

**THE INFLUENCE OF EXPERIENTIAL MARKETING AND TOURIST SATISFACTION ON TOURIST REVISIT INTENTION AT BUKIT KASIH KANONANG****PENGARUH PEMASARAN BERBASIS PENGALAMAN DAN KEPUASAN PENGUNJUNG TERHADAP NIAT BERKUNJUNG KEMBALI PENGUNJUNG DI BUKIT KASIH KANONANG**

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**Abstract:** The development of tourism is currently fast. Tourism is one industry that can support a region's economy. Tourism will provide a lot of income for regions that are aware of the potential for the tourism sector. The existence of regional autonomy makes each region try to exploit the potential of its region. Every region seeks to contribute to making tourism oriented towards improving the welfare of the local community. Increasingly fierce competition becomes a challenge and a threat for business actors in order to win the competition, maintain the market they have, and seize the existing market. The purpose of this study is to find out whether Experiential Marketing and Tourist Satisfaction influence Tourist Revisit Intention at Bukit Kasih Kanonang. This study uses quantitative method and the researchers distributed questionnaires and samples used 100 respondents. The results of this study found that experiential marketing and tourist satisfaction partially had a significant positive effect on tourist revisit intention at Bukit Kasih Kanonang and the results also showed that experiential marketing and tourist satisfaction simultaneously had a positive and significant effect on tourist revisit intention.

**Keywords:** experiential marketing, tourist satisfaction, tourist revisit intention.

**Abstract:** Perkembangan pariwisata saat ini sangat pesat. Pariwisata merupakan salah satu industri yang dapat menunjang perekonomian suatu daerah. Pariwisata akan memberikan banyak pemasukan bagi daerah yang sadar akan potensi sektor pariwisata. Adanya otonomi daerah membuat setiap daerah berusaha memanfaatkan potensi daerahnya. Setiap daerah berupaya untuk berkontribusi menjadikan pariwisata yang berorientasi pada peningkatan kesejahteraan masyarakat setempat. Persaingan yang semakin ketat menjadi tantangan dan ancaman bagi para pelaku usaha agar dapat memenangkan persaingan, mempertahankan pasar yang dimiliki, dan merebut pasar yang ada. Tujuan dari penelitian ini adalah untuk mengetahui apakah ada Pengaruh Experiential Marketing dan Kepuasan Wisatawan terhadap Minat Berkunjung Kembali Wisatawan di Bukit Kasih Kanonang. Penelitian ini menggunakan metode kuantitatif dan peneliti menyebarkan kuesioner dan sampel yang digunakan 100 responden. Hasil penelitian ini menemukan bahwa experiential marketing dan kepuasan wisatawan secara parsial berpengaruh positif signifikan terhadap niat berkunjung kembali wisatawan di Bukit Kasih Kanonang dan hasil penelitian juga menunjukkan bahwa experiential marketing dan kepuasan wisatawan secara simultan berpengaruh positif dan signifikan terhadap niat berkunjung kembali wisatawan.

**Kata Kunci:** pemasaran berbasis pengalaman, kepuasan wisatawan, niat kunjungan kembali wisatawan

## INTRODUCTION

### Research Problem

The availability of local tourism sites will be beneficial to the local societies. Tourism can boost economic growth through creating jobs, improving income or standard of living, and stimulating the development of other industries. Tourism will provide a lot of income for regions aware of its potential for the tourism sector. The development of tourism is currently fast. Bukit Kasih Kanonang, also known as the Hill of Love which is used as the case study in this research, is a tourist attraction in North Sulawesi. It is located 50 km from the city of Manado, precisely in Kanonang village, Minahasa district. Along with existing developments, North Sulawesi continues to experience an increase in tourist objects, including outdoor and natural tourism. The development of tourist attractions today is increasingly rapid. Increasingly fierce competition becomes a challenge and a threat for business actors in order to win the competition, maintain the market they have, and seize the existing market. Which, of course, increases the number of competitors for Bukit Kasih Kanonang. Every business manager must be aware of any changes that occur and capable of fulfilling and customers or visitors requirements that are constantly changing.

