

The Effect of Social Media, Servicescape and Customer Experience on Revisit Intention with The Visitor Satisfaction as an Intervening Variables in The Tree House on Tourism Habitat Pamah Semelir Langkat Regency

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ABSTRACT

The purpose of this study was to determine the effect of social media, servicescape, and customer experience on revisit intention with the visitor satisfaction as an intervening variable in The Tree House on Tourism Habitat Pamah Semelir Langkat Regency. Type used in this research is associative. The population in this study was the visitors who visit in The Tree House on Tourism Habitat Pamah Semelir Langkat Regency. Samples taken in this study was 135 respondents. Withdrawal of the amount of the sample size is done with non-probability sampling method using accidental sampling technique that visitors browsing research location. The primary data collection using questionnaires and secondary data collection using structural equation modeling (SEM), analysis tools Smart PLS 3.0 significantly $\alpha = 5\%$ (0.05). The results of this study indicate that social media has a positive and significant effect on visitor satisfaction. Servicescape has a positive and significant effect on visitor satisfaction and customer experience has a positive and significant effect on visitor satisfaction. Social media has a positive but not significant effect on revisit intention. Servicescape a positif and significant effect on revisit intention and customer experience has a positive and significant effect on revisit intention. Then, social media has a positive and significant effect on revisit intention through visitor satisfaction. Servicescape has a positive

effect, but not significantly to revisit intention through visitor satisfaction and customer experience has a positive and significant effect revisit intention through visitor satisfaction. Visitor satisfaction has a positive and significant effect on revisit intention.

Keywords: Social Media, Servicescape, Customer Experience, Revisit Intention, Visitor Satisfaction

INTRODUCTION

Increased income and purchasing power of the people as well as the need to get out of the routine to take a refreshing trip and get a new sensation makes the community look for tourism that can be used as a means of releasing stress. This makes the tourism industry in various regions begin to increase. The development of the tourism industry is an interesting phenomenon, although tourism is also a sector that is very sensitive to changes that occur both internally and externally which greatly affects the number and interest of tourists to visit a country, province or region. The industry directly provides an impact on the economy, social and culture (Gegel, 2006). Nowadays tourism has experienced a change in trends where the shift in tourist interest has given birth to natural tourism towards quality tourism

patterns that can not only be enjoyed by looking alone, but also want new experiences so closer to nature and society.

Global tourism is currently experiencing a very significant increase, even according to the UNWTO (United Nations World Tourism Organization) stated that international tourist arrivals grew by 4.4% in 2015 and reached a total of up to 1,184 million tourists. Whereas Tourism in Asia and the Pacific experienced a 5% increase recorded by 13 million more international tourist arrivals from the previous year which reached 277 million tourists. Based on UNWTO estimates in early 2015 which stated that the number of tourists will increase by 3-4% throughout the world in 2015. This means in line with the estimated growth of an average of 3.8 percent per year during the period 2010 to 2020.

Destinations in Sumatera Utara that are quite diverse and complete include Langkat District. Langkat Regency is a district located in Sumatera Utara province with its capital located in Stabat. Langkat Regency consists of 23 subdistricts with an area of 6,272 km² and administratively adjacent to the Nature Conservation Area of the Leuser Mountain National Park covering 213,985 Ha. This lift. In addition, Langkat Regency also has abundant tourism wealth. Starting from waterfalls, rivers, natural caves and jungle trekking. Natural tourism in Langkat regency is starting to develop. One of the natural attractions that are developing in the regency of Langkat and highly discussed is pamah semelir.

Pamahir Semelir is a complete tourist attraction because it has peaks in the hills began to be encroached by investors who buy them from the local community, to then be built glance and unique and interesting spots. The trees at the top of the hill are transformed into selfie areas which certainly spoil selfie lovers. Not just taking pictures, there are also my table and a small table for visitors who want to relax and enjoy a glass of warm coffee. The cool air and the beautiful stretch of the Bukit

Barisan is the main icon of tourism in Pamah Semelir. Another enchanting location is of course Mount Semelir which has an altitude of about 1,745 M asl. The contour is hilly with tropical plants typical of rain forest. If lucky, visitors can see a variety of rare fauna such as the forest, magpie, Sumatran tiger. Besides that there are also other potential in the form of caves, waterfalls and hot springs. The majority of the surrounding communities are farmers with superior commodities of coffee plants. In addition there are also fish ponds and artificial ponds that are as large as reservoirs. This location is often visited by tourists who come to Pamah Semelir, because in addition to the good view, it can also be an option for a place to mix.

