Tourism Experience and Tourist Satisfaction of Domestic Tourists in Pagar Alam

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Article Info	Abstract
	This study aims to discuss tourist experiences and tourist satisfaction during a vacation or tour in Pagar Alam. The study used a quantitative method with simple linear regression analysis. The sampling technique used a simple random sampling method with primary data collected through a questionnaire to 130 respondents. The memorable tourism experience variable is represented by seven indicators in the form of hedonism, local culture, novelty, refreshment, involvement, knowledge, and meaningfulness, while the tourism satisfaction variable is represented by four indicators in the form of price, product convenience, service treatment, and positive feeling. The study results showed that the memorable tourism experience variable positively and significantly influences the tourist experience. The desire of tourists to always share their travel experiences through social media provides the highest indication that this has two impacts at once, both positive and negative. The level of sharing positive experiences is a strong indicator of the success of achieving tourist satisfaction during travel.

Introduction

The tourism industry is a potential resource, also a source of domestic funds that can still be optimized for function and achievement. Different when compared to manufacturing and the development of the banking industry which is running quite rapidly. The development of tourism before the Covid-19 pandemic was recorded as quite significant, the growth rate of the Indonesian tourism sector is getting better every year, Indonesian tourism is the fastest growing sector in the world, where investment in the tourism sector in 2017 increased with an achievement rate of 102% of the government's target. The Investment Coordinating Board (BKPM) noted that the realization of investment in the tourism industry over the past five years (2013-2017) has grown by an average of 20 (twenty) percent per year. Specifically in 2017, the increase was recorded at 31 (thirty one) percent at 1.7 billion US dollars (Laode Muh Syawal Mpali, 2023). The Central Statistics Agency (BPS) through the publication of Economic Indicators stated in January 2017 that there was an increase in the ranking of tourism commodities towards Indonesia's foreign exchange earnings since 2011 which was in fifth position contributing 8,554.4 million US dollars (BPS Indonesia, 2021) and in 2016 rose to second position contributing 13,568.8 million US dollars according to Temporary Data on Tourism Foreign Exchange Calculation 2016, Litbangjakpar, Ministry of Tourism of the Republic of Indonesia (Kemenparekraf/Baparekraf_RI, 2021). In developing Indonesian tourism in the eyes of the world, the government through the Ministry of Tourism and Creative Economy is penetrating the market through a country brand strategy with the promotion of the tagline Wonderful Indonesia (Zulkifli et al., 2023). Based on data from the World Economic Forum (WEF) 2017, among Asian countries, this branding strategy has succeeded in bringing

Indonesia to 42nd position (forty-two), above Malaysia and Thailand. These results are also supported by the Travel and Tourism Competitiveness Index (TTCI) Report 2017, WEF, Indonesia's Tourism Competitiveness Index compared to ASEAN countries in 2017, successfully ranked fourth after Singapore, Malaysia, and Thailand and continues to improve every year. The 2021 TTCI Report noted that Indonesia's position rose 12 ranks from 2019 to 32nd position (TTCI-Kemenparekraf, 2023). To continue to improve Indonesia's tourism competitiveness, support is needed for the three main factors of the tourism sector, namely attractions, amenities and accessibility. This support can be physical, financial, policy or academic. Amenities as one of the main supporting factors for tourism are all forms of facilities that provide services for tourists for all their needs while staying or visiting a tourist area, such as hotels, motels, restaurants, bars, discos, cafes, shopping centers, souvenir shops (Pratiyudha et al., 2023). These companies provide services when tourists come to visit a tourist destination (Hasan & Karo Karo, 2023). Hotels and restaurants are included in the category of basic facilities, where direct interaction with consumers occurs (P. K. Karo et al., 2022). This then becomes a reference that customer satisfaction is one of the dominant measuring instruments in determining the achievement of the suitability between the level of expectations and the level of consumer expectations in using services prepared in South Sumatra Province specifically (Karo Karo, 2021; P. K. Karo et al., 2019). The increase in Indonesia's TTCI position in 2021 went hand in hand with the publication of the Central Statistics Agency of South Sumatra Province which also recorded a positive growth movement in tourist visits to South Sumatra, from January 2021 to November 2022 as shown in the following figure. This shows that towards the new normal era after the Covid-19 pandemic, the Indonesian tourism sector is starting to gradually grow again along with the improvement of the 14 pillars of the tourism competitiveness index or called TTCI.
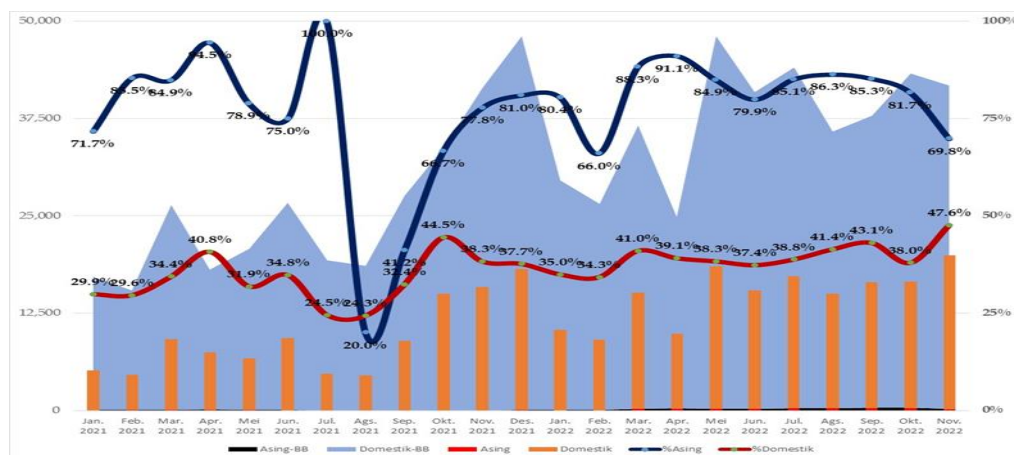