The way to win the market is to get as many visitors as possible. Managers will succeed in obtaining large numbers of visitors if they are considered to be able to provide satisfaction to visitors. Tourist satisfaction can be assessed by several factors or indicators offered in a tourist attraction, such as the price offered (both entrance tickets and prices for existing facilities and food), how the conditions, facilities, and products offered can also be assessed, and whether it is in accordance with visitors' expectations of the tourist attraction. The creation of tourist satisfaction can provide several benefits, including forming a word-of-mouth recommendation that benefits the manager, creating customer loyalty, and providing a good basis for repeat visits. Tourist satisfaction will lead to repeat purchases or revisits, and this is an opportunity to get new visitors. One of the concepts to form tourist satisfaction and repurchase is through experiential marketing, which is a marketing concept that aims to form loyal customers by touching their emotions and giving them a positive feeling towards products and services (Kartajaya, 2004:163). The essence of experiential marketing is to build lasting relationships with visitors, where marketers look to the emotional state of the customer or visitor to get them and keep them coming back. The application of experiential marketing is expected to ensure that tourists feel high satisfaction.

The concept of experiential marketing is a powerful way to create unforgettable experiences. Experiential marketing can be presented through five elements: sense (five senses), namely the type of experience that appears to create experiences through the five senses; feel, which is a small attention shown to consumers with the aim of touching customer emotions in an extraordinary way; think, which is one of the ways used by companies to bring commodities into experience by doing customization continuously, act is one way to shape customer perceptions of the products and services in question; and relate (relationships), which is the type of experience used to influence customers and combines all aspects, sense, feel, think, and act, and focuses on creating positive perceptions in the eyes of visitors (Schmitt 2003:228). When visitors get a unique and memorable positive experience, and visitors are happy with the products and services they get, it shows that the performance of a tourist attraction matches and even exceeds visitor expectations, which means that visitors are satisfied with a tourist attraction. This is related to tourist satisfaction and through tourist satisfaction it will build a relationship or relationship with visitors. The importance of the relationship or relationship with visitors will relate to the repurchase or in this case a return visit to the Bukit Kasih Kanonang tourist attraction.

### Research Objectives

The objectives in conducting this research are:

1. To identify experiential marketing and tourist satisfaction influence on the tourist revisit intention at Bukit Kasih Kanonang simultaneously.
2. To identify experiential marketing influence on the tourist revisit intention at Bukit Kasih Kanonang partially.
3. To identify tourist satisfaction influence on the tourist revisit intention at Bukit Kasih Kanonang partially.

**Marketing**

Marketing has many different meanings and definitions. Several authors have coined their phrase to describe what marketing is. According to Kotler and Keller (2016), marketing is a societal process by which individuals and groups obtain what they need and want by creating, offering, and freely exchanging valuable products and services with others. Shimp (2010) defines marketing as a set of business activities in which organizations create value exchanges between the business and the company itself.

**Tourism**

Tourism is a travel activity that is carried out temporarily from its original residence to the destination area for the purpose of having fun, fulfilling curiosity, spending leisure or holiday time, and other goals (Meyers, 2009). According to Yoeti (1996), tourism is defined as a trip that is undertaken for a period of time, organized from one location to another, with the intention of not earning a living in the location visited but rather to enjoy the trip to fulfil various desires.

**Experiential Marketing**

Schmitt (2003) defines experiential marketing as "what they want is a product, communication, and marketing campaigns that dazzle sense, touch their hearts, and stimulate their minds." According to Agrawal, Atasu, and Van Ittersum (2015), experiential marketing is defined as an individual customer perceiving certain stimulation after observing or participating in events, inducing motivation, and generating thinking identity or consumption behaviors to increase the product value.

**Tourist Satisfaction**

Tourist satisfaction is the real experience of a tourist after experiencing an event, which originated from psychological feelings generated by an individual's experience in the travel destination (Baker and Crompton, 2000). Tourist satisfaction is demonstrated by their emotional response to all tourism product attributes that they evaluate during their visit to a tourist destination. Tourists will always be satisfied when their expectations are aligned with their needs, desires, and demands.

