



Research Paper

The Effect of Experiential Marketing on Guests' Revisit Intention in the Hotel Industry

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Abstract

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This study aims to examine and analyze the effect of experiential marketing on guests' revisit intention in the hotel industry. Experiential marketing is measured using five dimensions: sense, feel, think, act, and relate. This research uses a quantitative approach. The total sample in this study was 100 respondents. The sample was determined using the Slovin formula and selected through a probability sampling technique. Hypothesis testing was conducted using simple linear regression analysis at a confidence level of 95% ($\alpha = 0.05$). The results of this study indicate that experiential marketing has a significant effect on guests' revisit intention. This finding shows that experiential marketing plays an important role in influencing customers' decisions to revisit the hotel. The better the experience perceived by guests through sensory, emotional, cognitive, behavioral, and relational aspects, the higher their intention to return. Overall, experiential marketing has a positive and significant effect on revisit intention.

Keywords: Experiential Marketing; Revisit Intention; Hotel Industry; Customer Experience

1. Introduction

The hospitality industry continues to develop rapidly along with the growth of the tourism sector and changes in consumer behavior that increasingly prioritize experience-based services. Hotels are currently not only competing in terms of price and facilities but also in their ability to create memorable experiences for guests. In this context, creating positive customer experiences has become an important strategy to maintain competitiveness and encourage long-term rela-



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onships with customers. One important behavioral outcome that reflects the success of this strategy is revisit intention, which refers to the willingness of guests to return to the same hotel after their previous stay experience [1].

Revisit intention is considered a key indicator in hospitality marketing because it reflects customer loyalty and future behavioral intentions. Previous studies have shown that customers who have positive service experiences tend to demonstrate higher levels of satisfaction and loyalty, which ultimately influence their intention to revisit. Furthermore, revisit intention is also influenced by service quality, brand image, and customer satisfaction as key determinants in customer decision making [2]. In recent years, experiential marketing has become an important concept in marketing literature, particularly in service industries such as hospitality and tourism. Experiential marketing emphasizes the creation of memorable experiences that involve customers' emotions, senses, cognition, behavior, and social relationships. This concept suggests that customers evaluate services not only based on functional benefits but also based on the experiences they gain during service consumption [3].

The experiential marketing approach consists of five main dimensions, namely sense, feel, think, act, and relate. The sense dimension relates to sensory experiences such as visual design and physical facilities [4]. The feel dimension relates to emotional responses created through service interactions. The think dimension encourages creative thinking and problem-solving experiences. The act dimension relates to lifestyle and behavioral experiences, while the relate dimension emphasizes social relationships and connections with others. These dimensions collectively contribute to shaping customer perceptions and behavioral intentions [5], [6].

Several recent studies confirm that experiential marketing has a significant effect on customer satisfaction and behavioral intentions. Research conducted by [7] found that experiential marketing significantly influences revisit intention through customer satisfaction. Similarly, [8] demonstrated that experiential marketing positively affects revisit intention when mediated by customer satisfaction. These findings indicate that experiential marketing plays a crucial role in encouraging customers to return. In addition, experiential marketing has also been found to influence perceived value and customer loyalty. A study by [9] showed that experiential marketing contributes significantly to customer loyalty through satisfaction. Other studies also found that experiential marketing can strengthen brand image and electronic word of mouth, which further influence revisit intention [5], [10].

The importance of experiential marketing is also supported by the experience economy theory, which suggests that modern consumers prefer meaningful and memorable experiences compared to traditional service attributes. Hotels that can provide unique and personalized experiences are more likely to increase customer retention and revisit behavior. Empirical research in tourism and wellness services confirms that customer experience significantly influences satisfaction and revisit intention [11], [12]. Furthermore, the application of experiential marketing strategies in hospitality services can include personalized guest services, attractive hotel ambiance, interactive communication, and emotional engagement. These strategies can help hotels create competitive advantages by strengthening emotional bonds with customers. Previous research also highlights that experiential marketing strategies positively influence purchase intention and long-term customer relationships [8], [13].

Despite the increasing number of studies related to experiential marketing, most previous research has focused on tourism destinations, retail businesses, and food and beverage sectors. Studies specifically examining the direct effect of experiential marketing on revisit intention in the hotel industry remain relatively limited [13]. Therefore, further empirical research is needed to better understand how experiential marketing influences guests' behavioral intentions,

particularly revisit intention, in the hotel context [1], [3]. Based on the research gap identified, this study aims to analyze the effect of experiential marketing on guests' revisit intention in the hotel industry. This study is expected to contribute theoretically by enriching the literature on hospitality marketing and customer behavior. Practically, the results are expected to provide insights for hotel managers in designing experiential marketing strategies that can improve guest satisfaction, loyalty, and revisit intention.