Figure 1. Trend of Tourist Visits to South Sumatra

Source: BPS South Sumatra Province 2021-2022, processed

The growth of tourist visits starting in 2021 is still seen to be dominated by domestic tourists, considering that there are several regulations from the country of origin and the destination country that impose restrictions on travel in and out of certain regions. The growth of tourist visits is improving in South Sumatra Province. If examined further, there is a clear difference between the distribution of foreign tourists and domestic tourists, where the number of foreign tourist visits is dominant in South Sumatra Province with an average of 73 percent in 2021 and

82 percent in 2022. This further strengthens the success of the tourism strategy in Indonesia alone to be quite effective in encouraging the revival of the tourism sector during the Covid-19 pandemic.
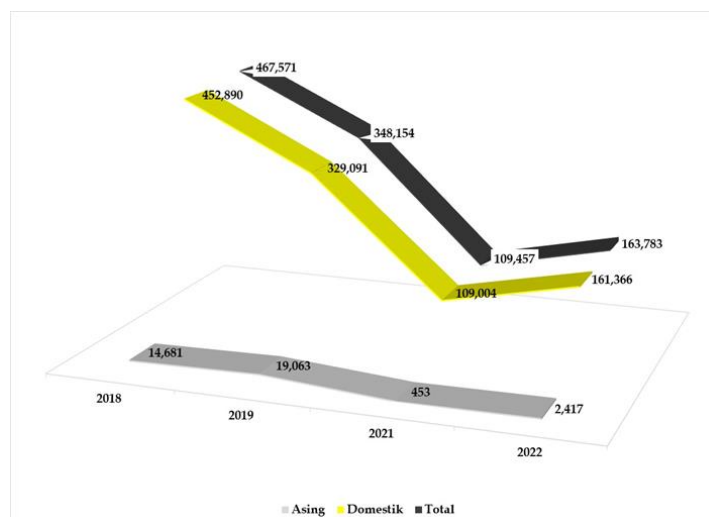

Figure 2. Number of Tourist Visits to South Sumatra Province

Source: Central Statistics Agency of South Sumatra Province 2022, processed

The visit graph shows a unique challenge for the strategy through domestic tourist visits to South Sumatra, it can be seen that both the number of foreign and domestic tourist visits in 2021 and 2022 are still far from the achievement figures in 2018 and 2019. Cumulatively, the total visits in 2022 are still at 35 percent of 2018 and 47 percent of 2019. When viewed based on the number of domestic tourist visits, the figures tend to be similar, namely 36 percent of 2018 and 49 percent of 2019. This percentage indicates that the tourism sector in South Sumatra Province has not fully recovered, other marketing strategies are needed that more directly touch the behavior and perspectives of tourists. The concept of experiential tourism is back as one of the strategies for recovering the Indonesian tourism sector (Kladou et al., 2022). This concept is part of sustainable tourism which views that tourist attractions and tourist destinations are not only used as objects of economic exploitation by the tourism sector (P. Karo et al., 2023).

Through the implementation of experiential tourism, it is expected that tourists will gain direct and memorable experiences in their minds, thus creating interest in making repeat visits or even extending the length of their visits (Kim & Kasemsap, 2013). In its development, the experiential marketing method through the concept of experiential tourism is a fairly effective method in maintaining relationships with customers, in this case both domestic and foreign tourists. The increase in the accumulation of tourist visits each year in South Sumatra Province in particular, is indirectly able to boost the achievement of national tourist visit targets, which are inseparable from all supporting aspects in tourist destinations. Through this study, it is hoped that factors that must be considered in maintaining a positive visit trend will be identified. Therefore, research is needed to determine the level of tourist satisfaction, by analyzing the influence of memorable tourism experience on tourist satisfaction at tourist destinations in Pagar Alam City as the main destination located in the highlands of South Sumatra Province. By maintaining an unforgettable or memorable tourist experience in the minds of tourists, it is certainly expected to be able to maintain and increase tourist satisfaction,

and have the potential to make repeat visits, share positive assessments and provide recommendations to others.