**Tourist Revisit Intention**

The concept of revisit intention is derived from the behavioral intention. Oliver (1997) defined the behavioral intention (among them, repurchase and word-of mouth intention) as "a situation where everything is connected in a behavior. From the standpoint of vacation and recreation, behavioral intention is a visitor's intention to return to the site within a year and his intention to frequently visit the destination (Baker and Crompton, 2000). The intention to revisit can be viewed as an extension of satisfaction rather than an initiator from the decision-making process

**Previous Research**

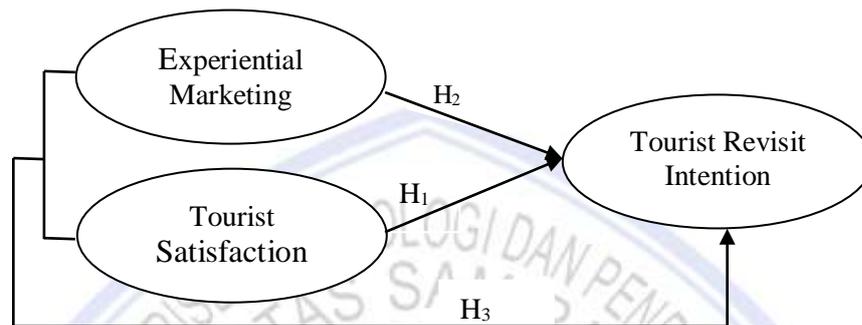
Bintarti and Kurniawan (2017) examined the interrelationship among the experiential quality, tourism site image and experiential satisfaction toward the revisit intention of the tourism site visitors. The number of respondents in this research were 160 tourists that have visited the Muara Beting tourism site in Bekasi District. The research is based on a confirmatory model. The Structural Equation Modeling (SEM) with the help of AMOS statistic program was used to test the validity and the reliability of the instruments, goodness of fit model and the interrelationship that were hypothesized in the proposed theoretical model. The structural model proved that almost all of the hypothesized relationship were proven to be confirmed. The results revealed that there are positive impact of experiential quality towards the experiential satisfaction and Muara Beting image. Experiential satisfaction is affected by experiential quality and tourism site image. The revisit intention is affected by the experiential satisfaction, but the tourism site image is not statistically proven affecting the revisit intention.

Samsudin (2016) analyzed the effects of destination image and tourist satisfaction on revisit intention at Bunaken National Park. Multiple regression model is used to answer the research problem. The total sample for this research is 100 tourist who ever visited Bunaken National Park. The obtain information had been using the questionnaire. The research findings showed that the independent variable destination image and tourist satisfaction has significantly effects to revisit intention. The government should give more attention about

Bunaken destination image and its tourist satisfaction to be increase. It would made tourist to revisit intention and be loyal. It also increase the income of district, employment opportunity, and stakeholder attention.

Nugraha (2019) examined the effect of experiential marketing in shaping tourist satisfaction and the desire to return. The population in this study is all tourists visiting the Banyuwangi Underwater Bangsring with minimum age criteria of 17 years, is the first visit and has ever tried at least one tourist attraction. And the sample was taken by employing an accidental sampling technique. Research data were analyzed using path analysis. Results showed that experiential marketing had a significant effect on tourist satisfaction and revisit intention. Moreover, tourist satisfaction has a direct impact on revisit intention and indirect effect as an intervening variable in forming revisit intention.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Literature Review*

## RESEARCH METHOD

### Research Approach

This research used quantitative research method. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and, in most cases, some form of statistical analysis (Maholtra, 2009). Quantitative research entails gathering data so that information can be quantified and statistically treated in order to support or refute “alternative knowledge claims” (Creswell, 2003).

