

EXPERIENCE TO ADVOCACY: DESTINATION IMAGE, CUSTOMER SATISFACTION, AND E-WOM

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Abstract: This study examines the effects of experiential marketing and destination image on electronic word of mouth, with customer satisfaction as a mediating variable, in the context of Wisata Susur Sungai, a tourist destination in Banjarmasin City. A quantitative approach was employed, with a sample of 160 respondents completing a questionnaire using a Likert scale. The data were analyzed using Structural Equation Modeling (SEM) – Partial Least Square (PLS) with SmartPLS 3.2.9 software. The findings reveal that experiential marketing and destination image have positive and significant effects on customer satisfaction, which in turn influences electronic word of mouth. Specifically, the results show that experiential marketing and destination image both have direct positive effects on electronic word of mouth and that customer satisfaction mediates these relationships. The study's results provide valuable insights for tourism stakeholders seeking to enhance the effectiveness of their marketing strategies and improve customer satisfaction in the context of Wisata Susur Sungai.

Keywords: experiential marketing; destination image; electronic word of mouth; customer satisfaction; wisata susur sungai

1. Introduction

The tourism sector is one of the sectors that contributes to the Indonesian economy. In 2022, the Ministry of Tourism and Creative Economy (Kemenparekraf) noted that foreign exchange earnings from the Indonesian tourism sector will reach US\$10.46 billion by September 2023. This value is an increase of 55.65% compared to the final income of the previous year which was US\$6.72 billion. Until October 2023, the number of foreign tourist arrivals (tourists) has reached 9.49 million (Ridhwan Mustajab, 2023).

Indonesian tourism managed to rise 12 places to 32nd position in the 2021 Travel & Tourism Development Index (TTDI). Indonesia's position is above Malaysia, Thailand, Vietnam, and the Philippines. Indonesia is also the country with the best halal tourist destination in the world, according to the Global Muslim report Travel Index (GMTI) 2023. Indonesia rose to the top position from the previous year which was in second place with a score of 73 points (Dimas Bayu, 2023). Thus, tourism has become an important sector for a region and a necessary commodity for all individuals. The reason is that travel activities an individual can increase creative power, eliminate work boredom, relax, shop, do business, and learn about historical heritage, historical culture, and the culture of a particular ethnic group (Hartono, 2022). Based on 2023 BPS data regarding the number of domestic tourist visits based on province of origin, South Kalimantan is ranked 18th out of 38 provinces, namely 6,088,348.

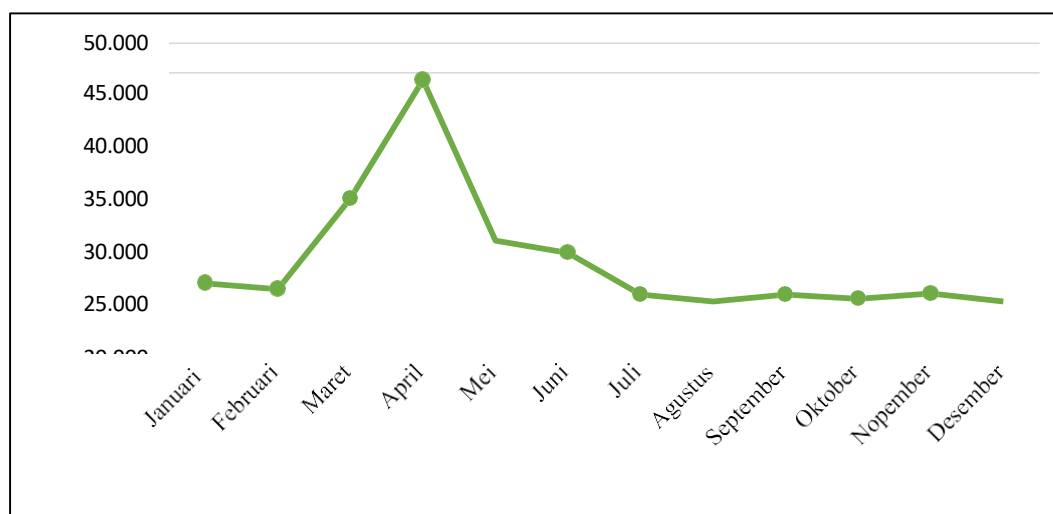


Figure 1
Number of Tourist Visits to the UPTD Banjarmasin City Tourist Area in 2023

Figure 1 shows that the number of tourist visits to the UPTD in the Banjarmasin city tourist area in 2023, Banjarmasin will be 160,769 tourists. Tourist visits to the UPTD Banjarmasin City Tourist Area in 2023 will experience fluctuations. Fluctuations in tourist visits to the UPTD Banjarmasin City Tourist Area in 2023 show an interesting pattern. It can be seen that there is significant variation from month to month, with the highest peak occurring in April, namely 43,761 visitors, and the lowest peak occurring in August and December. This phenomenon reflects the complex dynamics in the tourism industry, which is influenced by various factors such as seasons, special events such as Ramadan markets, and other external factors.