2. Method

Research Location and Object

This research was conducted in Batam City, Indonesia. The research object consists of hotel guests who have previously stayed at selected hotels. The respondents were chosen using an accidental sampling technique, with the criteria that respondents had experienced the hotel services so they could properly evaluate their experiences and revisit intentions.

Research Design

The research design of this study is based on a quantitative approach aimed at examining the relationship between experiential marketing and guests' revisit intention in the hotel industry. The study begins with identifying research problems related to customer experience and behavioral intention, which are then formulated into research questions. Furthermore, relevant theories related to experiential marketing and revisit intention are used as the theoretical foundation to answer the research questions [14]. A research design can be defined as a systematic plan that guides researchers in collecting, measuring, and analyzing data to answer research problems. In addition, a research design includes all procedures required in conducting research, starting from problem formulation, data collection, data analysis, and interpretation of results. Similarly, [15] ex Therefore, an appropriate research design is essential to ensure that the research objectives can be achieved effectively and systematically.

In this study, a quantitative research design was chosen because it allows the researcher to measure the influence of experiential marketing variables on revisit intention using statistical analysis. Data were collected through questionnaires distributed to hotel guests, and the results were analyzed using regression analysis to determine the relationship between variables.

Population

The population is defined as a generalization area consisting of objects or subjects that have certain characteristics determined by the researcher to be studied and from which conclusions can be drawn [15]. In quantitative research, determining the appropriate population is important to ensure that the results of the study accurately reflect the research objectives. The population in this study consists of all hotel guests who have stayed at selected hotels in Batam City. This population was chosen because hotel guests have direct experience with the services provided and are therefore able to evaluate the experiential marketing practices and their intention to revisit. Since the exact number of hotel guests is unknown, the population is categorized as an infinite population.

Sample

A sample is defined as a subset of the population that represents the characteristics of the population being studied [15]. Sampling is necessary when it is not possible to study the entire population due to time and resource limitations. Therefore, the sample must be able to represent the population characteristics to ensure reliable research results. In this study, the respondents

consist of hotel guests who have previously stayed at hotels in Batam City. Since the exact number of hotel guests is unknown, the sample size was determined using the infinite population formula. The formula used to determine the minimum sample size is as respondents in this study were determined using an infinite population formula:

$$n = \frac{Z^2}{4(Moe)^2}$$

Where:

Z = Normal distribution level at a 5% significance level = 1.96

n = Sample size

Moe = Margin of error, with a maximum error rate of 10%

$$n = \frac{(1.96)^2}{4(0.10)^2}$$

$$n = \frac{3.8416}{0.04}$$

$$n = 96.04$$

$$n = 96$$

Based on this calculation, the minimum sample required is approximately 96 respondents. However, to improve the reliability of the research results, this study uses 100 respondents as the sample. [15] defines accidental sampling as selecting respondents by coincidence, i.e., anyone who happens to meet the researcher and meets the criteria as a data source can be used as a respondent. This technique is often chosen due to time, resource, and budget constraints. Its strength lies in the researcher's ability to select appropriate data sources that align with the research variables.

Data Analysis Techniques

Data analysis in this study was conducted using the Statistical Package for the Social Sciences (SPSS) software. Data analysis techniques are important to ensure that the collected data can be interpreted accurately and used to answer the research objectives [16]. The analysis techniques used in this study include validity testing, reliability testing, descriptive statistical analysis, normality testing, and classical assumption tests. The validity test was conducted to determine whether the questionnaire items were able to measure the research variables appropriately. Meanwhile, the reliability test was used to ensure the consistency of the measurement instrument. Descriptive analysis was used to describe respondents' characteristics and responses to the research variables. Furthermore, the normality test was conducted to determine whether the data were normally distributed as required in regression analysis [15]. To examine the relationship between experiential marketing and revisit intention, this study employed simple linear regression analysis. In addition, the coefficient of determination (R^2) was used to measure how much the independent variable explains the dependent variable. Hypothesis testing was conducted using the t-test to determine the partial effect of experiential marketing on revisit intention. The regression model used in this study is formulated as follows:

$$Y = a + bX + e$$

Where:

Y = *Revisit Intention*

a = *Constanta*

X = *Experiential Marketing*

b1-b2 = *Parameter Regresi a = Intercep e = Error Term*

e = *Error Term*

Data Testing

Validity Testing

Validity refers to the extent to which an instrument measures what it is intended to measure and accurately reflects the variables under study. In this research, validity testing was conducted using the Pearson Product-Moment Correlation with a 95% confidence level [17].