Making tourists have the interest to re-visit and recommend destinations to others is the goal of every tourist destination manager. The importance of tourist return visits to a destination is one of the factors that helps the sustainability of the destination in marketing its destination. According to Lam and Hsu (2015) interest is a possibility to commit and be involved in a particular action or behavior. If it is related to the point of view of tourism it can be interpreted as the possibility to plan a tour trip again in the future. The interest of tourists to visit again is considered as an impact of consumer satisfaction. Revisit intention is considered as a form of consumer loyalty that will be useful in predicting consumer behavior in the future.

Visitor satisfaction is important because basically visitor satisfaction is the goal of a tourist attraction. The higher the level of satisfaction, the higher the profit gained by the tourist attraction itself. Satisfaction is the extent to which the perceived performance of a product matches the expectations of the buyer. If product performance is far from expectations, the customer is not satisfied. If the performance matches expectations, the customer is satisfied. If performance exceeds expectations, customers will be very satisfied or happy (Kotler and Keller, 2016).

Research conducted by Supriyanto (2013) found results that were different from previous researchers, the results of the study had no effect of social media on repeat purchases and there was no effect of social media on consumer satisfaction.

Servicescape does not affect customer satisfaction. This indicates that servicescape is not a strong benchmark in making the people of Pontianak city feel satisfied at their visit to a restaurant. This might be due to the physical environment offered not being able to provide satisfaction or the physical environment provided by the restaurant feels normal. As for other reasons, this might be caused by the physical environment provided does not meet the expectations of restaurant consumers.

Rageh et al (2013) customer experience is an internal and subjective response from consumers who need contact with the company, both direct and indirect contact. Direct contact generally occurs during purchases, usage and services, and is usually initiated by tourists. Conversely, indirect contact most involves unplanned meetings with representatives of a company's products, services or brands and accepts forms of word-of-mouth recommendations or criticisms, advertisements, news reports and reviews.

LITERATURE REVIEW

2.1 Tourism Marketing

The tourism industry continues to experience growth along with the development of transportation technology, and information that is marked by the continued increase in the number of tourist destinations in Indonesia and other countries. In the tourism industry currently is in a very tight competition, so that the destination manager must be able to have a unique and special attraction so as to attract the interest of visiting and at the same time be able to win the competition. The tourism industry in principle is a service industry that combines various elements offered by a

tourism destination. Tourism marketing is very different from product marketing in general. The difference lies in the production process, and the elements forming its products.

2.2 Social Media

According to Situmorang (2016), social media is one of the products of the digital world that puts forward the process of interaction between individuals with each other, creating an attraction between social media and those individuals.

2.3 Servicescape

According to Fitzsimmons (2011) servicescape is a physical facility in servicescape designed for guest needs to influence behavior and satisfy guests where the design of physical facilities will have a positive impact on guests and employees. Meanwhile, according to Lovelock and Wirtz (2011) servicescape is the style and form of the physical environment and other experimental elements found by the customers where the services are delivered.

2.4 Customer Experience

Experience marketing is about a company that makes its customers more loyal, by maximizing the five elements created by Schmitt et al (2003), namely: the element of sense; concerning the five senses (such as sight, hearing, and smell) which can be done by giving beautiful scenery, pleasant aroma, comfortable touch, appropriate music.

2.5 Revisit Intention

Interest in revisiting according to Setyo et al (2016) is a form behavior from previous visit experiences on service quality destination in the same country or region. The process of making tourist intentions making return visits comes from positive performance in tourists in the form of a long-term perspective.

2.6 Visitor Satisfaction

According to Kotler and Keller (2016) customer satisfaction is feeling happy or disappointed someone who appears after comparing the perception or impression of the performance is below expectations, customers are dissatisfied.