The city of Banjarmasin is also famous for its many rivers, so the city of Banjarmasin is nicknamed the City of a Thousand Rivers or "City of a Thousand Rivers" (Yasir, 2022). Rivers have played an important role for the Banjar people since ancient times, apart from fulfilling the living needs of their people, they also function as a source of livelihood as well as a transportation route for the community's needs. One of them is river walking tourism, which is a tourist attraction that takes the form of natural conditions in the form of natural scenery, and beautiful panoramas with several tropical forest plants around the river (Nurqomah, 2022).

The Martapura River which divides the city of Banjarmasin is the central point for the development of river tourism. Many tourist attractions can be visited in this area, including Siring Park 0 km, View Tower, Bakantan Mascot Park, Tendeau floating market, and Rumah Anno 1925. Siring on both banks of the Martapura River with its beautiful sidewalks and plants is very suitable for tourists. Relax while enjoying the river atmosphere. One of these goals is to introduce the natural beauty and culture of Indonesia, which means maintaining good international relations, namely the development of tourism abroad. So visits between nations as tourists occur, as is the case in domestic tourism, namely culture and local wisdom along the Banjarmasin River as a tourist attraction (Nurqomah, 2022).

As a public space area, Siring Pierre Tendeau is always busy with visitors. Judging from the area of origin of the tourists, the Tourism Department explained that not only did they come from the local community of Banjarmasin City, but also from various districts in South Kalimantan, some even came from Central Kalimantan, East Kalimantan, and North Kalimantan as well as from outside Kalimantan, such as Jakarta, Surabaya, Bandung,

Yogyakarta, Makasar, Medan, and even from abroad, such as the Netherlands, and several other European countries (Hartiningsih, 2018).

The river that surrounds the city of Banjarmasin has artistic value and cultural uniqueness that is quite interesting, not all cities have the contours and culture of Banjarmasin City. The city government seems to be quite observant of these conditions and is implementing various strategies to develop this potential. On the Martapura River, apart from the Siring Pierre Tendean destination, the Old Harbor which is located in front of the Banjarmasin Mayor's Office, for example, is being developed as a city tourist destination by completing various park facilities as a relaxing and diverse place (Hartiningsih, 2018).



Figure 2 Menara Pandang

Figure 2 shows that the river tourism destination in Banjarmasin City is one of the tourist attractions that many visitors like. Generally, visitors who want to follow the river must come to the View Tower, Jalan Captain Pierre Tendean, Banjarmasin. This is because the ticket sales place is on the edge of Siring Pierre Tendean, the same area as the Banjarmasin View Tower.

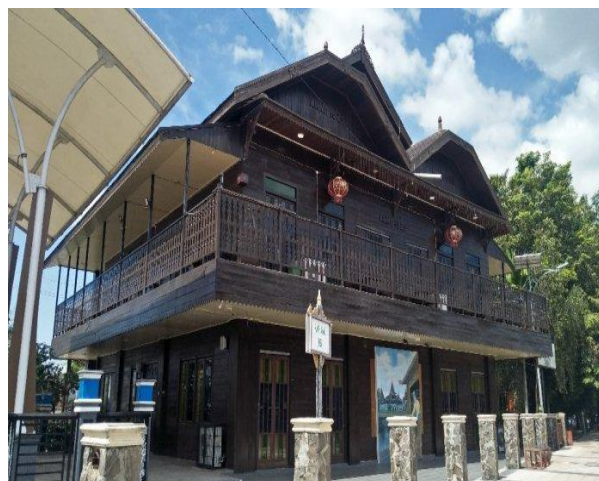


Figure 3 Rumah Ano

Figure 1.4 shows that the river tourism destination in Banjarmasin City can be said to be a fairly complete destination, with historical, religious, shopping, fashion, local wisdom, and so on. One of the tourist destinations, namely Rumah Anno 1925, is one of the interesting tourist destinations in Banjarmasin, South Kalimantan. This traditional house not only offers beautiful views but also introduces Banjar's history and culture. Built in 1925, this house is an example of traditional Banjar architecture that is still well preserved. Visitors can see various artifacts and antiques that tell the story of the life of the Banjar people in the past. Apart from that, its location close to river tourism makes the visiting experience even more complete. River walking tours provide visitors with the opportunity to enjoy the natural beauty of Banjarmasin while following the winding rivers.

Specifically for religious tourism, for example, when the tourists' look route rests at Siring Sudirman Park, which is only approximately 50 meters, tourists enter the Sabila Muhtadin Grand Mosque area, which is the proud mosque of the people of South Kalimantan. Continuing the route along the Martapura River in the Old Market area, tourists can visit the Sungai Jingah Jami Mosque which is an old mosque. Next, on the Kuin Alalak River route, tourists can visit the Prince Suriansyah Mosque (Hartiningsih, 2018).

Tourists who want to visit the characteristics of South Kalimantan can get off at Pasar Lama Harbor, just a few meters from the harbor you can find Sasirangan Village. Likewise with culinary tourism, by following the Martapura River or Jingah River, visitors can enjoy typical Banjarmasin cuisine, Soto Bang Amat, and Soto Under the Bridge. There is another river crossing that has historical value, namely the Wasaka Museum (Waja Until Kaputing) which is located on the coast of the Martapura River, close to the Benua Anyar Bridge. Still in the position along the river, one of the river tours where tourists can visit natural tourist attractions is Kembang Island or the Monkey and Proboscis Monkey Park on Kaget Island, owned by the Batola Regency government, Bakut Island, Barito Bridge, and if tourists still want to enjoy the river walk tour, they can continue to the Lok Baintan floating market tour which is located in Banjar Regency (Hartiningsih, 2018).

