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**THE INFLUENCE OF SOCIAL MEDIA, CUSTOMER EXPERIENCE AND
SERVICESCAPE ON REVISIT INTENTION ON SEMBAHE NATURAL
BATHING ATTRACTIONS**

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Abstrak

This study aims to determine the effect of servicescape, social media marketing and customer experience on Revisit Intention at the Sembahe Natural Bathing Tourism Object. The sample in this study used accidental sampling consisting of 96 respondents who had visited the Sembahe Natural Bathing Object. Data analysis techniques used are descriptive analysis techniques and statistical analysis techniques and data collection methods through interviews, questionnaires, and documentation studies. The results of the study show that the influence of servicescape, social media marketing and customer experience simultaneously has a significant effect on visiting intentions with a Fcount of 13.338 > a value of Ftable of 2.7. Partial test shows that servicescape has a positive and not significant effect on intention to return, while social media marketing and customer experience partially have a positive and significant effect on revisit intention. The AdjustedR Square value obtained from the results of the Determinant Coefficient (R²) test on revisit intention of 0.280 means that 28% of revisit intention can be explained by servicescape, social media marketing and customer experience. While the remaining 72% can be explained by other factors not examined in this study.

Keywords: Servicescape, Social Media Marketing, Customer Experience, Revisit Intention

INTRODUCTION

One of the regional potentials and advantages that almost always exists in every region in Indonesia and can be developed optimally is the tourism sector. Almost all regions in Indonesia have places or tourist objects that are superior in that area. Tourism is Indonesia's mainstay sector which promises to generate foreign exchange.

Along with the continuing increase in the number of tourist arrivals coming to Indonesia, it is necessary to develop existing infrastructure to support tourism development. One of the aspects of infrastructure that must be developed is the aspect of the physical environment around the tourist area. Aspects of the physical environment that are packaged properly will make visiting tourists feel comfortable and invite other tourists to come visit. The packaging of this physical environment is called a servicescape. According to Lovelock (2010) servicescape is the style and physical appearance and other experience elements encountered by customers at service delivery sites. According to Hightower & Shariat (2009) everything that is physically present around consumers during service transactions that must be properly considered.

The condition of the physical environment is very important in influencing consumers in the service industry environment. Good physical environmental conditions will make consumers feel comfortable and can have a positive impact on someone's desire to return to that place and impact on customers to want to come back to that place. currently the

development of the internet makes it easier for someone to communicate and access information. The development of the internet also has an impact on the world of marketing in marketing goods/services which originally used conventional methods such as placing advertisements on television or radio, banners and billboards to switch to using internet media.

One form of internet progress is the growing development of social media. The development of social media makes it easier for someone to communicate and show himself in the online world. According to Kaplan and Heinlein (2010), Social media is a group of internet-based applications built on the ideological and technological framework of Web 2.0. Through social media a person can share experiences related to what he saw and did with others. According to data released by the Tetra Pak Index in 2020, recorded that there are around 132 million internet users in Indonesia.

While almost half are social media users, or around 40%. This figure has increased over the year 2016 where the increase in internet users in Indonesia was around 51% or around 45 million users, followed by a growth of 34% active users of social media

The results of the Global Web Index survey on internet users in Indonesia in the age range of 16-64 years, show that there are several social media platforms that are actively used by Indonesian people. The platform is divided into two categories of social media, namely social networking media and messengers. Youtube ranks first with a usage percentage of 43%, Facebook ranks second with a usage percentage of 41%, then Tiktok with a usage percentage of 40%.

With the large number of existing social media users, this can be a way for companies to market their products and build consumer loyalty. According to Situmorang (2017), companies must continue to improve aspects (physically and emotionally) in customer interactions, so that customers will be more loyal, willing to repurchase or revisit and recommend the brand or place to their friends or relatives.

With the role of social media, companies can interact and build emotional closeness with customers, or in this context tourists. In the development of the service industry, companies must be able to build strong relationships with customers.

By building strong relationships with customers through the impression of experience and good service, customers will feel a sense of belonging strong ties with the company. Companies must be able to maintain long-term relationships with customers and maintain interest in returning, it is much cheaper rather than attracting new customers. This customer experience is called customer experience.

Customer experience has a big role in the development of a service business. Providing customers with a good experience is very important to keep customers loyal to the company. According to Meyer and Schwager (2007), customer experience is customer response internally and subjectively as a result of direct or indirect interactions. directly with the company. This direct relationship is usually due to the initiative of the consumer.

This usually occurs in the purchasing and service departments. Meanwhile, indirect relationships often involve unplanned encounters, such as product and brand appearances, advertisements, and other promotional events.