Methods

This research approach uses a quantitative method with a simple linear regression analysis technique. Primary data collection through a questionnaire built using a five-point Likert scale. The research population refers to the level of visits in 2022, where the sample size of the study uses the Slovin approach with an error of 10 percent and a minimum value of 99 people is obtained, selected using the simple random sampling technique (Sugiyono, 2018a). The realization of primary research data collected was 130 respondents. The variables used in this study are the independent variable memorable tourism experience (M. Sotiriadis & Gursoy, 2016; Zhong et al., 2017) and the dependent variable tourist satisfaction.

The memorable tourism experience variable is supported by seven indicators, namely hedonism, local culture, novelty, refreshment, involvement, knowledge and meaningfulness, while the tourism satisfaction variable is supported by four indicators, namely price, product convenience, service treatment and positive feeling (Güngör, 2007; Zhong et al., 2017).

Result and Discussion

Instrument Test

Validity testing is carried out to determine whether each statement from the questionnaire is valid or not. The results of the study can be said to be valid if there is a similarity between the collected data and the actual data that occurs in the object being studied (Sugiyono, 2018b). The correlation of each factor is positive and the value is greater than 0.361, then the item is a strong construct, so it is concluded that the instrument has good construction validity (Karo Karo et al., 2023). Based on the test results table, it is known that all items in all research variables including memorable tourism experience and tourist satisfaction have a greater r-test than the predetermined critical r, it can be concluded that all memorable tourism experience and tourist satisfaction statement items are declared valid.

Data is declared reliable if two or more researchers in the same object produce the same data, or the same researcher at different times produces the same data, or a group of data when divided into two shows data that is not different. Based on the results of the reliability test in the test results table, it is known that the Cronbach's alpha value of all variables has a value greater than 0.6; Thus it can be concluded that all research variables including memorable tourism experience and tourist satisfaction are stated to be reliable. The results of the trials that have been conducted indicate that the questionnaire instrument proposed to measure the research variables has been stated to be valid and reliable, so it is appropriate to continue to collect primary data..

Table 1. Results of validity and reliability tests instrument

Variables	Indicator	Validates Test Value	Resistance Test Value
Memorable Tourism Experience (Gursoy , 2016; Zhong, 2017)	MTE 1.1	0.828	.980
	MTE 1.2	0.759	
	MTE 1.3	0.889	
	MTE 1.4	0.772	
	MTE 2.1	0.871	

	MTE 2.2	0.735	
	MTE 3.1	0.886	
	MTE 3.2	0.878	
	MTE 4.1	0.875	
	MTE 4.2	0.887	
	MTE 4.3	0.791	
	MTE 5.1	0.845	
	MTE 5.2	0.903	
	MTE 5.3	0.904	
	MTE 6.1	0.852	
	MTE 6.2	0.866	
	MTE 6.3	0.863	
	MTE 7.1	0.915	
	MTE 7.2	0.917	
Tourism Satisfaction (Gungor, 2007; Zhong, 2017).	SAT 1	0.816	.860
	SET 2	0.857	
	SET 3	0.814	
	SET 4	0.876	

Respondent Characteristics

Based on the respondent characteristics table, it is known that there are 50 male respondents or 38 percent and 62 percent female respondents, it can be concluded that the majority of respondents in the study were female. Next, examined based on age range, it is known that the majority of respondents are aged 21-27 years or 68 percent, where in this age range they usually have a higher desire to travel than other ages. The difference in age of tourists will affect their tastes and choices of tourist destinations.

Table 2. Respondent characteristics

Characteristics	Jumlah	Presentation
Laki-Laki	50	38,46
Female	80	61.54
14-20 tahun	14	10.77
21-27 tahun	89	68.46
28-34 tahun	10	7.69
35-41 tahun	8	6,15
42-48 tahun	4	3,08
49-55 tahun	2	1,54
>55 tahun	3	2,31
PNS	6	4,62
Employee Private	21	16.15
Students	73	56.15
Indonesian National Armed Forces/Indonesian National Police	1	0.77
Other jobs	29	22.31

Recommendation Friend or you	48	36.92
Media electronic (TV, Radio)	8	6.15
Media social (Whatsapp, IG, FB)	68	52.31
Other information	6	4.62
Alone	2	1.54
Friend	44	33.85
Family	66	50.77
Group	18	13.84

The results of the study of respondent characteristics based on type of work, showed that the majority of respondents were students or pupils at 56 percent, followed by private employees at 16 percent. When viewed from the source of the tourism information obtained, 52 percent of respondents obtained information through social media and the next 37 percent through recommendations from friends or relatives. Meanwhile, based on the visiting group, 51 percent of respondents came to visit with their families and 34 percent came with friends. In other words, the dominant tourists up to 98 percent will always visit tourist destinations in groups or pairs.