The current phenomenon is to realize a complete river tourism concept, reaching all routes with standard boat transportation facilities or cruise ships equipped with restaurants, entertainment rooms, and various other facilities as found in the Kotawaringin Timur Sampit river tourism, Central Kalimantan Province, it is not easy, it is necessary arrangement and management which takes quite a long time and costs a lot of money, as well as understanding and involvement of many parties regarding various changes as a result of construction, especially the condition of the bridge, which is largely impassable by standard cruise ships, all because of some of the existing bridge buildings. This can only be passed by kelotok (Hartiningsih, 2018).

Conditions in this river crossing tour do not yet have any facilities such as chairs, etc., tourists are only provided with seats on the floor with a ceiling that is less than 1 meter away. There are also no trash bins available, which is quite important passengers do not throw rubbish into the river. The conditions inside the look are not very comfortable, causing most tourists to have to sit on the roof, which invites danger (Hartiningsih, 2018).

River crossing service providers provide several safety jackets that are used by passengers to maintain passenger safety when enjoying river crossing tours. Apart from that, based on the results of interviews with researchers in the field, he explained that the reason visitors did not want to wear safety jackets was that they were more confident when taking selfies on kelotok using their clothes and this was in line with the statement of 4 out of 5 visitors interviewed by researchers, which turned out to be due to because the condition of the safety jacket was shabby.

The short distance traveled and the absence of strict rules regarding the use of safety jackets are also reasons why passengers are reluctant to wear them. Some tourists were seen still sitting on the kelotok roof without life jackets. The Banjarmasin City Government gives the impression that it is not serious about supporting tourism safety, especially for tourists who go along the river (Kaltim.idntimes.com, 2023).

According to (Schmitt, 1999) experiential marketing is a way to make customers create experiences through the five senses (sense), create affective experiences (feel), create creative thinking experiences (think), create customer experiences related to the physical body, with behavior and lifestyle, as well as experienced as a result of interactions with other people (acts), also creating experiences connected to social circumstances, lifestyle and culture that can reflect the brand which is the development of sensations, feelings, cognitions and actions (relate). The five aspects of experiential marketing, namely sense, feel, think, act, and relate, will touch customers' emotions so that they can cause a pleasant sensation and create a positive experience for customers, so this experience will be unforgettable (memorable experience).

By applying the concept of experiential marketing, this river tour can create an in-depth, memorable, and meaningful tourism experience for tourists, as well as increase the attractiveness and sustainability of the tourism industry in the city of Banjarmasin. As the development of tourist attractions in the city of Banjarmasin and its surroundings causes more and more choices for traveling, there will be more opportunities for tourists to visit a tourist spot and increase tourist visits, this can be done by providing greater satisfaction to visitors who come to visit.

Consumer satisfaction itself can be influenced by the destination image. The destination image itself is the beliefs and impressions that a person holds about a place. The image comes from information that forms expectations or prejudices after visiting a destination object. The image perceived after a tourist visit will influence consumer satisfaction, the intensity of visiting again in the future, and being able to recommend other tourists to visit, Destination Image can influence consumer satisfaction (Jehan et al., 2019). Consumer satisfaction is important for service providers because consumers or customers will spread their satisfaction to potential customers or other people so that it will improve their image. If consumers or customers are satisfied with the quality of service provided by the service provider, they can indirectly create Electronic Word of Mouth (E-WOM) for their colleagues or family through social media.

Based on research (Putri et al., 2018); (Suyetno, 2019); (Sari, 2019) (Made, Dwi, & Hendry, 2019); (Erina Fawziah, Dahliana Kamener B.S., 2019) (Dhillon et al., 2021); (Welsa, Cahyani, & Riyana, 2022); (Alfiyan, Iriani, & Witjaksono, 2023); and (Octaviana & Pasaribu, 2024) stated that experiential marketing has a positive influence on customer satisfaction, but the results of this research contradict the results of research by (Octaviana & Nugrahaningsih, 2018) and (Farahdilla et al., 2023) which states that experiential marketing states that there is no significant relationship with customer satisfaction.

Based on research (Putri et al., 2018); (Jeong & Kim, 2019); (Aprilia S et al., 2019); (Erina Fawziah, Dahliana Kamener., 2019); (Citaningtyas et al., 2021); (Goyal & Taneja, 2023a); (Vinh & Hien, 2023); (Hamid et al., 2024); and (Wusko & Auliyah, 2024) stated that destination image has a positive influence on customer satisfaction, but the results of this research contradict the research results of (Purba et al., 2021) and (Wusko & Auliyah, 2024) which stated that destination image stated no there is a significant relationship with customer satisfaction.