But, if the performance exceeds expectations, the customer is very satisfied and happy.³⁸ If the performance is felt below expectations, the customer will feel disappointed, if the performance meets customer expectations, the customer will feel satisfied, whereas if the performance exceeds expectations, the customer will feel very satisfied. This satisfaction will certainly be felt after the customer in question consumes the product.

RESEARCH METHODS

3.1 Types of Research

This type of research in this research is associative research, namely research that connects two or more variables (Situmorang, 2016). The variables related in this study are social media, servicescape and customer experience on revisit intention with visitor satisfaction as an intervening variable.

3.2 Research Place and Time

This research was conducted in The Tree House on Tourism Habitat Pamah Semelir Langkat Regency, this study was conducted in October 2019 to December 2019.

3.3 Research Population and Samples

According to Sugiyono (2016) the population is a region of generalization consisting of: subjects or objects with certain qualities and characteristics that are

determined by researchers to be studied and then drawn conclusions. The population in this study were visitors who visited Rumah Habitat Pamah Semelir Langkat Regency.

According to Sugiyono (2016) the sample is part of the number and characteristics possessed by the population. The sample criteria used in this study were visitors who had revisit intention in The Tree House on Tourism Habitat Pamah Semelir Langkat Regency more than once, visitors who were active in social media and were willing to be the subjects of the study. The withdrawal of the sample size was carried out by the nonprobability sampling method using accidental sampling techniques which were visitors who were in the study site as many as 135 visitors. Thus, the numbers of samples to be used in this study were 135 visitors of the Habitat Pamah Semelir Tree House tourist attraction in Langkat Regency.

3.4 Data Analysis Techniques

The data analysis technique used to test the hypotheses in this study is PLS-SEM analysis.

RESULT

1. Hypothesis Testing Direct Effects

Table 1 presents the path coefficient and p-values for testing the significance of the direct effect.

Table 1. Path Coefficient Values and Test for Significance of the Dirrect Effect

Information	Sample Original (O)	Standard Deviation (STDEV)	T Statistics (O / STDEV)	P values
$X_3 \rightarrow Z$	0,300	0,111	2,697	0,007
$X_3 \rightarrow Y$	0,269	0,094	2,858	0,004
$Z \rightarrow Y$	0,261	0,118	2,200	0,028
$X_2 \rightarrow Z$	0,272	0,127	2,137	0,033
$X_2 \rightarrow Y$	0,250	0,111	2,256	0,024
$X_1 \rightarrow Z$	0,260	0,110	2,357	0,019
$X_1 \rightarrow Y$	0,138	0,114	1,211	0,226

Based on the results in Table 1 the results are obtained:

a. Known social media (X_1) has a positive effect on visitor satisfaction (Z) with a path coefficient value of 0.260 and significant with a p value of $0.019 < 0.05$.

b. Known servicescape (X_2) has a positive effect on visitor satisfaction (Z) with a path

coefficient value of 0.272 and significant with a p value of $0.033 < 0.05$.

c. Known customer experience (X_3) has a positive effect on visitor satisfaction (Z) with a path coefficient value of 0.300 and significant with a p value of $0.007 < 0.05$.

d. Known social media (X_1) has a positive effect on revisit intention (Y) with a path

coefficient value of 0.138 and not significant with a p value of $0.226 > 0.05$.

e. Known servicescape (X_2) has a positive effect on revisit intention (Y) with a path coefficient value of 0.250 and significant with a p value of $0.024 < 0.05$.

f. Known customer experience (X_3) has a positive effect on revisit intention (Y) with a path coefficient value of 0.269 and significant with a p value of $0.004 < 0.05$.

g. It is known that visitor satisfaction (Z) has a positive effect on revisit intention (Y) with

a path coefficient value of 0.261 and a significance value of a p value $0.028 < 0.05$.

2. Hypothesis Testing Indirect Effects (Mediation Testing)

Then the indirect effect test is performed testing whether visitor satisfaction (Z) is significant in mediating effect on social media (X_1), servicescape (X_2), customer experience (X_3) on revisit intention (Y).