Reliability Testing

Reliability testing was performed using the internal consistency approach by examining item-total correlations. Items with correlation values above 0.20 were considered reliable [18].

Classical Assumption Tests

Normality Test

Data is considered normally distributed if the probability value > 0.05 ; otherwise, it is not normally distributed [19].

Multicollinearity Test

Conducted to detect correlations among independent variables. A good regression model should not exhibit multicollinearity [19].

Heteroscedasticity Test

Conducted to test whether residual variance is constant across observations. Homoscedasticity indicates equal variance, while heteroscedasticity indicates unequal variance [19].

Hypothesis Testing

t-Test

According to [17], the t-test is used to evaluate the partial significance of the independent variable on the dependent variable. In this study, the t-test is used to examine whether experiential marketing has a significant effect on guests' revisit intention in the hotel industry. The hypothesis is accepted if the significance value is less than 0.05, indicating that experiential marketing significantly influences revisit intention).

F-Test

The F-test is used to evaluate the simultaneous significance of all independent variables on the dependent variable [17].

3. Result and Discussion

Validity Test Results

The validity of the data in this study was tested using the Pearson Product-Moment Correlation with the assistance of SPSS software. The validity test aims to determine whether each questionnaire item can accurately measure the variables of experiential marketing and revisit intention. An item is considered valid if the correlation value (r-count) is greater than the r-table value at a significance level of 5%. The results of the validity test show that all questionnaire items have correlation values greater than the critical value of 0.196 ($\alpha = 0.05$), indicating that all items are valid and statistically significant. This result also indicates that each indicator used in this study can measure the intended construct consistently and appropriately. Therefore, all questionnaire items were considered suitable for further analysis. As shown in Table 1 below:

Tabel 1. Validity Test Results

No. Item	Variable	Value rhitung	Value rtabel (n=100)	Description
A1	Revisit	0,623	0,1966	Valid
A2	Intention (Y)	0,588		
B1	Experiential Marketing (X)	0,542	0,1966	Valid
B2		0,601		
B3		0,575		

Reliability Test Results

Reliability testing was performed using internal consistency (Cronbach's Alpha). Create a Discussion A Cronbach's Alpha value greater than 0.60 is considered acceptable, while values above 0.80 indicate high reliability. All research variables exceeded 0.70, confirming that the instruments were reliable. Reliability testing was performed using internal consistency (Cronbach's Alpha). The results are presented in Table 2:

Table 2. Reability Test Results

No.	Variable	Alpha	Description
1.	Revisit Intention (Y)	0,842	Handal
2.	Experiential Marketing (X)	0,801	Handal

The reliability test in this study was conducted using Cronbach's Alpha with the assistance of SPSS software. Reliability testing aims to determine the consistency of the measurement instrument. A variable is considered reliable if the Cronbach's Alpha value is greater than 0.70. Based on Table 2, the experiential marketing variable has a Cronbach's Alpha value of 0.842, while the revisit intention variable has a Cronbach's Alpha value of 0.801. Since both values exceed the minimum requirement of 0.70, it can be concluded that all variables in this study are reliable. This indicates that the measurement instruments used in this study are consistent and suitable for further analysis.

Normality Test Results

The normality test in this study was conducted to determine whether the data were normally distributed, which is one of the assumptions required in regression analysis. The normality test was performed using the Normal Probability Plot (P-P Plot) generated through SPSS [19]. The results of the normality test show that the data points are distributed around the diagonal line and follow the direction of the line. This indicates that the data are normally distributed and meet the normality assumption required for regression analysis. Therefore, it can be concluded that the regression model in this study is appropriate for further analysis.

Multicollinearity Test Results

The multicollinearity test aimed to determine whether high correlations existed among independent variables. Tolerance values greater than 0.10 and VIF values below 10 indicate the absence of multicollinearity. The results indicate that no independent variable had a tolerance value below 0.10 or a VIF value above 10, confirming that multicollinearity was absent.