Based on research (Suyetno, 2019); (Sari, 2019); (Ikasanti et al., 2019) and (Alfiyan, Iriani, & Witjaksono, 2023) state that experiential marketing has a positive influence on electronic word

of mouth, but the results of this study are contradictory to the results of research (Made, Dwi, & Hendry, 2019); (Lavenia, 2019) and (Heryanto et al., 2021) who stated that experiential marketing stated that there was no significant relationship with electronic word of mouth. Based on research (Goyal & Taneja, 2023a) and (Mareta et al., 2022) it is stated that destination image has a positive influence on electronic word of mouth, but the results of this research are contradictory to the results of research (Nugraha Wiguna Candradireja, 2019) and (Noviyanti et al., 2018) which states that destination image states that there is no significant relationship with electronic word of mouth.

Based on research (Suyetno, 2019); (Sari, 2019); (Ikasanti et al., 2019); (Goyal & Taneja, 2023a); (Alfiyan, Iriani, & Witjaksono, 2023) (Farahdilla, Hana Azaria and Ir. Amanda Nur Cahyawati, ST., 2023); (Hamid et al., 2024); and (Oktavia & Pasaribu, 2024) stated that customer satisfaction has a positive influence on electronic word of mouth, however, the results of this research contradict the research results of (Haris Faulidi Asnawi, n.d. 2015) and (Made, Dwi, & Handry, 2019), who stated customer satisfaction stated that there was no significant relationship with the electronic word of mouth. Based on this phenomenon and research gap, the researcher was interested in conducting a research entitled "The Influence of Experiential Marketing and Destination Image on Electronic Word of Mouth with Customer Satisfaction (Study of River Tourists in Banjarmasin)".

2. Literature Review

Experiential Marketing

Experiential marketing is any marketing activity that focuses on customers to create a relationship with customers, experiences can be generated by products, packaging, communication, in-store interactions, sales relationships, and events. Experiential marketing views consumers as rational and emotional humans who care about achieving pleasant experiences. If the customer's experience is more enjoyable, the customer's attachment to the company will become closer. The experiences that marketers can create for customers are divided into five types, namely: sensory experience (sense); affective experience (feel); creative cognitive experience (think); physical experience, behavior, and lifestyle (act); and experiences of social identity resulting from relationships with reference or cultural (relate) groups (Schmitt, 2011).

Experiential marketing focuses on studying consumers as emotional and narcissistic humans who utilize consumption as a way to build meaningful experiences (Skandalis, et.al, 2019). Experiential Marketing is a marketing strategy that conveys emotional experiences to customers, this experience is in the form of emotional benefits according to consumer needs (Fierdiansyah, 2016).

The experience felt when purchasing the five senses results in a sensation in the consumer which is recorded in their mind which will create an experience for the consumer, so providers of goods and services are obliged to create a different and interesting atmosphere that is presented to consumers when purchasing goods or using services. So that it can create a sensation that leaves an impression on consumers (Soelasih, 2016). Experiential marketing provides added value to a product or service, by touching on the consumer's experience when consuming the product or using the services offered (Andriani and Fatimah, 2018).

Experiential Marketing Indicators (Schmitt, 1999)

1. Sense, namely efforts to create experiences related to the five senses through sight, sound, touch, taste, and smell which are used to differentiate products in the market, also motivate consumers to want to buy the product and convey value to consumers.
2. Feel, namely the ability to analyze, interpret, and process complex information. It involves logical and mathematical intelligence to identify patterns, make decisions, and solve problems.
3. Think, namely the ability to understand or respond to a situation quickly without the need for deep analytical thinking. This involves a more intuitive or instinctual intelligence in making decisions.
4. Act, namely the ability to feel and understand other people's emotions, and respond with empathy. This involves emotional intelligence and the ability to read and respond to other people's feelings.
5. Relate, is a combination of the four aspects of Experiential Marketing, namely: sense, feel, think, and act.

Destination Image

Destination image is the image or perception that the public or tourists have of a particular tourist destination or destination. Destination image encompasses the complexity of tourists' experiences, involving emotional aspects, beliefs, ideas, and personal impressions that shape their perception of a destination, creating a unique and individual image (Crompton, 1979). Destination image involves combining abstract concepts, personal beliefs, mental representations, and statements about a tourist destination that may not always reflect actual physical conditions, creating a subjective reality that forms a unique perception of the destination (Baloglu & McCleary, 1999).

Destination Image Indicator (Tasci and Gartner (2007)

1. Reputation refers to the general perception that a destination has in society or among tourists. This includes impressions about the reliability, quality, and overall image of the destination.
2. Natural attractions refer to the natural attractions that a destination has, such as natural beauty, biodiversity, beaches, mountains, lakes, or nature reserves that can attract the interest of tourists who are looking for stunning natural experiences.
3. Entertainment refers to the entertainment activities that the destination offers to visitors, including cultural festivals, music concerts, art performances, and community events that can increase the attractiveness of the destination.
4. Historical and cultural attractions, historical and cultural attractions include cultural heritage, historical sites, traditional architecture, and local traditions that enrich the visitor experience. Destinations with a rich cultural heritage often attract tourists who want to understand and appreciate local culture.
5. Destination accessibility is the ease and availability of transportation access and other supporting infrastructure that makes it easier for tourists to reach and explore the destination, including air routes, land routes, and accommodation facilities.