With current business developments, companies must not only be aggressive in promoting, but also must be able to highlight excellence and unique experiences to customers. Kertajaya (2006) says that to create an extraordinary customer experience there are two things that must be considered. First make a preposition promise experience

interesting so that customers want to come and secondly present the reality of a customer experience that is as promised. If the two match, then customer satisfaction will appear and will lead to long-term customer loyalty. If the customer is satisfied, it will impact the long-term desire to visit again. The number of foreign tourists visiting Indonesia until 1999 continued to show positive growth. However, with the outbreak of the COVID-19 pandemic, a number of countries, including Indonesia, issued several policies restricting crossings for foreigners to enter Indonesia.

This has had an impact on the decline in the number of foreign tourist visits since 2020, and has not shown any direction of improvement until 2021. Throughout 2020, it was recorded that the number of foreign tourist visits only reached 4.05 million visits. Meanwhile in 2021, the number of foreign tourist visits was only recorded at 1.56 million visits, a decrease of 61.57 percent compared to the number tourist arrivals in 2021

To continue to support tourism development in Sembahe must be able to create supporting facilities and infrastructure that can increase interest in visiting tourists and make strategic steps so that this tourism sector can develop. By expanding the servicescape through the creation of things which has high creativity value, better service quality and a comfortable physical environment, and supported by the role of social media as a marketing tool and attracting visitor interest, as well as the role of a positive customer experience as part of the government's strategic steps in developing Sembahe tourism objects. form loyalty from customers who come, which in turn can improve the community's economy

The Sembahe tourism area represents how tourism development with the participation of local communities can make a major contribution to conservation as well as having a positive economic impact on local communities

To continue to support tourism development in Sembahe, local governments in Sembahe must be able to create supporting facilities and infrastructure that can increase interest in visiting tourists and make strategic steps so that the tourism sector can develop. By developing the servicescape through the creation of things of high creative value, better service quality and a comfortable physical environment, and supported by the role of social media as a marketing tool and attracting visitor interest, as well as the role of a positive customer experience as part of a strategic move The government in developing the Sembahe tourist attraction is expected to be able to form loyalty from customers who come, which in turn can improve the community's economy. Based on the background above, this study aims to determine **The Influence of Social Media, Customer Experience and Servicescape on Revisit Intention on Sembahe Natural Bathing Attractions**

Research Methods

Population and Sample

According to McClave, et.al (2010) population is a group of units which are usually people, objects, transactions, or events that we want to study. In this study, the population is all visitors who have visited or are currently visiting the Sembahe Natural Bathing Attractions

The sample is a subset of units from a population (McClave, 2010). The sampling technique is to use a non-probability sampling method using an accidental sampling technique. According to Sugiyono (2012) accidental sampling is taking respondents as a sample based on coincidence, that is, anyone who by chance meets the researcher can be used as a sample if someone who incidentally found suitable as a data source with the main criteria. The samples

taken were visitors who had visited Sembahe Natural Bathing Attractions .Primary data according to Supardi (2016) is data obtained or collected by the person conducting the research or the person concerned who needs it. Data Primary data is also called original data or new data. In this study, primary data was obtained from the results of the questionnaire directly to the visitors who visited Sembahe Natural Bathing Attractions

RESULTS AND DISCUSSION

Characteristics of Respondents

Based on the research results obtained, the characteristics of the respondents can be explained as follows:

Tabel 1. Karakteristik Responden

No	Keterangan	Jumlah	Responden
1	Laki-laki	41	41%
	Perempuan	55	55 %
2	17 - 25 old	58	60,4 %
	26-35 old	15	15,6 %
	36-45 old	11	11,5 %
	>45 old	12	12,5 %
3	PNS	17	17,5 %
	Entrepreneur	49	50,5 %
	Office	28	28,8 %
	ETC	3	3,1 %
4	Ever	38	39,6 %
	Never	48	60,4 %
5	Source Of Information		
	Family,friend	61	63.5 %
	IG Ads	21	38,5 %
	Social Media	14	4,2%
6	Intens Visited		
	One	55	57,3%
	Twice	37	38,5 %
	More than one	4	4,3%
7	Social Media Usually Used		
	Tiktok		
	Twitter	37	58,5%
	Instagram	15	15,6%
	Youtube	40	41,7%
		4	4,2%

Validity test

Based on the results of the data that has been done, the results / scores of the validity of the questions are obtained as follows. it can be seen that the significant correlation value of each item of intention variable questions has a correlation significance value of less than α (0.05), it can be stated that each question item on the intention variable is valid, so that all items questions can be used to measure research variables. Test Reliability is the extent to which the measurement of a test remains consistent after being repeated on the subject and under the same conditions. Research is considered reliable when it provides consistent results for the same

measurements. It is unreliable if repeated measurements give different results. The data reliability test was carried out using the Cronbach Alpha (α) statistical test. A variable is said reliable if it gives a Cronbach Alpha value of > 0.60 , which means that the items in the questionnaire are consistent for use in the future.