Descriptive Analysis

The measurement of the memorable tourism experience variable consists of 19 statements. The description of each indicator forming the independent variable is as follows: 1) The average value of the indicator is 3.88 on a scale of 5, indicating a high assessment and the average tourist has felt happy and satisfied because they have a new experience when visiting Pagar Alam, in other words, tourism in Pagar Alam is able to provide new experiences and activities for tourists. 2) The average value of the indicator is 3.97 on a scale of 5, indicating a high assessment and tourists get a good impression of the involvement of the community around the destination in Pagar Alam, thus providing comfort during their visit. 3) The average value of the indicator is 3.92 on a scale of 5, indicating a high assessment and tourists feel that their vacation in Pagar Alam is different from their previous experiences, or in other words, the destination offers a different and unique tourism experience. 4) The average value of the indicator is 3.94 on a scale of 5, indicating a high assessment and tourists enjoy freedom during their vacation, or in other words, the experience of being close to nature has been successfully fulfilled. 5) The average value of the indicator is 3.84 on a scale of 5, indicating a high assessment and tourists agree that the experience during the trip has succeeded in ensuring that Pagar Alam is a location that suits their wishes. 6) The average value of the indicator is 3.77 on a scale of 5, indicating a fairly high assessment and during the visit, tourists feel new knowledge or culture, or in other words, get a new experience in traveling. 7) The average value of the indicator is 3.79 on a scale of 5, indicating a high assessment and tourists do meaningful and important activities during the visit.

Hypothesis Analysis

The t-test basically shows how far the influence of the independent variables individually in explaining the variation of the dependent variable (Meiryani, 2021). The hypothesis testing proposed in this study is based on the critical ratio (CR) value of a causal relationship, presented in the following table.

Table 3. Hypothesis testing

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Hypothesis			Estimate	S.E.	C.R.	P	Conclusion
SA	<---	MTE	0,716	0,087	8,208	0,000	Accepted

Based on the hypothesis test table, it shows the following hypothesis test results. The analysis results show a probability value of 0.000. The probability value (p) of 0.000 is less than 0.5 percent so that the results of this test indicate that the Ha hypothesis is accepted, meaning that memorable tourism experience has a significant effect on tourist satisfaction. The CR (critical ratio) value is obtained from the estimate parameter divided by the standard error. The CR value of 8.208 can be interpreted that there is an effect of memorable tourism experience on tourist satisfaction. The estimate value which has a positive value of 8.208 can be interpreted that memorable tourism experience has a positive result on tourist satisfaction, indicating that the higher and better the memorable tourism experience, the more it will increase tourist satisfaction at tourist destinations in Pagar Alam. The results of the study show that memorable tourism experience has a positive and significant effect on tourist satisfaction. These results are in accordance with the attitude theory which states that impressive tourist experiences can affect tourist satisfaction (Kaur, 2019).

The results of this study also support the concept that memorable tourism experiences in the past reflect personal enjoyment and the achievement of tourist expectations will lead to the achievement of tourist satisfaction on a large scale including the level of enjoyment obtained by tourists (Vergopoulos & Hécate, 2016; Xie et al., 2020). The results of this study support previous studies that found memorable tourism experiences have a positive and significant influence on tourist satisfaction (Gohary et al., 2020; Sthapit & Coudounaris, 2018; Zhong et al., 2017). Tourists' memorable experiences are important in creating tourist satisfaction, because memorable experiences are unique and different things that tourist destinations have in meeting the hopes and desires of tourists so that they can increase tourist satisfaction.

Conclusion

Based on the results of the research analysis, the conclusion that can be drawn is that memorable tourism experience has a significant effect on tourist satisfaction, indicating that the better the memorable tourism experience felt by tourists, the more it will affect tourist satisfaction with the Pagar Alam tourist destination. Destination managers are expected to be able to pay attention to the tourist satisfaction variable. The findings of the item analysis, the statement with the highest value about tourists who share photos on social media to share their holiday experiences while in Pagar Alam with family or friends. This shows that tourists get a feeling of happiness so they want to share it by telling others. Improving additional storytelling capabilities will provide an experience beyond tourists' expectations. Rejuvenation of tourist destination facilities needs to be carried out continuously so that they continue to provide a sense of comfort and pleasure while in Pagar Alam so that tourists are willing to share positive holiday stories through social media.

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