that is relevant in the midst of modernization, teaching gratitude, togetherness, and responsibility to future generations. With the *wiwit kopi* event in Kampung Adat Segunung, this is one of the reasons for a memorable customer experience and can influence tourists to be interested in visiting again because events like this do not necessarily exist in other tours. This research includes direct influence because this research describes the extent to which customer experience directly affects their desire to visit again. For example, if the experience that customers feel during a visit is very positive, this will directly increase their interest in visiting again.

This research is in line with research conducted by (Malau & Purba, 2020) which examines the effect of customer experience on return visit interest at *paris tigras beach*. The results of this study state that customer experience has an effect on interest in visiting again.

The Influence of Customer Experience on Visitor Satisfaction at the Segunung Traditional Village Tourism Village.

The results showed a positive beta coefficient value of the customer experience variable on the visiting satisfaction variable of 0.756,. T-statistics of

15.797 and p-values of 0.000, which indicates that the second hypothesis can be accepted. From these results, it is stated that the t-statistic is significant because it shows a value of more than 1.96 with p-values less than 0.05. This shows that the customer experience variable has a direct influence in increasing tourist visiting satisfaction at Segunung Traditional Village Tourism.

This happens because of the factor of customer experience, namely the "Think" indicator where the customer experience is satisfied with the natural beauty of the Kampung Adat Segunung Experience that presents beautiful natural beauty, fresh air, and a natural atmosphere can create satisfaction for visitors. Tourist satisfaction with the experience in Kampung Adat Segunung is strongly influenced by several aspects that can create a memorable experience. The authenticity of culture and tradition is the main attraction, where tourists can witness traditional rituals, performing arts, and taste special foods that reflect local identity. Direct interaction with the local community, such as participating in farming activities or learning to make crafts, also provides a deep personal impression. This research includes direct effects because customer experiences also influence their level of satisfaction during their visit. A good experience, such as local hospitality, cleanliness, or cultural uniqueness, will directly increase satisfaction.

This research is in line with research conducted by (Handaruwati, 2021) which examines the effect of customer experience on consumer satisfaction of local culinary products soto mbok Geger Pedal Klaten which shows the results that customer experience affects customer satisfaction.

The Effect of Visiting Satisfaction on Interest in Returning Visits at the Segunung Traditional Village Tourism Village.

The results showed a positive beta coefficient value of the visiting interest variable on the visiting decision variable of 0.524. The t-statistic is 3.430 and p-values of 0.001, which indicates that the third hypothesis can be accepted. From these results, it is stated that the t-statistic is significant because it shows a value of more than 1.96 with p-values less than 0.05. This shows that visiting satisfaction has a direct influence on the interest in visiting again at the Segunung Traditional Village Tourism Village.

The visiting satisfaction variable is influenced by several factors, namely product selection, brand selection, intermediary selection, time selection and quantity selection. The strongest factor in supporting the visiting satisfaction variable is product selection, where tourists feel satisfied when visiting the Segunung Traditional Village Tourism Village because of the uniqueness of Javanese culture which is very thick and authentic. This village presents an in-depth experience through the traditions, arts and daily life of people who still maintain Javanese cultural values intact. Tourists can witness traditional rituals, traditional dances and typical ceremonies that reflect the Javanese philosophy of life. In addition, visitors can also take part in cultural activities such as learning gamelan, making batik, expressing milk or cooking traditional culinary, which provides an interactive and meaningful experience. The authenticity and richness of the culture on offer not only leave tourists satisfied but also generate a desire to visit again, both to delve deeper into the meaning of Javanese culture and to re-enjoy the unique atmosphere that cannot be found elsewhere. This research includes direct influence because the level of satisfaction felt during a

visit influences their interest to return to the same destination in the future. High satisfaction often makes tourists want to repeat the experience.

The results of this study support previous research by (Alvianna & Alviandra, 2020) which examines the influence of tourist destinations and tourist satisfaction on interest in visiting again at Kampung Wisata Topeng Malang. Which results in that the satisfaction of tourists has a positive effect on interest in visiting again.

The Influence of Customer Experience on Interest in Revisiting through Visiting Satisfaction in the Segunung Traditional Village Tourism Village.

The results showed that the positive beta coefficient value of the customer experience variable on return visit interest through visit satisfaction was -0.007. The t-statistic is 0.105 and the p-values are 0.917, which indicates that the fourth hypothesis is rejected. From these results, it is stated that the t-statistic is not significant because it shows a value of more than 1.96 with p-values less than 0.05. This shows that customer experience does not have a direct influence in creating interest in visiting again through visiting satisfaction in the Kampung Adat Segunung Rice Field Tourism village.

The influence between customer experience on interest in visiting again through visiting satisfaction at the Segunung Traditional Village Tourism Village can be insignificant because the unique and memorable experiences that visitors feel are the main factors in the decision to visit again. The experience offered by Kampung Adat Segunung not only provides immediate satisfaction, but also creates a deep impression and strong motivation for tourists. The cultural uniqueness and historical authenticity presented are the main attractions for visitors who are looking for a different experience from ordinary tourism.

The village provides an opportunity for travelers to connect with Javanese traditions through activities such as traditional rituals, carving, or cooking specialties that bring them closer to local cultural values. These experiences are often more meaningful, as they create deep emotional bonds. With strong and unforgettable memories, tourists are encouraged to repeat the experience, even though the general satisfaction aspect of visiting may not always be a key indicator. This suggests that the power of authentic and emotional experiences can be a significant driver in building interest in revisiting Segunung Traditional Village. This research can be called indirect research because in this case, customer experience not only influences interest in revisiting directly but also through the satisfaction felt during the visit. For example, a positive experience can increase satisfaction, and it is this satisfaction that then drives interest in returning.

CONCLUSIONS

The purpose of this study is to determine whether there is an effect of customer experience on return visit interest through visiting satisfaction in the Kampung Adat Segunung Tourism village. Based on the results showed that customer experience has a significant effect on return visit interest and visiting satisfaction, while visiting satisfaction also has a significant effect on return visit interest. However, customer experience does not have a significant effect on interest in visiting again through visiting satisfaction. This indicates that unique

and memorable experiences play a greater role in encouraging tourists to return than measurable satisfaction.

Suggestions for further researchers, namely this research should be further developed so that it can provide greater benefits by using other variables that have a greater influence or correlation so that the research results are maximized.

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