Table 2. Indirect Effect Testing Results

Information	Sample Original (O)	Standard Deviation (STDEV)	T Statistics (O / STDEV)	P values
$X_3 \rightarrow Z \rightarrow Y$	0,191	0,079	2,408	0,016
$X_2 \rightarrow Z \rightarrow Y$	0,166	0,089	1,857	0,064
$X_1 \rightarrow Z \rightarrow Y$	0,156	0,079	1,975	0,049

Based on the test results the indirect effect in Table 2 shows the results:

a. The indirect effect of social media (X_1) on the interest of revisit intention (Y), through visitor satisfaction (Z) is 0.156, with a pvalue $0.049 < 0.05$, then social media (X_1) indirectly significantly influences the revisit intention (Y), through visitor satisfaction (Z). In other words, visitor satisfaction (Z) significantly mediates the relationship between social media (X_1) and revisit intention (Y).

b. The indirect effect of servicescape (X_2) on revisit intention (Y), through visitor satisfaction (Z) is 0.166, with a pvalue $0.064 > 0.05$, then servicescape (X_2) indirectly, does not significantly affect revisit intention (Y), through visitor satisfaction (Z). In other words, visitor satisfaction (Z) does not significantly mediate the relationship between servicescape (X_2) on the interest in revisit intention (Y).

c. The indirect effect of customer experience (X_3) on revisit intention (Y), through visitor satisfaction (Z) is 0.191, with a p-value of $0.016 < 0.05$, so the customer experience (X_3) does not directly affect revisit intention (Y), through visitor satisfaction (Z). In other words, visitor satisfaction (Z) significantly mediates the relationship between customer experience (X_3) and revisit intention (Y).

CONCLUSION AND SUGGESTION

CONCLUSION

Based on the results of the study, it can be concluded that:

a. Social media has a positive and significant effect on visitor satisfaction.

b. Servicescape has a positive and significant effect on visitor satisfaction.

c. Customer experience has a positive and significant effect on visitor satisfaction.

d. Social media has a positive but not significant effect on revisit intention.

e. Servicescape has a positive and significant effect on revisit intention.

f. Customer experience has a positive and significant effect on revisit intention.

g. Visitor Satisfaction has a positive and significant effect on revisit intention.

h. Indirect effect of social media on revisit intention through visitor satisfaction is that social media does not directly effect revisit intention through visitor satisfaction. In other words, significant visitor satisfaction mediates the relationship between social media and revisit intention.

i. Indirect effect of servicescape on revisit intention through visitor satisfaction is servicescape indirectly, does not significantly affect revisit intention through visitor satisfaction. In other words, visitor satisfaction does not significantly mediate

the relationship between servicescape and revisit intention.

j. Indirect effect of customer experience on revisit intention through visitor satisfaction is customer experience indirectly significantly affect revisit intention through visitor satisfaction. In other words, significant visitor satisfaction mediates the relationship between customer experience for revisit intention.

SUGGESTION

Based on the results of the research, discussion and conclusions above, the writer gives the following suggestions in the hope that they can provide input for the progress and development of the management of the palms tree house:

a. To strengthen social media Tree House Habitat Pamah Semelir suggested to continue to maintain social media and information on tourist attractions. Tree House Habitat Pamah Semelir should continue to promote by frequently updating photos and video posts on the Instagram account @rumahpohonhabitat to create a feeling of satisfaction with information on Tree House Habitat Pamah Semelir and create interest in revisiting the tourist attraction of Habitat Tree Pamah Semelir.

b. To strengthen the services of Tree House Habitat Pamah Semelir, it is suggested to complete and improve existing facilities such as the area of the road leading to the destination must be improved and the interior must be more attractive so that visitors feel satisfied and can return to the destination.

c. From the results of the study indicate that visitor satisfaction has a positive influence on the revisit intention. Visitor satisfaction must be considered because at this time visitors are a benchmark of the success of a destination.

d. For future researchers, it is important to expand the research so that more complete information is obtained about factors such as E-WOM, destination image, travel attraction, brand image, tourism, attractiveness, consumer perception and others that affect the interest in revisiting and satisfaction a visitor.

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