EXPERIENTIAL MARKETING: SATISFACTION MEDIATES THE EFFECT OF DESTINATION IMAGE AND SOCIAL MEDIA PROMOTION ON RE-INTENTION

Nina Triolita

Indonesia School of Economics (STIESIA), Surabaya, Indonesia

Corresponding Author: ninatriolita07@gmail.com

Abstract: Indonesia is a country that has a lot of tourism potential and continues to be developed, one of which is Lamongan, East Java. Wisata Bahari Lamongan is a tourist attraction in the northern region of Lamongan Regency. Wisata Bahari Lamongan is an effort to develop and utilize the Lamongan Coastal area with an ecotourism design. The community experiences various economic benefits and the opening of job opportunities that can support the standard of living in Lamongan. This tourist attraction has an important role in supporting the economic life of the surrounding community, however, since the pandemic occurred there has been a decline in the number of tourists even though the economy is already in a period of recovery. The government continues to strive to improve the image of tourist destinations to increase the satisfaction of tourists visiting Lamongan Marine Tourism. The development of digital technology in promotion has a role in improving the tourism sector. Experiential Marketing is expected to become a marketing alternative based on very interesting experience in marketing the tourism sector, especially in East Java. This research aims to determine the influence of destination image and social media on tourists' intention to revisit using satisfaction. As a mediating variable. This research uses quantitative methods using Path Analysis. The sample for this research was 80 tourists who had visited Telaga Sarangan before and had the experience of visiting at least twice. The sampling technique uses Non-Probability Sampling with the Purposive Sampling method. The results of the analysis state that destination image has a positive and significant effect on tourist satisfaction, attractiveness has a positive and significant effect on tourist satisfaction, destination image has a positive and significant effect on interest in returning to visit, attractiveness has a positive and significant effect on interest in returning to visit, tourist satisfaction has a positive effect and significant for interest in returning to visit. Meanwhile, the mediating variable satisfaction can mediate the influence of destination image and social media promotion.

Keywords: Destination Image, Social Media Promotion, Satisfaction, Re-Intention

1. Introduction

Tourism is one of the sectors that the government relies heavily on as a contributor to foreign exchange from non-oil and gas income, besides being able to create and expand business opportunities, it can also encourage regional development, and enrich national culture while preserving the personality of the Indonesian nation. Indonesia is a country that has many interesting tourist attractions, especially in East Java. The potential of the tourism sector is a concern for every region in the province of East Java. The development of the tourism industry has a big impact on each region that has tourism potential, this can become a leading regional

sector that can increase regional budget revenues. Every region in Indonesia has great potential, one of which is in the tourism sector. The East Java Provincial Government explains that the tourism sector has 3 focus areas for developing industrial potential, namely tourism marketing, increasing tourists, and tourism investment. This is proof that the government supports the development of the tourism industry in East Java. Tourist destinations have their characteristics, such as natural resource destinations, cultural destinations, recreational facilities such as amusement parks, and psychological attractions such as adventure.

Wisata Bahari Lamongan (WBL) is a tourist attraction in the northern region of Lamongan Regency. Wisata Bahari Lamongan (WBL) as an effort to develop and utilize the Lamongan Coastal area with an ecotourism design3. Lamongan Marine Tourism was inaugurated on November 14, 2004, by the Regent of Lamongan, namely H. Masfuk. The development of tourism in Lamongan Regency has experienced an increase in visitors since the existence of Wisata Bahari Lamongan (WBL). The community experiences various economic benefits and the opening of job opportunities that can support the standard of living in Lamongan. Wisata Bahari Lamongan (WBL) is one of the investments made by the Lamongan Regency Government to maximize tourism potential. The collaboration carried out between the Lamongan Regency Government and PT Bunga Wangsa Sejati is for 25 years, when the cooperation period has been completed, Lamongan Marine Tourism will become the property of the Lamongan Regency Government. Interest is the driving force of a person's awareness of an object which causes a person to pay attention to something he likes which has an impact on increasing the market.

The interest in revisiting arises as a result of the learning process and thought process which then forms a perception. This interest in visiting will arise and then become a Tourist Facility which continues to be recorded in one's mind and becomes a very strong activity in the end when someone feels like experiencing the same thing they will actualize what has become a Tourist Facility in their mind. Interest is a person's awareness of an object, person, problem, or certain situation that is related to him or is seen as something he is aware of (Witherington, 2015). Barker and Cromton (2000) stated that revisit interest is the intention that visitors have to visit a place within a certain period and their willingness to make frequent return visits to that place.

Given the nature of the travel experience which often involves intensive and close interaction with service providers and local community members, interaction between residents and guests has emerged as an important component of the tourist experience in a destination (Buhalis, 2000; Cetin & Bilgihan, 2016). The success of a tourist destination depends on the tourist's goals. behavioral intentions. In particular, repeat visit intention and willingness to recommend the destination to others are widely accepted parameters for measuring destination loyalty (Chi & Qu, 2008; Oppermann, 2000; Prayag & Ryan, 2012; Yoon & Uysal, 2005).