Electronic Word of Mouth (E-WOM)

E-WOM according to (Rosengren, 2014) is a process of consumers sharing experiences, opinions, and recommendations about products or services electronically via online platforms,

such as social media, forums, online reviews, or blogs. E-WOM can spread quickly and help build a positive or negative reputation for a brand. It can also be an important driver of sales and customer loyalty. Businesses can encourage good E-WOM by providing satisfactory customer service, offering high-quality products or services, and creating positive experiences for customers. Social media and online review platforms are becoming increasingly important channels for generating promotions with E-WOM. So it can be concluded that E-WOM is the act of consumers providing information about products or services to other consumers via the internet.

Electronic Word of Mouth Indicator (Goyette et. al in Ramadhani, 2015)

1. Intensity is the feasibility of consumers in providing information, interactions, and opinions between consumers on social networking sites.
2. Valence of Opinion is consumer interest in a product by purchasing a product based on opinions and recommendations from other consumers.
3. Content is information about the quality, price, comfort, cleanliness, and service that will be provided to consumers.

Customer Satisfaction

Customer Satisfaction is a positive or negative feeling that arises after comparing product performance results with what is expected. If the service does not meet expectations or is too bad, customers will be disappointed. Customer Satisfaction indicates how well the product experience compares to the buyer's value expectations. These are the expectations that customers and consumers feel before purchasing and experiencing a product or service. So in conclusion, Customer Satisfaction is the level of satisfaction felt by customers after interacting with products, services, or experiences provided by a company.

Customer Satisfaction Indicator (Tjiptono & Chandra, 2016)

1. Confirmation of Expectation, Measurement of the extent to which the customer's experience matches the expectations they have previously formed about the product or service. It assesses whether a product or service meets or even exceeds customer expectations.
2. Overall Satisfaction, is the overall level of customer satisfaction with a particular product or service. It covers all aspects of a customer's interaction with that brand or product.
3. Comparison to Ideal, measuring the extent to which the customer experience meets or even exceeds the ideal standards or expectations desired by the customer.

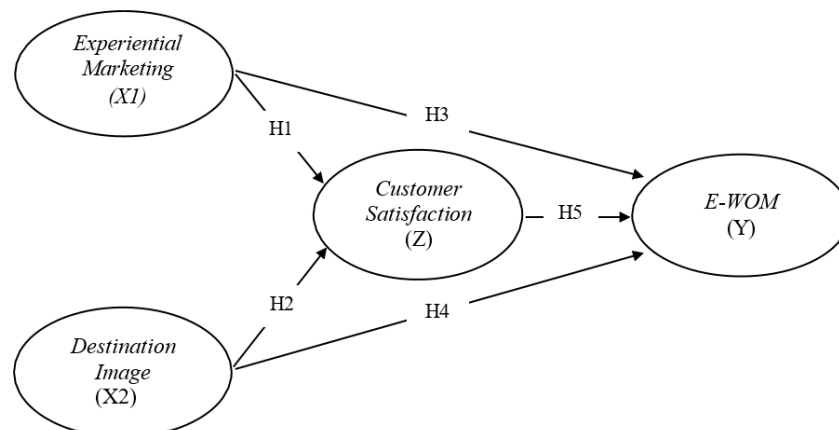


Figure 2: Conceptual Model

Source:

- H1 : (Putri et al., 2018); (Suyetno, 2019); (Sari, 2019); (Made, Dwi, & Handry, 2019); (Erina Fawziah, Dahliana Kamener B.S., MBA., 2019) (Dhillon et al., 2021); (Welsa, Cahyani, & Riyana, 2022); (Alfiyan, Iriani, & Witjaksono, 2023); dan (Oktavia & Pasaribu, 2024)
- H2: (Putri et al., 2018); (Jeong & Kim, 2019); (Aprilia S et al., 2019); (Erina Fawziah, Dahliana Kamener B.S., MBA., 2019); (Citaningtyas et al., 2021); (Goyal & Taneja, 2023a); (Vinh & Hien, 2023); (Hamid et al., 2024); dan (Wusko & Auliyah, 2024)
- H3: (Suyetno, 2019); (Sari, 2019); (Ikasanti et al., 2019) dan (Alfiyan, Iriani, & Witjaksono, 2023)
- H4: (Mareta et al., 2022); (Goyal & Taneja, 2023a)
- H5: (Suyetno, 2019); (Sari, 2019); (Ikasanti et al., 2019); (Goyal & Taneja, 2023a); (Alfiyan, Iriani, & Witjaksono, 2023) (Farahdilla, Hana Azaria dan Ir. Amanda Nur Cahyawati.,ST., 2023); (Hamid et al., 2024); dan (Oktavia & Pasaribu, 2024)

Research Hypothesis

The Influence of Experiential Marketing on Customer Satisfaction

According to research results (Suyetno, 2019) experiential marketing has a positive relationship with customer satisfaction at the Legend Coffee coffee shop in Yogyakarta. Other research by (Made, Dwi, & Hendry, 2019) shows that experiential marketing also increases GOJEK customer satisfaction in the city of Mataram. Apart from that, there is also research from (Putri et al., 2018); (Sari, 2019); (Erina Fawziah, Dahliana Kamener B.S., MBA., 2019) (Dhillon et al., 2021); (Welsa, Cahyani, & Riyana, 2022); (Alfiyan, Iriani, & Witjaksono, 2023); and (Oktavia & Pasaribu, 2024) which also shows that the results of experiential marketing have a significant effect on satisfaction. The research above shows a positive relationship between experiential marketing and customer satisfaction at a place or tourist.