### Population, Sample, and Sampling Technique

The population of this research is visitors who have come to Bukit Kasih Kanonang. The sample that is used is 100 from the total of the population. The sampling technique used is the simple random sampling

### Data Collection Method

In this research questionnaire is used. Questionnaire is a data collection by providing or disseminating a list of statements / questions to respondents in the hopes of responding or a list of questions (Sugiyono, 2016: 210). In this study questionnaire distributed to Bukit Kasih Kanonang’s tourists.

### Operational Definition of Variable

1. Experiential Marketing. Experiential marketing is the strategy used by business to provide better experience for their customer. Indicators: Sense, Feel, Think, Act, Relate.
2. Tourist Satisfaction. A real experience of tourist after gaining experience, which comes from psychological feelings that result from individual experiences in tourist destination. Indicators: Price, Facilities, Infrastructure, Tourist Expectations.
3. Tourist Revisit Intention. Refers to the willingness of tourists to visit the same destination or other tourism objects in the same country. Indicators: Intend to visit again, Willingness to give recommendation.

### Multiple Regression Method

To analyze the data in this research, researcher uses multiple regression analysis. Data then inserted into the statistical tools SPSS version 25.0. This method has been chosen to measure the Influence of Experiential Marketing (X1) and Tourist Satisfaction (X2) Tourist Revisit Intention (Y).

$$Y = b_0 + b_1X_1 + b_2X_2 + e$$

Y = Tourist Revisit Intention

X1 = Experiential Marketing

X2 = Tourist Satisfaction

b<sub>0</sub> = Intercept

b<sub>1</sub>, b<sub>2</sub> = The regression coefficient of each variable

## RESULT AND DISCUSSION

### Result

#### Validity Test

Based on the table above, it can be seen that each item has an r value greater than r table at the 5% sig level, which is 0.195 so it can be stated that the items from the Experiential Marketing (X<sub>1</sub>), Tourist Satisfaction (X<sub>2</sub>), and Tourist Revisit Intention (Y) variables are valid.

#### Reliability Test

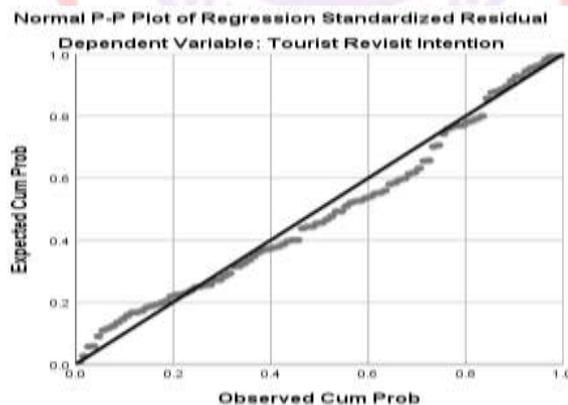
**Table 2. Reliability Test**

Variable	Cronbach's Alpha	Acceptance Limit	Status
Experiential Marketing	0.867	0.600	Reliable
Tourist Satisfaction	0.848	0.600	Reliable
Tourist Revisit Intention	0.879	0.600	Reliable

Source: Data processed (2021)

Based on the table above, it can be seen that the Cronbach's Alpha values of Experiential Marketing (X<sub>1</sub>), Tourist Satisfaction (X<sub>2</sub>), and Tourist Revisit Intention (Y) variables is greater than 0.60. Therefore, it can be declared as reliable.

#### Normality Test

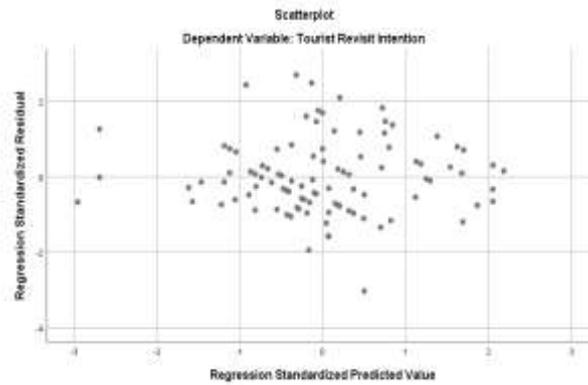


**Figure 2. Normality Test**  
(Source: data processed)

From the figure above it can be seen that the data plot (data distribution) spreads around the linear line and follows the direction of the linear line. Therefore, the data is said to be normally distributed.