With the development of digital technology today, many people depend on social media for business, looking for information on various things, including tourist destinations, through social media. Nasrullah (2017) explains that social media is an internet-based tool that makes it easier for users to present themselves or communicate by sharing text, images, and videos and forming virtual social groups. Social media promotion is an effective business promotion tool because it can be accessed by anyone, so the promotional network can be wide. Social media has become an indispensable part of marketing for many companies and is one of the best ways to reach customers and clients.

Based on the background described above, the researcher formulated the problem as follows:

- Does Destination Image Toward Satisfaction Tourism in Wisata Bahari Lamongan (WBL)?
- Does Social Media Promotion toward Satisfaction Tourism in Wisata Bahari Lamongan (WBL)?

- Does Destination Image toward Re-Intention Visiting in Wisata Bahari Lamongan (WBL)?
- Does Social Media Promotion toward Re-Intention Visiting in Wisata Bahari Lamongan (WBL)?
- Does Destination Image and Social Media Promotion toward Re-Intention Visiting which is mediated by Satisfaction?

The benefits of this research can be grouped into categories as follows:

- Theoretical Benefits. The results of this research can theoretically increase the knowledge and expertise of researchers, especially in the field of marketing related to the destination image, social media promotion, tourist satisfaction, and interest in returning to Wisata Bahari Lamongan (WBL) Objects.
- Practical Benefits. It is hoped that this research can be input for the Lamongan Regency Tourism Office and the Lamongan Marine Tourism Management Office in increasing the number of visitors to the Wisata Bahari Lamongan (WBL) Object.

2. Literature Review

Tourist Satisfaction

Satisfaction or dissatisfaction is a feeling of pleasure or disappointment that arises from the impression of the actual or actual performance of a tourism product compared to the expected performance. Maharani (2019) stated that the theory that explains satisfaction or dissatisfaction is The Expectancy Disconfirmation Model. This model states that consumer satisfaction and dissatisfaction are the influence of pre-purchase expectations with the reality that consumers receive after consuming a product and the accuracy of the function they receive as promised by the company.

Ester et al (2020) explained that tourist satisfaction is a general measure of tourists' opinions about the quality of each destination. This measure can be seen as a value related to the quality of destination achievement, for example, the attitude and service felt by tourists in the tourist destination area, not just the result of the experience. Kotler & Keller (2016) identified four methods for measuring customer satisfaction, including Customer Satisfaction Survey, Lost Customer Analysis, Gosh Shopping, and Observing Competitor Performance. According to Dharmmesta in Sappewali et al (2022), the factors that drive tourist satisfaction are Service Quality, Place Quality, Emotional Factors, Price, and Convenience.

Experiential Marketing

Experiential marketing is a powerful marketing tool that should be considered as part of an integrated marketing campaign. Make sure your event is well-executed, targeted, and integrated with other marketing campaigns for the best results. Do it well and you will create brand advocates who will spread your brand message further through word-of-mouth advertising, and become loyal customers for life. In the tourism sector, experience-based marketing is one of the things that needs to be considered when marketing tourism destinations. Marketers aim to promote tourism dreams using experiential marketing stimuli including print advertising media (Ghosh & Sarkar, 2016).

The world of Hospitality and Tourism offers a variety of intangible elements including atmosphere, including atmosphere, feeling, service, connection, kindness, and emotional involvement (Stoyanova-Bozhkova et al., 2020). Designing intuitive user experiences must also ensure functionality, discoverability, trustworthiness, value, accessibility, and ultimately enjoyment (Villarreal, 2022). In Experiential Marketing, Schmitt (1999) integrates traditional

marketing concepts into his views on experiential marketing and proposes an experiential marketing framework that can be used for customer experience management based on theories about individual consumer psychology and social behavior.

Schmitt (1999), defines experiential marketing as "a process of creating an experiential context in which consumers are allowed to feel, feel, think, act, and relate to the product being promoted and have pleasant memories of this experience, thereby increasing product awareness and product value "The elements in Experiential Marketing include Sense, Feel, Think, Act and Relate. In the tourism sector, Experiential Marketing is an attractive marketing option for increasing the number of tourist visits. According to Schmitt (1999, 2003), one of the first authors coining the term experiential marketing, there are five ways to promote an experience among consumers: (1) via sensorial experience (perception); (2) via emotional experience (feel); (3) via physical experience or lifestyle (act); (4) via cognitive and creative experience (think); and (5) via social identity experience (relate).