H1: The Experiential Marketing variable has a positive and significant effect on Customer Satisfaction.

The Influence of Destination Image on Customer Satisfaction

According to the results of research (Putri et al., 2018); (Jeong & Kim, 2019); (Aprilia S et al., 2019); (Erina Fawziah, Dahliana Kamener B.S., MBA., 2019); (Citaningtyas et al., 2021); (Goyal & Taneja, 2023a); (Vinh & Hien, 2023) (Hamid et al., 2024); and (Wusko & Auliyah, 2024) stated that destination image has a positive effect on tourist satisfaction. The destination image has a significant influence on tourist satisfaction, meaning that the better the destination image, the more tourist satisfaction will increase. Moreover, the more intensive destination imaging is carried out by tourism managers.

H2: The Destination Image variable has a positive and significant effect on Customer Satisfaction.

The Influence of Experiential Marketing on E-WOM

According to the results (Suyetno, 2019); (Sari, 2019); (Ikasanti et al., 2019) and (Alfiyan, Iriani, & Witjaksono, 2023) state that Experiential Marketing has a positive impact on Electronic Word Of Mouth. Experiential Marketing allows consumers/tourists to get to know the brands/destinations offered better. Positive Experiential Marketing can be a powerful tool

to encourage profitable Electronic Word of Mouth for a destination. By creating positive and memorable experiences for customers, destination managers can encourage tourists to recommend them to others, which can help increase tourism. Experiential Marketing not only communicates messages, as traditional marketers do, but Experiential Marketing creates powerful and direct tools with a considerable impact on consumer behavior, such as personal recommendations spread by word of mouth.

H3: The Experiential Marketing variable has a positive and significant effect on E-WOM

The Influence of Destination Image on E-WOM

According to the results of (Mareta et al., 2022) and (Goyal & Taneja, 2023b), it is stated that a positive destination image can encourage tourists to share their positive experiences with others, thereby increasing the positive Electronic Word Of Mouth. Conversely, a negative destination image can make tourists reluctant to share their experiences, or even leave negative reviews. Tourist destinations that want to build a positive image and increase tourist interest need to pay attention to Electronic Word of Mouth and take steps to encourage positive Electronic Word of Mouth.

H4: The Destination Image variable has a positive and significant effect on E-WOM

The Influence of Customer Satisfaction on E-WOM

According to research results from (Goyal & Taneja, 2023a), it is stated that customer satisfaction has a significant positive effect on Electronic word-of-mouth. Research results from (Suyetno, 2019); (Sari, 2019); (Ikasanti et al., 2019); (Alfiyan, Iriani, & Witjaksono, 2023) (Farahdilla, Hana Azaria and Ir. Amanda Nur Cahyawati, ST., 2023); (Hamid et al., 2024); and (Oktavia & Pasaribu, 2024) also show that the tourist satisfaction variable which acts as an intervening or mediating variable has a positive and significant effect on Electronic Word Of Mouth. Tourist satisfaction is an important factor that influences Electronic Word of Mouth. By understanding this relationship, the tourism industry can take steps to increase tourist satisfaction and push Electronic Word Of Mouth in a positive direction, which can ultimately increase business success.

H5: The Customer Satisfaction variable has a positive and significant effect on E-WOM

4. Method

The type of research used is explanatory research and a quantitative approach to detail the influence of Experiential Marketing and destination Image on Electronic Word of Mouth with Customer Satisfaction: as an Intervening Variable in river tourism in Banjarmasin. The test tool for statistical analysis is SmartPLS and will be carried out using the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method, allowing in-depth research into the relationships between the variables studied.

Population and Sample Size

The population in this study includes river tourists in Banjarmasin. Sampling is an important stage in research and can affect the results and validity of the research. Because the population size in this study is not yet known, the sampling method in this study refers to Hair et al. (2010), in which the number of sample members was determined at a minimum of 5 to 10 times the number of indicators studied. To make it easier to determine the sample, the number of

indicators in this study was multiplied by 10 so that the number of samples in this study (10X16) was 160 respondents.

Sampling Method

The sampling technique used in this research is Non-Probability Sampling, according to Sugiyono (2019), Non-Probability Sampling is a sampling technique that does not give each member of the population the same chance or chance when being selected as a sample. This research uses a purposive sampling method, according to Sugiyono (2019), purposive sampling is a sampling technique that is carried out deliberately and based on certain criteria so that the selected participants can provide relevant and useful information in the research.

Data collection

The type of data used in this research is primary data obtained from questionnaires distributed to respondents using Google Forms. The research instrument was distributed via the WhatsApp application, as well as social media platforms such as Instagram and TikTok.

Data Analysis Methods

Based on the hypothesis that has been created, this research analyzes the data inferentially using SmartPLS software version 3.2.9. This process starts from the model measurement stage (outer model) to the model structure (inner model), as well as hypothesis testing.