#### Heteroscedasticity Test

From the figure below, it can be seen that the points on the scatterplot graph spread randomly, spread both above and below zero on the Y axis and do not form a certain clear pattern. Therefore, the regression model is said to have no heteroscedasticity.



**Figure 3. Normality Test**  
(Source: data processed)

**Multicollinearity Test**

**Table 3 Multicollinearity Test**

Coefficients		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Experiential Marketing	0.368	2.715
	Tourist Satisfaction	0.368	2.715

a. Dependent Variable: Tourist Revisit Intention  
(Source: data processed)

The Variance Inflation Factor (VIF) value of the independent variable, namely the variable (X<sub>1</sub>) Experiential Marketing and the variable (X<sub>2</sub>) Tourist Satisfaction, is smaller or below 5 (2.715 < 5), it can be concluded that between independent or independent variables there is no multicollinearity in regression model.

**Multiple Regression Analysis**

**Table 4. Multiple Regression Analysis**

Coefficients		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	5.845	3.254	
	Experiential Marketing (X <sub>1</sub> )	0.235	0.083	0.310
	Tourist Satisfaction (X <sub>2</sub> )	0.434	0.098	0.486

a. Dependent Variable: Tourist Revisit Intention (Y)  
(Source: data processed)

Based on data analyzes, multiple linear regression equations can be arranged as follows:

$$Y = 5.845 + 0.235 X_1 + 0.434 X_2$$

The multiple linear regression equation can be described as follows:

- The constant value is positive, with a value of 5.845. It means that if the influence of Experiential Marketing (X<sub>1</sub>) and Tourist Marketing (X<sub>2</sub>) towards Tourist Revisit Intention (Y), meaning that if the independent variables equals to zero, then the dependent value predicted to be 5.845.
- The value for Experiential Marketing (X<sub>1</sub>) is 0.235. It means if it increases by 1, the value of Tourist Revisit Intention (Y) as dependent variable will be increased by 0.235. It shows Experiential Marketing (X<sub>1</sub>) and Tourist Revisit Intention (Y) have a positive relationship.
- The value for Tourist Satisfaction (X<sub>2</sub>) is 0.434. It means if it increases by 1, the value of Tourist Revisit Intention (Y) as dependent variable will be increased by 0.434. It shows Tourist Satisfaction (X<sub>2</sub>) and Tourist Revisit Intention (Y) have a positive relationship.

**Coefficient of Correlation (R) & Coefficient of Determination (R<sup>2</sup>)****Table 5 Coefficient of Correlation (R) & Coefficient of Determination (R<sup>2</sup>)  
Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 <sup>a</sup>	0.571	0.562	3.13566

a. Predictors: (Constant), Tourist Satisfaction, Experiential Marketing

b. Dependent Variable: Tourist Revisit Intention

(Source: data processed)

Based on the table above, the value of R is 0.756. It means based on table 4.9 the relationship between the Experiential Marketing (X<sub>1</sub>) and Tourist Satisfaction (X<sub>2</sub>) variables toward Tourist Revisit Intention (Y) variable is strong (0,601 – 0,800 correlation is strong). It means that there is a strong correlation between independent and dependent variables.

The value of R square (R<sup>2</sup>) is 0.571. That is, the Experiential Marketing (X<sub>1</sub>) and Tourist Satisfaction (X<sub>2</sub>) variables contribute together by 57.10% to the Tourist Revisit Intention (Y) variable, while 43.90% is influenced by factors outside this research model. Thus the two independent variables are said to be quite influential on the dependent variable.