Destination Image

Destination image is a mental image or perception that prospective tourists have of a tourist destination. According to Widjianto (2019), a Destination image is a picture, thoughts, beliefs, feelings, and ideas about a destination. Sulistyanda et al (2022) state that destination image is an expression of knowledge, impressions, imagination, and emotional thoughts about a particular place. Meanwhile, Ardiansyah & Ratnawali (2021) explained that destination image is the belief or knowledge about the destination and what tourists feel while traveling. Meanwhile, according to Sappewali et al (2022), a destination image is a set of beliefs, thoughts, and impressions that a person has about an object. In the Experiential Marketing Context, according to Chen (2008), loyalty exists when customers feel satisfied with a product and have the intention to repurchase and spread positive information by word of mouth about the product. Lin (2011) views customer loyalty as a commitment to use, repurchase, cross-purchase, or recommend a product. or services from a particular brand.

The success of a tourist destination depends on the tourist's goals. behavioral intentions. In particular, repeat visit intention and willingness to recommend the destination to others are widely accepted parameters for measuring destination loyalty (Chi & Qu, 2008; Oppermann, 2000; Prayag & Ryan, 2012; Yoon & Uysal, 2005). Based on previous research, the author exploited experiential marketing which focused on elements in Experiential Marketing including Sense, Feel, Think, Act, and Relate to the destination image variable.

Social Media Promotion

The hospitality experience customer journey consists of before, during, and after the visit (Stylos, 2022). They are usually context-based and influenced by stimuli at the destination (Buhalis and Foerste, 2015). Tourists share their experiences with others after the visit, when returning home, creating multimedia content, reviews, and word of mouth (Arica et al., 2022). However, more and more travelers are sharing their experiences in near real-time, as they use networks and smart devices to upload content or even live stream their experiences. With the improvement and development of technology, information sharing before, during, and after visits is possible in various virtual environments and platforms resulting in user-generated content (UGC) and eWOM (Zhang et al., 2018). Previous literature has examined value from different perspectives, such as perceived value (Vo-Thanh et al., 2022), valuation economics (Tomczyk et al., 2022), and interaction and co-creation between humans and technology (JiménezBarreto et al., 2021).

In the tourism marketing sector, the use of technology is necessary to support increasing the number of tourists. The interactive tourism sector must support tourists having a variety of choices to suit their tastes and emotions, appreciate whatever they want to experience (Alvarez,

2015), and, if possible, something they can share on social media. The development of the Internet has revolutionized the operational strategies of the tourist industry (Theodosiou and Katsikea, 2012). The huge impact of Web 2.0 and 3.0 on tourism activities reaches providers, distributors, and consumers. "Word of mouth" communication, which is so important in the field of tourism marketing, is now powered by thousands of contacts that can be generated by active users on internet blogs, e-mail, Facebook, Twitter, or Instagram (García, 2016). Today, the internet allows tourists to socialize the experience throughout the entire process, even in the preparation stages.

This socialization of travel experiences entails the opportunity to promote the company when it has met or exceeded its clients' expectations, while having a negative side, considering that the process of sharing experiences among users occurs without any participation or control of the companies involved (García, 2011). Based on previous research, researchers explored the Experiential Marketing Theory from Schmitt (1999, 2003) with five ways to promote experiences among consumers: (1) through sensory experience (perception); (2) through emotional experience (feel); (3) through physical experiences or lifestyle (actions); (4) through cognitive and creative experiences (thinking); and (5) through the experience of social identity (relate).

H1: Destination Image (X1) toward Satisfaction Tourism in Wisata Bahari Lamongan (WBL)
H2: Social Media Promotion (X2) toward Satisfaction Tourism in Wisata Bahari Lamongan (WBL)

Re-Intention Visiting

The customer journey of the hospitality experience consists of before, during, and after the visit (Stylos, 2022). Permana 2018 found that perceived value has a positive impact on satisfaction, which in turn has a positive impact on intention to revisit. However, destination image was not found to have a significant impact on satisfaction. Huang 2014 tested the temporal dimension of revisit intention and found that travel distance had a positive effect on expected return visit time. Visitor loyalty is also influenced by their attitude towards the destination. On the other hand, Setyaningsih 2020 did not find a significant influence of customer experience on intention to revisit in the context of bicycle tour packages.

According to Utama (2017), indicators of interest in returning to visit are: There is a desire to visit the destination again, Willingness to tell other people about their satisfaction with the destination, Willingness to encourage or recommend other potential visitors to visit the destination, Visitors evaluate the destination positively, Build social relationships which are always in harmony with destination managers, visitors are willing to give their opinions to improve the destination in the future.