Validity Test

Convergent validity is part of the measurement model in SEM-PLS, which is known as the outer model, whereas in covariance-based SEM it is called CFA. There are two criteria to ensure convergent validity, namely the loading factor value must be more than 0.7 and the p-value must be significant <0.05 (Sholihin & Ratmono, 2021). The loading factor values of the research variable indicators are shown in Table 1 below:

Table 1
Validity Test Based on Outer Loading

Customer Satisfaction	Destination Image	Electronic Word of Mouth	Experiential Marketing
X1.1			0,914
X1.2			0,904
X1.3			0,916
X1.4			0,812
X1.5			0,780
X2.1	0,864		
X2.2	0,801		
X2.3	0,885		
X2.4	0,787		
X2.5	0,815		
Y1.1		0,853	
Y1.2		0,905	
Y1.3		0,785	
Y1.4		0,831	

	Customer Satisfaction	Destination Image	Electronic Word of Mouth	Experiential Marketing
Y1.5			0,892	
Z1.1	0,784			
Z1.2	0,855			
Z1.3	0,852			
Z1.4	0,832			
Z1.5	0,774			

Source: Processed Data (2024)

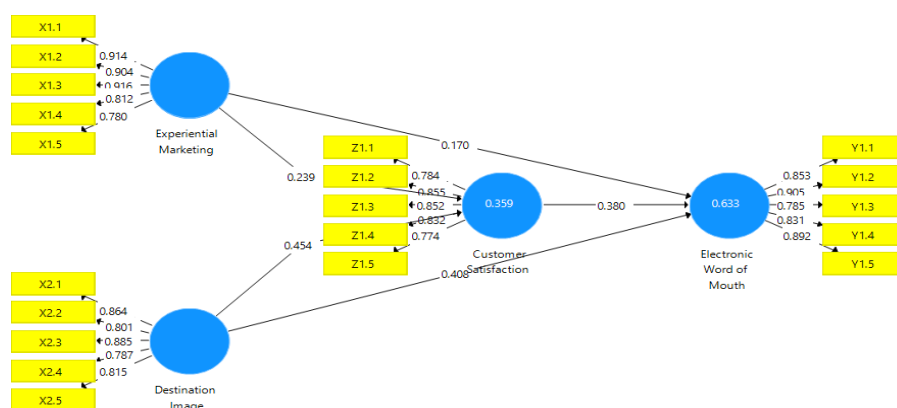


Figure 3: Outer Loading Test
Source: Processed Data (2024)

Based on testing the validity of the outer loading in Table 1 and Figure 3, it can be concluded that all outer loading values have numbers above 0.7. This indicates that all observed variables have met the validity criteria based on outer loading. Each variable in the model has a strong correlation with the construct being measured, thus indicating a good match between the variable and the construct being represented. The next step is to test validity using the Average Variance Extracted (AVE) value. This process is important to ensure that the construct has adequate ability to explain variations in the observed data, following are the results of validity testing based on the Average Variance Extracted (AVE) in Table 3 below:

Table 2
Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
<i>Experiential Marketing</i>	0,752
<i>Destination Image</i>	0,691
<i>Electronic Word of Mouth</i>	0,729
<i>Customer Satisfaction</i>	0,672

Sumber: Hasil Pengolahan data dengan *Smartpls* (2024)

The recommended AVE value is more than 0.5. This indicates that the concept being measured can explain more than half of the variation in the indicators used in the research. In this context, based on Table 2 and Figure 3, it is known that all AVE values for the observed variables exceed this threshold. This indicates that all observed variables have adequate ability to explain variability in the construct being measured, thus meeting the validity requirements based on AVE.

Reliability Test

Reliability testing is based on the Composite Reliability (CR) value. This test aims to evaluate the extent to which each observed variable is consistent in measuring the specified construct. The expected CR value must exceed a minimum threshold, usually above 0.7, to indicate that the measurement instrument has adequate reliability. Thus, the CR value obtained will provide an overview of the consistency and reliability of all measurement instruments used in the research. This step is important to ensure that the results of the analysis are reliable and provide a correct interpretation of the phenomenon under study. The results of reliability testing based on Composite Reliability (CR) can be seen in Table 3 below:

Table 3
Composite Reliability

	<i>Composite Reliability</i>
<i>Experiential Marketing</i>	0,911
<i>Destination Image</i>	0,918
<i>Electronic Word of Mouth</i>	0,931
<i>Customer Satisfaction</i>	0,938

Source: Processed Data (2024)

The recommended CR value is above 0.7 because this value indicates that the measurement instrument has an adequate level of consistency in measuring the specified construct. From the observations in Table 3, it can be concluded that all CR values for the observed variables exceed this threshold. This indicates that the measurement instruments used in the research have met the reliability requirements based on CR, and can be relied on to provide consistent results in measuring the constructs studied.

The next stage is to carry out reliability testing based on Cronbach's Alpha (CA) value. This test aims to evaluate the internal consistency of the measurement instrument by seeing how well all the indicators used to measure a construct are related to each other. The expected Cronbach's Alpha value should exceed a minimum threshold, usually above 0.7, to indicate an adequate level of consistency. The use of CA values as a reliability measurement is an important step in ensuring that the measurement instruments used can be relied upon to produce consistent and trustworthy data in the research conducted.