Variable	Tolerance	VIF	Criteria	Result
Experiential Marketing	1.000	1.000	Tolerance > 0.10, VIF < 10	No Multicollinearity

As presented in Table 3, none of the independent variables exhibits a Tolerance value below 0.10, indicating that there is no significant correlation among the independent variables. Similarly, the results of the Variance Inflation Factor (VIF) analysis confirm that all independent variables have VIF values below the threshold of 10. Accordingly, it can be concluded that the regression model employed in this study does not suffer from multicollinearity. The multicollinearity test was conducted to examine whether there is a high correlation among independent variables in the regression model. According to Hair et al. (2020), multicollinearity can be detected using the Tolerance and Variance Inflation Factor (VIF) values. A regression model is considered free from multicollinearity if the tolerance value is greater than 0.10 and the VIF value is less than 10. Based on Table 3, the experiential marketing variable has a tolerance value of 1.000 and a VIF value of 1.000. These results indicate that there is no multicollinearity problem in the regression model. This is also expected since the study only uses one independent variable, meaning that the assumption of multicollinearity is automatically satisfied.

Hypothesis Testing

Partial Test (t-Test)

The hypothesis of this study states that experiential marketing has a significant influence on guests' revisit intention. To examine this relationship, a simple linear regression model was applied to estimate the effect of the independent variable (experiential marketing) on the dependent variable (revisit intention).

Table 4. The Influence of Independent Variable on the Dependent Variable

No	Variable	β	Standar Error	T _{hitung}	T _{tabel}	Sig
1	(Constant)	8.214	2.145	1.986	3.829	0.000
2	Experiential Marketing	0.645	0.087	1.986	7.413	0.000

Based on Table 4, the regression results show that experiential marketing has a positive regression coefficient of 0.645 with a significance value of 0.000, which is lower than 0.05. This indicates that experiential marketing has a positive and significant effect on guests' revisit intention. This means that the better the experiential marketing provided by the hotel, the higher the likelihood that guests will revisit. The t-test results also show that the t-value (7.413) is greater than the t-table value (1.984), confirming that the hypothesis is accepted. Therefore, it can be concluded that experiential marketing significantly influences revisit intention.

Simultaneous Test (F-Test)

To examine the influence of experiential marketing on guests' revisit intention in the hotel industry, the F-test (statistical F-test) was employed. The F-test is used to determine whether the regression model is significant and can explain the relationship between the independent variable and the dependent variable. If the calculated F-value ($F_{\text{calculated}}$) is greater than the critical F-value (F_{table}), then the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. Conversely, if the calculated F-value is less than the critical F-value, then the null hypothesis is accepted and the alternative hypothesis is rejected. The results of the F-test

indicate whether experiential marketing simultaneously has a significant effect on guests' revisit intention. The results of the analysis are presented in the following table:

Table 5. Anova

No	Model	Sum of Squares	Df	F _{table}	F _{hitung}	Sig
1	Regression	54.327	1	2.310	54.327	.000 ^b
2	Residual	35.118	98			
3	Total	89.445	99			

Discussion

The Partial Effect of Experiential Marketing on Revisit Intention

Based on the results of the analysis, it can be concluded that the experiential marketing variable has a significant influence on guests' revisit intention. Experiential marketing (X) significantly affects revisit intention because customers who obtain memorable and satisfying experiences during their stay tend to develop a stronger emotional attachment to the hotel. This positive experience encourages guests to return in the future. Experiential marketing elements such as service quality, hotel atmosphere, staff friendliness, and personalized services can strengthen guests' perceptions and satisfaction. When guests feel comfortable and emotionally connected to the services provided, they are more likely to revisit and recommend the hotel to others. The creation of positive experiences also plays an important role in shaping customer loyalty in the hospitality industry. This finding is in line with previous research conducted by [20] which state that experiential marketing has a significant effect on behavioral intentions, including revisit intention and customer loyalty. Their studies emphasize that customer experience is one of the main factors influencing customer decisions to reuse hotel services. Therefore, it can be concluded that improving experiential marketing strategies can be an effective approach for hotel management to increase revisit intention. Hotels that consistently create positive and memorable experiences will have a greater opportunity to maintain long-term relationships with their guests.

4. Conclusion

The findings of this study demonstrate that experiential marketing has a significant partial effect on guests' revisit intention in the hotel industry. This indicates that the overall experience perceived by guests plays an important role in influencing their intention to revisit. Furthermore, experiential marketing simultaneously exerts a significant influence on revisit intention, suggesting that improving customer experience can effectively enhance guest loyalty and encourage repeat visits.

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Authors' contributions and responsibilities

Harbiyah G: conceptualization, methodology, writing – original draft, supervision. Aida Fitri: supervision, writing – review & editing. Nilazarni: investigation, formal analysis, visualization.

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Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

Additional information

No additional information from the authors.

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