H3: Destination Image (X1) toward Re-Intention Visiting in Wisata Bahari Lamongan (WBL)
H4: Social Media Promotion (X2) toward Re-Intention Visiting in Wisata Bahari Lamongan (WBL)
H5: Destination Image (X1) and Social Media Promotion (X2) toward Re-Intention Visiting (Y) which is mediated by Satisfaction (Z)

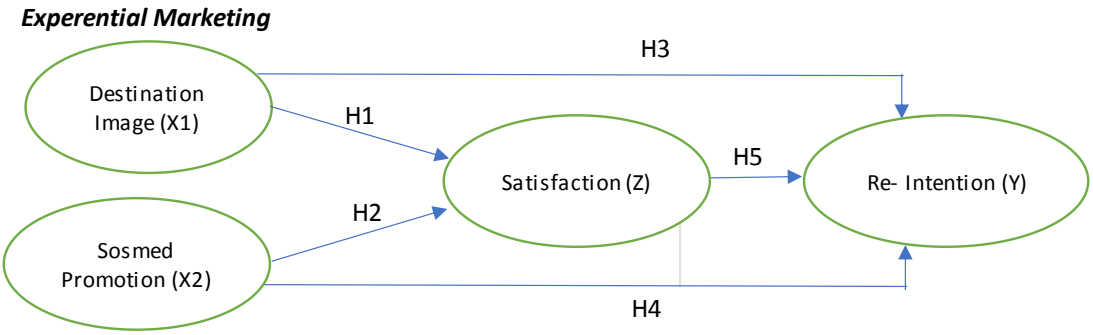

Figure 1. Conseptual Framework

3. Method

Data analysis Technique

This research uses quantitative research methods using Path Analysis Techniques. Data analysis techniques in quantitative research use descriptive and inferential analysis with SPSS tools. Quantitative research involves statistical analysis and focuses on measuring, confirming, or validating relationships between variables to develop generalizations that contribute to theory (Denzin, Norman & Lincoln 2003; Leedy & Ormrod 2005), and therefore relies on numerical evidence drawn from relatively large samples. (e.g. a large number of people or organizations) to analyze data and conclude the population from which the sample was taken (Ticehurst & Veal 2000).

Population & Sampling

This research involved tourists at the Lamongan Marine Tourism Object (WBL) with a population of 210 tourists but 84 respondents were selected. The characteristics of the respondents are tourists who have visited WBL at least twice, consisting of 32 male respondents and 52 female respondents with the majority aged between 30-40 years and 20-30 years. The education levels of most respondents were high school and bachelor's degrees

Operational Variables

The survey questionnaire for this study was developed using measurement scales adopted from previous studies. After testing and ensuring that the questionnaire was valid and reliable the final version of the questionnaire was distributed during the period May-August 2023 personally by the researcher using the "drop off and pick" technique.
determining the internal consistency of newly created variables, especially those using Likert-item scales, it is recommended to test the reliability of the scale using Cronbach's alpha (Gliem & Glim, 2003). In this research, Cronbach's Alpha is used to test the reliability of the proposed constructs.

Table 1. Questionaire

Variable Concept	*Contruct*	Quisioner	Author Consept	Item
Independent Variable : Experential Marketing (X)	*Destination Image (X1)*	X1.1. The WBL condition has very beautiful and interesting natural views.	Schmitt (1999, 2003)	1
		X1.2. The WBL condition has very beautiful and interesting natural views.		2
		X1.3. What is unique about WBL is that it has beautiful beach views with proximity to several other tourist attractions such as beach tourism, caves and religious tourism.		3
	Sosial Media Promotion (X2)	X2.1. WBL carries out social media promotions through tourist testimonials		4
		X2.2. WBL has social media advertising content containing tourist experiences		5
		X2.3. WBL provides discount promotions to attract group visitors		6
		X2.4. WBL always promotes new rides through social media.		7
		X2.5. WBL carries out social media promotions by displaying the facilities.		8
Dependent Variable (Y)	*Re Intention (Y)*	Y1.1. I had a pleasant experience when visiting WBL, so it will be a consideration for visiting again	Utama (2017)	9
		Y1.2. I was satisfied with WBL, so I will consider visiting again		10
		Y1.3. I will recommend to family, friends and people around me to visit WBL		11
		Y1.4. I will make WBL my main destination when I go on holiday		12
		Y1.5. WBL management officers are very friendly with visitors		13
Intervening Variable (Z)	*Satisfaction (Z)*	Z1.1.I am satisfied with the cleaning, security, lifeguard and health services provided by WBL officers.	Sappewali et al (2022)	14
		Z1.2. I feel satisfied with the cleanliness around the WBL environment.		15
		Z1.3. I had a pleasant experience at WBL		16
		Z1.4. I feel satisfied because the ticket prices at WBL are affordable		17
		Z1.5. I feel satisfied with the easy access road to WBL		18

4. Result and Discussion

The influence of Model 1 and Model 2

It is the multiple regression which is explained below :