Tabel 3 Hasil Uji Reliabilitas

Variabel	Jumlah Item	Cronbach's Alpha	Keterangan
<i>Servicescape</i>	9	0,898	Reliabel
<i>Social Media Marketing</i>	7	0,897	Reliabel
<i>Customer Experience</i>	8	0,905	Reliabel
<i>Revisit Intentions</i>	4	0,899	Reliabel

Based on Table 3 above, it can be seen that all the variables used have a very good/strong level of reliability. This can be seen from the value of Cronbach's Alpha for each variable which is greater than the provision of 0.6. Based on this, it can be concluded that all question items on the questionnaire representing research variables are reliable and can be used as research instruments.

The normality test aims to determine whether the variables in this study are normally distributed or not. In this study, the normality test will use the Kolmogorov-Smirnov Test statistic on regression residuals. The research variable has a normal distribution if the regression residual has a significance value of > 0.05 (Ghozali, 2012). the normality test results in figure 2 can be seen the significance value Kolmogorov-Smirnov all variables are greater than 0.05. This means that all variables used in this study meet the normality criteria.

The multicollinearity test is used to determine whether there is multicollinearity by investigating the magnitude of the inter-correlation between the independent variables. Whether there is multicollinearity can be seen from the value of the Tolerance and Variance Inflation Factor (VIF). If the Tolerance value is > 0.10 or equal to the VIF value < 10 . The multicollinearity test results can be seen in the following table:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	4.454	2.745		1.623	.108		
Servicescape	-.056	.059	-.085	-.946	.347	.929	1.076
Social Media Marketing	.163	.058	.254	2.828	.006	.937	1.068
Customer Experience	.272	.057	.445	4.784	.000	.876	1.141

Based on the results of the multicollinearity test in Table 4 above, it shows that all independent variables have a Tolerance value of > 0.10 and a VIF value < 10 , so it can be concluded that all independent variables in this study do not occur multicollinearity.

The heteroscedasticity test aims to test whether in the regression there is an inequality of variance from the residual of one observation with another observation. According to Ghazali (2012) one way to detect whether there is heteroscedasticity is to do the Glejser test. The Glejser test proposes to regress the absolute value of the residuals to the independent variables. The probability result is said to be significant if the significance value is above the 5% confidence level. Following are the results of the heteroscedasticity test using the Glejser test.

The t-test aims to determine whether there is an influence of servicescape, social media marketing and customer experience on revisit intention in worshipping Natural Bathing Attractions

1. The servicescape variable has no effect on the intention to revisit. It is visible of a significant value (0.347) greater than 0.05 and t-count (-0.946) smaller than t-table (1.98580).
2. Social media marketing variables have a positive and significant effect on revisit intention. This can be seen from the significant value (0.006) which is less than 0.05 and t count (2.828) is greater than t-table (1.98580).
3. The customer experience variable has a positive and significant effect on revisit intention. This can be seen from the significant value (0.000) which is less than 0.05 and the t-count (4.784) is greater than the t-table (1.98580).

Determination Coefficient Test (R²)

The coefficient of determination (Adjusted R²) aims to measure how far the ability of the model in explaining the variation of the dependent variable. The coefficient of determination is between zero and one. Adjusted R² value smaller means the ability of the independent variable to explain the dependent variable is very limited. Based on the results of the study, an Adjusted R² value of 0.893 was obtained. This shows that the revisit intention of worshipping natural bathing attractions can be explained by the variable influence of servicescape, social media marketing and customer experience on the eviction intention of worshipping natural bathing attractions of 89.3% while the remaining 10.7% influenced by other variables outside of this variable

CONCLUSION

Based on the results of the analysis and discussion that has been carried out in this study, the researchers draw the following conclusions:

1. Based on the (t-test) partially, social media marketing and customer experience variables have a positive and significant effect on revisit intentions, while the servicescape variable has no effect on revisit intentions. Social media marketing and customer experience variables are the dominant variables in this study to be able to increase interest in returning to worship natural bathing attractions
2. Based on the calculation of the determinant coefficient (R), it shows that the relationship between servicescape, social media marketing and customer experience has a very close relationship with revisit intentions, worship, natural bathing attractions.
3. Based on (F-Test) it is known that the variable servicescape, social media marketing and customer experience simultaneously have a significant effect on revisit intentions to worship natural bathing attractions

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