**T-Test****Table 6. T-Test****Coefficients**

a. Dependent Variable: Tourist Revisit Intention (Y)

(Source: data processed)

Based on table 6, it can be concluded that:

- The t value of X<sub>1</sub> is 2.828, with a significance level of 0.006. The t-count of 2.828 is greater than the t-table namely 1.984. The significance level is a smaller value than Alpha (0,05), namely 0,006. It can be concluded that Experiential Marketing (X<sub>1</sub>) has a significant positive influence on Tourist Revisit Intention (Y) at Bukit

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	5.845	3.254			1.796	0.076
Experiential Marketing (X1)	0.235	0.083	0.310		2.828	0.006
Tourist Satisfaction(X2)	0.434	0.098	0.486		4.435	0.000

Kasih Kanonang. It can be stated that H<sub>2</sub> is accepted, which reads "Experiential Marketing partially influence Tourist Revisit Intention" is accepted.

- The t value of X<sub>2</sub> is 4.435, with a significance level of 0.000. The t-count of 4.435 is greater than the t-table namely 1.984. The significance level is a smaller value than Alpha (0,05), namely 0,000. It can be concluded that Tourist Satisfaction (X<sub>2</sub>) has a significant positive influence on Tourist Revisit Intention (Y) at Bukit Kasih Kanonang. It can be stated that H<sub>3</sub> is accepted, which reads "Tourist Satisfaction partially influence Tourist Revisit Intention" is accepted.

**F-Test****Table 7. F-Test****ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1270.852	2	635.426	64.626	.000 <sup>b</sup>
Residual	953.738	97	9.832		
Total	2224.590	99			

a. Dependent Variable: Tourist Revisit Intention

b. Predictors: (Constant), Tourist Satisfaction, Experiential Marketing

(Source: data processed)

Based on table 4.13, the  $F_{count}$  value is 64.626 and the  $F_{table}$  value is 3.09, this shows that  $F_{count} > F_{table}$  ( $64.626 > 3.09$ ) and the significant level is  $0.000 < 0.05$  so it can be concluded that the independent variables Experiential Marketing ( $X_1$ ) and Tourist Satisfaction ( $X_2$ ) has a positive and significant effect on the dependent variable, namely Tourist Revisit Intention (Y), so  $H_1$  is accepted.

## Discussion

### Experiential Marketing ( $X_1$ ) and Tourist Revisit Intention(Y)

Bukit Kasih Kanonang is a tourist attraction with natural beauty and natural resources, including sulfur, which is one of the most unique and iconic spots there. Visitors can enjoy the sensation of a sulfur massage through the sulfur water by the local community's services, as well as the distinctiveness of meals such as corn and beans boiled directly in sulfur water. Visitors to Bukit Kasih Kanonang can have a different experience compared to other tourist destinations, because the huge Toar Lumimuut monument allows visitors to appreciate and see the traits and culture of Minahasa, as well as witness the Manguni bird that is present, which visitors can take a picture with. Visitors can also experience and learn about religious tolerance, as there are five distinct religious monuments and five different places of worship side by side on the top of the peak. Those things which include the indicators of experiential marketing (sense, feel, think, act, and relate) create an experience for visitors by their emotions and creating favorable personal feelings in them. As previously explained, the experiential marketing on Bukit Kasih Kanonang has an influence on tourist revisit intention at Bukit Kasih Kanonang. The result of this study is in accordance with the previous research of Taraoktavia and Indarwati (2021) that experiential marketing positively affects revisit intention.

### Tourist Satisfaction ( $X_2$ ) and Tourist Revisit Intention (Y)

Starting from the route to Bukit Kasih Kanonang is quite easy, and the road conditions are good. Visitors enjoy the scenery and ambience, as well as the nice and calming environment at Bukit Kasih Kanonang, also when surrounded by friendly and polite locals. Bukit Kasih Kanonang has sufficient and satisfying facilities, with a large parking area, gazebo, a place of worship, and a proper restroom. Based on the information gathered, Bukit Kasih Kanonang's prices, according to visitors, are still reasonable, including the price of admission, food, services and facilities. Reflecting from the data obtained those indicators on tourist satisfaction plays an important role. As stated previously, tourist satisfaction has an influence on tourist revisit intention at Bukit Kasih Kanonang. The result of this study is in accordance with the previous research of Warbung, Tulung, and Saerang (2021) that tourist satisfaction significantly influence tourist revisit intentions.