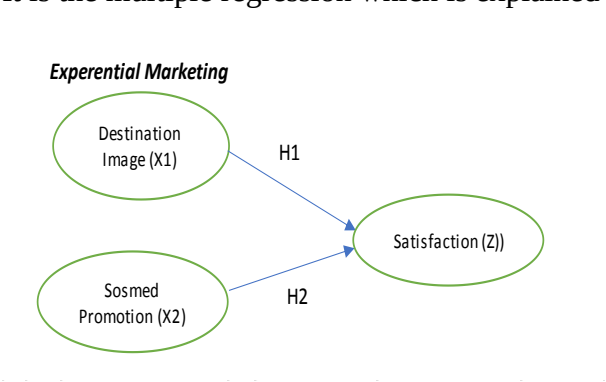

Figure 2. The Effect Model 1

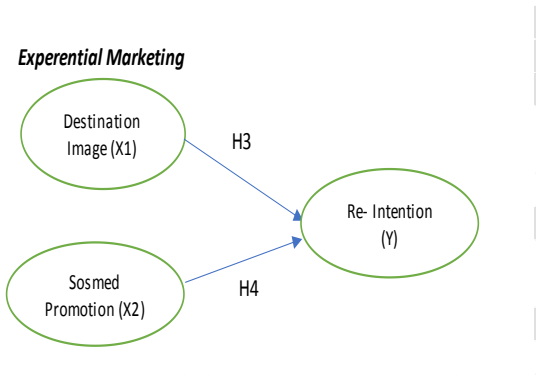

Figure 2. The Effect Model 2

In the first multiple linear regression model, as shown in Figure 2, the independent variables used are Destination Value (X1), Social Media Promotion (X2) and the dependent variable is Satisfaction (Z) and Re-Intention visiting (Y). The results of the analysis show as follows:

Table 2. Direct Effect Model 1
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2.673	.607			6.453	.000		
	X1	.252	.215		.215	3.888	.000	.805	.535
	X2	.319	.352		.352	3.641	.000	.742	.541

a. Dependent Variable: Z

Table 3. Direct Effect Model 2
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.816	.776		1.247	.000			
	X1	.211	.142	.419	2.323	.000	.160	.144	.165
	X2	.232	.170	.371	2.815	.000	.542	.517	.498

a. Dependent Variable: Y

Direct Influence Model 1

As shown in Table 2, the independent variables used are Destination Value (X1), Social Media Promotion (X2) and the dependent variable is Satisfaction (Z). So we have an equation as below:

Z = 2.683 + 0,252X1 + 0.319X2 + e

First, the positive constant value of 4.683 means that if the Destination Value (X1), and Social Media Promotion (X2) are equal to zero, then the Satisfaction (Z) has a charge of 2.683 units.
Second, the Destination Value Variable (X1) has a constant of 0.252, meaning that if the Destination Value Variable (X1) has increased by one unit variable, there will be an increase in the Satisfaction (Z) of 0.252 units.
Third, the Social Media Promotion Variable (X2) has a constant of 0.319, there will be an increase in Satisfaction (Z) of 0.319 units.

Direct Influence Model 2

In the first multiple linear regression model, as shown in Table 3, the independent variables used are Destination Value (X1) and Social Media Promotion (X2) and the dependent variable is re-intention visiting (Y). So, we have the equation as follows:

Y = 1.816 + 0,211X1 + 0.232X2 + e

The explanation of the equation is:

The positive constant value of 1.816 means that if the Destination Value Variable (X1), and Social Media Promotion (X2) are equal to zero, then the Re- Intention Visiting Variable (Y) is 1.816 units.

First, the Destination Value Variable (X1) has a constant of 0.211, meaning that if the destination Value Variable (X1) has increased by one variable unit, there will be an increase in R-Intention Visitting Variable (Y) of 0.211 units.

Second, the Social Media Promotion Variable (X2) has a constant of 0.232, which means that if the norm variable increases by one variable unit, there will be an increase in Re- Intention Visitting Variable (Y) of 0.232 units.

The Influence of Intervening Variabel Model 3

In the third multiple linear regression model, as shown in Figure 4, the independent variables used are Destination Valu (X1) and Social Media Promotion (X2) and the dependent variable is Re-Intention Visitting Variable (Y) through the Satisfaction Variable (Z).). The results of the analysis show as follows:

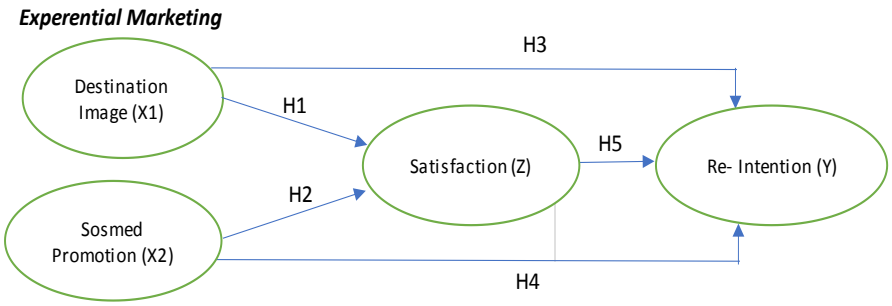

Figure 4. Multiple Linear Regression Model 3

In the third multiple linear regression model, as shown in Figure 4, the independent variables used are Destination Valu (X1) Sosial Media Promotion (X2) and the dependent variable is Re-Intention Visitting Variable (Y) through the Satisfaction Variable (Z).). Then the results of the analysis show as follows:

Table 2. Direct Effect Model 1
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.594	.989		.651	.519			
	X1	.198	.122	.416	3.243	.000	.190	.124	.145
	X2	.210	.072	.321	3.365	.000	.517	.417	.516
	Z	.486	.153	.477	3.668	.001	.624	.406	.429

a. Dependent Variable: Y

So, we have the equation as below:

$$Y = 0{,}594 + 0{,}198\ X_1 + 0{,}210\ X_2 + 0{,}486\ Z$$

The equation can be explained that:

The positive constant value of 0.594 means that if the Destination Value Variable (X1), Sosial Media Promotion Variable (X2) and Satisfaction Variable (Z) are equal to zero, then the Re-Intention Visitting Variable (Y) variable (Y) is 0.594 units.

Second, the Destination Value Variable (X1), has a constant of 0.198, meaning that if the Destination Value Variable (X1), has increased by one unit variable, there will be an increase in Re-Intention Visitting (Y)of 0.198 units.

Third, the Sosial Media Promotion Variable (X2) has a constant of 0.210, which means that if the norm variable increases by one unit variable, there will be an increase in Re-Intention Visitting Variable (Y) of 0.210 units.

The satisfaction Variable (Z) has constant of 0,486, which means that if the norm variable increases by one unit variable, there will be an increase in Re-Intention Visitting Variable (Y) of 0.486 units

5. Conclusions

This study examines and analyzes the effect of Experiential Marketing consisting of Destination Image and Social Media Promotion on Re-Intention Visiting through Satisfaction. The data that has been collected is then analyzed using path analysis. Based on the discussion of the study findings, several conclusions can be drawn as a whole, from the five hypotheses proposed in this study, there are three accepted hypotheses and one rejected hypothesis, namely: (1) Based on the results of previous research, H1 and H2 are accepted, where the destination image variables (X1) and Social Media Promotion have a positive and significant effect on satisfaction (Z). The Social Media Promotion Variable (X2) has the greatest influence with a value of 0.319 with a significance level of 0.000 and the smaller one is the Destination Image Variable (X1) of 0.252. The results of this research are in line with research conducted by Sappewali et al (2022) entitled Analysis of Tourist Attraction and Destination Image on Interest in Repeat Visits Through Tourist Satisfaction at Several Tourist Attractions in Pasangkayu Regency. The results of the research show that destination image has a positive and significant effect on tourist satisfaction. Likewise, Kusumawardani's (2020) research entitled the influence of destination image and tourist attraction on interest in repeat visits with satisfaction as an intervening (study of Mount Prau visitors via Patak Banteng) that destination image has a significant effect on satisfaction among visitors to Mount Prau; (2) Based on the results of previous research, H3 and H4 are accepted, where the variables Destination Image (X1) and Social Media Promotion (X2) have a positive effect on Intention to Return (Y). The Social Media Promotion Variable (X2) has the greatest influence with a value of 0.232 with a significance level of 0.000 and the smaller one is the Destination Image Variable (X1) of 0.211. This research is also in line with Ardiansyah & Ratnawili's (2021) research entitled Attraction, destination image and facilities influence interest in revisiting the Wahana Surya tourist attraction, Central Bengkulu, that destination image has a positive and significant effect on interest in revisiting the Wahana Surya tourist attraction; (3) Based on the results of the intervening variable analysis, it is clear that the direct influence of Experential Marketing which consists of the Independent Variable Destination Image (X1) and Social Media Promotion (X2) has a smaller influence on Intention to Return (Y) through the Intervening Satisfaction variable (Z). This is shown by the results of the Social Media Promotion Variable (X2) having the greatest influence with a value of 0.210 with a significance level of 0.000 and the smaller one is the Destination Image Variable (X1) of 0.198 on Tourist Revisit Interest (Y) through Tourist Satisfaction (Z). This is in line with previous research by Gracia, 2011 which explains that the socialization of travel experiences requires the opportunity to promote the company when it has met or exceeded the client's expectations, while also having a negative side, considering that the process of sharing experiences among users occurs without any participation or control from the company involved. (García, 2011) and Destination Image in research from Lin (2011) view destination image as a commitment to use, repurchase, cross-

purchase, or recommend products. or services from a particular brand. The success of a tourist destination depends on the tourist's goals. The satisfaction factor follows the intention to visit again so it has a smaller influence when it becomes a mediating variable on destination image and social media promotion.

Researchers use research on Experiential Marketing to explore the relationship between visitor satisfaction, destination image, social media promotion, and interest in returning to Lamongan marine tourism, which is an interesting and relevant topic. The following are some inputs to research for suggestions in future research that can pay attention to control factors that might influence research results. For example, the weather, holiday season, or special events at the Lamongan marine tourism attraction can influence visitors' experiences and interest in returning to visit and as technology develops increasingly rapidly, it can increase various promotional uses through the latest applications which will become trends in society in the future.

Hopefully, this input will help you in compiling future research on the influence of Experiential Marketing, visitor satisfaction, destination image, and social media promotion on interest in returning to Lamongan marine tourism (WBL).

Acknowledgments

The researcher would like to all those who have contributed to this research. This research would not be possible without the contribution and support of various parties who have participated in producing the results. We would like to thank: (1) Thank you to the research colleagues who contributed to the data collection, analysis, and discussion process. The success of this research did not occur without cooperation from all parties; (2) Tourists as respondents have helped provide opinions and impressions about the Lamongan Marine Tourism Object; (3) Family and Friends: Thank you for the support, patience, and understanding provided during this research process. Family and friends are our source of inspiration and strength.

All assistance and support provided by these parties is very significant for the success of this research. All of their contributions are an integral part of our efforts to understand and promote Wisata Bahari Lamongan.

References

Alvarez, M. 2015. La ciudad en la economía de la experiencia: diseño, gestion y rol de los ciudadanos. Reflexiones y propuestas desde Bilbao. Paper presented in *International Conference on RegionalScience, Oviedo*.

Ardiansyah, Y., & Ratnawili. 2021. Daya Tarik, Citra Destinasi, Dan Fasilitas Pengaruhnya Terhadap Minat Berkunjung Ulang Pada Objek Wisata WahanaSurya Bengkulu Tengah. *Manajemen Modal Insani Dan Bisnis*, *2*, 129–137.

Arica, R., Cobanoglu, C., Cakir, O., Corbaci, A., Hsu, M.J. and Della Corte, V. 2022. Travel experience sharing on social media: effects of the importance attached to content sharing and what factors inhibit and facilitate it. *International Journal of Contemporary Hospitality Management*, Vol. 34 No. 4, pp. 1566-1586.

Buhalis, D. 2000. Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97–116.

Buhalis, D. 2020. Technology in tourism-from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism: a perspective article. *Tourism Review*, Vol. 75 No. 1, pp. 267-272.

Cetin, G., & Bilgihan, A. 2016. Components of cultural tourists' experiences in destinations. *Current Issues in Tourism*, 19(2), 137–154.

Chen, Y. R., & Lee, Y. C. 2009. Effects of experiential marketing on blog loyalty. *Marketing*

Review, 6(4), 591–616.

Ester, A., Syarifah, H., & ZA Zainurossalamia Saida. 2020. Pengaruh daya tarik wisata citra destinasi dan sarana wisata terhadap kepuasan wisatawan citra niaga sebagai pusat cerminan budaya khas kota samarinda. *Jurnal Manajemen*, *12*(1), 145–153. http://journal.feb.unmul.ac.id/index.php/JurnalManajemen.

García, B,.2016. Turismo experiencial. Estrategias comerciales de los Mercados de Abastos de Madrid. Paper presented in *XXX AEDEM Annual Meeting Las Palmas de Gran Canaria*.

García, B. 2017. "Turismo experiencial. Los mercados de abastos de Madrid: nuevos espacios turísticos para el ocio y el turismo de experiencias. *Documentos de Trabajo de la Cátedra Fundacion Ramon Areces de Distribucion Comercial (DOCFRADIS),170*.

Ghosh, T., & Sarkar, A. 2016. To feel a place of heaven": examining the role of sensory reference cues and capacity for imagination in destination marketing. *Journal of Travel & Tourism Marketing*, 33, 25-37.

Huang Z, Et All. 2014. A Further Investigation of Revisit Intention: A Multigroup Analysis. *Journal of Hospitality Marketing & Management*. DOI:10.1080/19368623.2013.792757

Jiménez-Barreto, J., Rubio, N. and Molinillo, S. 2021. Find a flight for me, Oscar Motivational customer experiences with chatbots. *International Journal of Contemporary Hospitality Management*, Vol. 33 No. 11, 3860-3882.

Lin, C. P. 2011. A study of the relationship among experiential marketing, customer satisfaction and loyalty: A case study of sports braces customers in Taipei area. *Unpublished master's thesis*. Graduate Institute of Sport, Leisure and Hospitality Management, National Taiwan Normal University, Taipei, Taiwan.