### Experiential Marketing ( $X_1$ ), Tourist Satisfaction ( $X_2$ ), and Tourist Revisit Intention (Y)

Experiential marketing is trying to create a memorable experience for customers by touching their emotions and giving positive personal feelings towards them. The higher the level of positive visitor experience, the higher the level of satisfaction, experiential marketing will have a greater impact on tourist satisfaction. The satisfaction of visiting a place determines the desire to return, and leading to a intention to revisit. This results also accordance with the research of Nugraha (2019) that experiential marketing and tourist satisfaction had a significant effect on tourist satisfaction and revisit intention. It means that experiential marketing and tourist satisfaction have a significant effect on tourist revisit intention.

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the results of research and discussion that has been done about The Effect of Experiential Marketing Tourist Satisfaction on Tourist Revisit Intention at Bukit Kasih Kanonang, it can be concluded that:

1. The result show that Experiential Marketing have a significant and positive influence on Tourist Revisit Intention at Bukit Kasih Kanonang. Therefore, the hypothesis "Experiential Marketing partially influence Tourist Revisit Intention at Bukit Kasih Kanonang" is accepted. This means that the experiential marketing has an important role in influencing the tourist revisit intention at Bukit Kasih Kanonang, it can be said that the stronger the experiential marketing, the tourist revisit intention at Bukit Kasih Kanonang will be increased.
2. The result show that Tourist Satisfaction have a significant and positive influence on Tourist Revisit Intention at Bukit Kasih Kanonang. Therefore, the hypothesis Tourist Satisfaction partially influence Tourist Revisit Intention at Bukit Kasih Kanonang is accepted. This means that the tourist satisfaction has an important role

in influencing the tourist revisit intention at Bukit Kasih Kanonang, it can be said that the stronger the tourist satisfaction, the tourist revisit intention at Bukit Kasih Kanonang will be increased.

3. The result also show that Experiential Marketing and Tourist Satisfaction simultaneously have a positive and significant effect on Tourist Revisit Intention at Bukit Kasih Kanonang. Therefore, the hypothesis Experiential Marketing and Tourist Satisfaction simultaneously influence Tourist Revisit Intention at Bukit Kasih Kanonang is accepted. This means the experiential marketing and tourist satisfaction together influencing the tourist revisit intention at Bukit Kasih Kanonang, it can be said that experiential marketing and tourist satisfaction has an important rule influencing the tourist revisit intention at Bukit Kasih Kanonang.

### Recommendation

Based on the results of the research, the following recommendations are offered as a complement to the research results:

1. The manager of Bukit Kasih Kanonang must pay more attention to cleanliness and existing facilities so that they are still in accordance with the ticket price given.
2. Bukit Kasih Kanonang as one of the oldest and well-known destinations in Minahasa, needs to hold cultural exhibitions or festivals, for example, competition performances such as Maengket and Kabasaran Dance, or Kolintang Music and Bamboo Music. Besides being able to attract visitors, events like that can also introduce and maintain our culture.
3. In order to compete with new tourist attractions, Bukit Kasih Kanonang can add new facilities such as flying fox rides or other natural rides. They can also perform live music around the gazebo or canteens so that visitors can enjoy their time there.
4. Bukit Kasih Kanonang can also show the beauty of the scenery at night by adding decorative lights in several spots, so that visitors can feel a different atmosphere at night.
5. Managers must pay attention to the lack of swimming pool facilities. They can also repair and add buildings or facilities in the pool area that are not maintained. The manager can also increase the hours of swimming at night because the pool is hot and it's suitable for bathing at night, of course, by adding decorative lights that can support and beautify the pool atmosphere at night.
6. Pay attention and add directions to the road to Bukit Kasih Kanonang so that new visitors have no trouble finding their way.
7. Managers must keep up with the times by using social media as a marketing tool in promoting the Bukit Kasih Kanonang tourist attraction.

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