Maharani, F.2019. Pengaruh Daya Tarik dan Citra Destinasi Terhadap Minat Berkunjung Ulang Dengan Kepuasan Pengunjung Sebagai Variabel Intervening (Studi Pada Objek Wisata Villa Gardenia). *Progress in Retinal andEye Research*, *561*(3), S2–S3.

Nasrullah, R. 2017. Media Sosial (Perspektif Komunikasi, Budaya, dan Sosioteknologi). Simbiosa Rekatama Media.

Oppermann, M. 2000. Tourism destination loyalty. Journal of Travel Research, 39(1), 78–84

Permana Dudi, 2018. Tourist's Re-visit Intention from Perspective of Value Perception, Destination Image and Satisfaction. *EUROPEAN RESEARCH STUDIES JOURNAL*. https://doi.org/10.35808/ERSJ/1058

Prayag, G., & Ryan, C. 2012. Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, 51(3), 342–356.

Sappewali, A. E., Saleh, H., & Suriani, S. 2022. Analisis Daya Tarik Wisata DanCitra Destinasi Terhadap Minat Berkunjung Ulang Melalui Kepuasan Wisatawan (Studi Empiris Pada Beberapa Obyek Wisata Di Kabupaten Pasangkayu). *Idn. J. of Business and Management*, *5*(1), 122–132. https://doi.org/10.35965/jbm.v5i1.1947.

Sappewali, A. E., Saleh, H., & Suriani, S. 2022. Analisis Daya Tarik Wisata DanCitra Destinasi Terhadap Minat Berkunjung Ulang Melalui Kepuasan Wisatawan (Studi Empiris Pada Beberapa Obyek Wisata Di Kabupaten Pasangkayu). *Idn. J. of Business and Management*, *5*(1), 122–132. https://doi.org/10.35965/jbm.v5i1.1947.

Schmitt, B. H. 1999. Experiential marketing. *Journal of Marketing Management*, 15(1), 53–67.

Setyaningsih, Niken. 2020. Pengaruh Customer Experience Terhadap Revisit Intention Pada Paket Wisata Sepeda Di Desa Penglipuran. *Jurnal IPTA* No1 Vol. 8 2020. https://doi.org/10.24843/ipta.2020.v08.i01.p15

Stoyanova-Bozhkova, S., Paskova, T. and Buhalis, D. 2020. Emotional intelligence: a competitive advantage for tourism and hospitality managers. *Tourism Recreation Research*, Vol. 47 No. 4, pp. 359-371.

Stylos, N. 2022. An integrated duality theory framework (IDTF): marking pathways for consumer decision-making researchers in the hospitality and tourism industry. *International Journal of Contemporary Hospitality Management*, Vol. 34 No. 7, pp. 2597-2619.

Sulistyanda, B., Sulistiyowati, L. N., & Fauzi, R. U. A. 2022. Pengaruh Pengalaman Pengunjung Dan Citra Destinasi Terhadap Minat Berkunjung Kembali Dengan Kepuasan Sebagai Variabel Mediasi Pada Wisatawan TelagaSarangan. *Seminar Inovasi Majemen Bisnis Dan Akuntansi 4, September 202.*

Theodosiou, M. y Katsikea, E. 2012. Antecedents and performance of electronic business adoption in the hotel industry. *European Journal of Marketing*, Vol. 46 Nos 1/2, pp. 258-283.

Tomczyk, A., Buhalis, D., Fan, D., Williams, N. 2022. Price-personalization: Customer typology based on hospitality business. *Journal of Business Research*, Vol. 147, pp. 462-476.

Villarreal, M. 2022. The difference between usability and user experience. Available at *https://fuzzymath.com/blog/difference-between-usability-and-user-experience/*

Vo-Thanh, T., Zaman, M., Hasan, R., Akter, S. and Dang-Van, T. 2022. The service digitalization in fine-dining restaurants: a cost-benefit perspective. *International Journal of Contemporary Hospitality Management*, Vol. 34 No. 9, pp. 3502-3524.

Widjianto, T. 2019. Pengaruh Daya Tarik Wisata, Citra Wisata, Promosi, Dan Kualitas Pelayanan Terhadap Minat Berkunjung Kembali Wisatawan Di ObjekWisata Ketep Pass. *Journal of Chemical Information and Modeling*, *53*(9), 1689–1699.

Witherington, B. 2015. Revelation. In Revelation. https://doi.org/10.7591/cornell/9780801454134.003.0004

Yoon, Y., & Uysal, M. 2005. An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45–56.

Zhang, H., Gordon, S., Buhalis, D. and Ding, X. 2018. Experience value cocreation on destination online platforms. Journal of Travel Research, Vol. 57 No. 8, pp. 1093-1107.