Table 4
Cronbach's Alpha

	Cronbach's Alpha
<i>Experiential Marketing</i>	0.878
<i>Destination Image</i>	0.888
<i>Electronic Word of Mouth</i>	0.906
<i>Customer Satisfaction</i>	0.916

Source: Processed Data (2024)

Testing discriminant validity using the Fornell-Larcker approach. This approach aims to assess how unique a concept in the model is compared to other concepts. By comparing the AVE value of each concept with the square of the correlation between that concept and other concepts, we can find out whether a concept has more variation explained by its indicator than by other concepts in the model. This step is important to ensure that each construct in the model has a unique contribution to the explanation of variability in the phenomenon under study. In Table 5, the results of discriminant validity testing are presented as follows:

Table 5
Discriminant Validity Test: Fornell & Larcker

	<i>Customer Satisfac- tion</i>	<i>Destination Image</i>	<i>Electronic Word of Mouth</i>	<i>Experiential Marketing</i>
<i>Customer Satisfaction</i>	0,820			
<i>Destination Image</i>	0,560	0,831		
<i>Electronic Word of Mouth</i>	0,684	0,697	0,854	
<i>Experiential Marketing</i>	0,441	0,447	0,520	0,867

Source: Processed Data (2024)

Based on the observations in Table 5, the square root value of AVE for each latent variable is greater than the correlation value between that latent variable and the other latent variables. This indicates that each construct's indicators explain more variability than the other constructs in the model. Therefore, it can be concluded that the model has met the requirements for discriminant validity, by showing that each construct has a unique contribution in explaining the variability in the phenomenon studied.

Hypothesis Testing Results

Path Coefficient Test and significance of direct influence

The Path Coefficient test and the significance of direct effects are an integral part of path analysis in inferential statistics, which examines the correlation between variables in a conceptual model. The path coefficient measures the strength and direction of the relationship

between the variables connected in the model, while the significance of the direct effect determines whether the relationship is statistically significant. Path Coefficient describes how large the anticipated change in the dependent variable is in response to a one-unit change in the independent variable, while direct effect significance assesses whether the relationship is significantly affected. The test results can be seen in Figure 4 and Table 6 below:

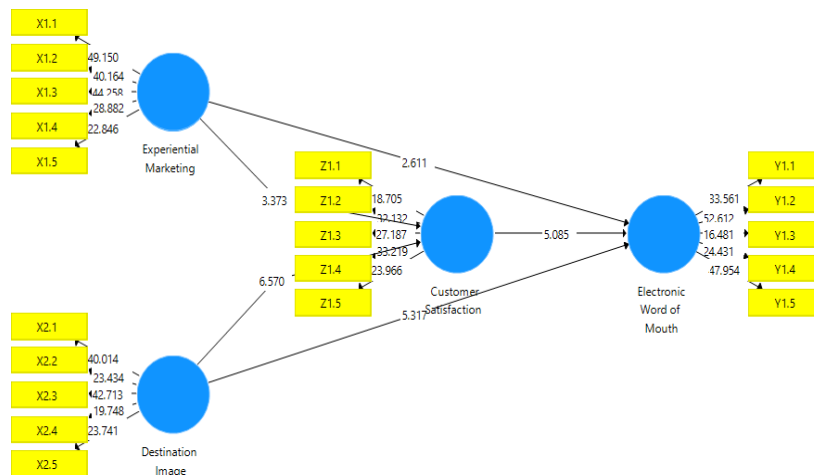


Figure 4: Path Coefficient

Table 6
Path Coefficient & Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value s
<i>Customer Satisfaction - > Electronic Word of Mouth</i>	0,380	0,380	0,075	5,085	0,000
<i>Destination Image -> Customer Satisfaction</i>	0,454	0,452	0,069	6,570	0,000
<i>Destination Image -> Electronic Word of Mouth</i>	0,408	0,411	0,077	5,317	0,000
<i>Experiential Marketing -> Customer Satisfaction</i>	0,239	0,240	0,071	3,373	0,001
<i>Experiential Marketing -> Electronic Word of Mouth</i>	0,170	0,165	0,065	2,611	0,009

Source: Processed Data (2024)

5. Result and Discussion

Customer Satisfaction has a positive influence on Electronic Word of Mouth, test results show that customer satisfaction has a significant influence on electronic word of mouth. The original

sample (O) value of 0.380 and the same sample mean (M) of 0.380 indicate consistency in estimation. With a standard deviation (STDEV) of 0.075, the t-statistics value reaches 5.085, and the p-value is 0.000. This indicates that the influence of customer satisfaction on electronic word of mouth is statistically significant (**Hypothesis 1 Accepted**).

The results of the research above explain that positive tourism experiences can make tourists feel satisfied with their river crossing experience in Banjarmasin, this will make them tend to share positive experiences through social media, blogs, and tourist review sites. Apart from that, factors such as natural beauty, friendliness of the guide, cleanliness and comfort of the boat, and safety during the trip also greatly influence tourist satisfaction. If tourists feel satisfied, it will be more likely for them to leave positive reviews online. The positive reviews and recommendations given can increase the reputation of attractive river tourism attractions in Banjarmasin and attract more tourists looking for a similar experience.

Tourism management strategies can also utilize this data by focusing on increasing customer satisfaction. Steps that can be taken include improving the quality of services and facilities, training tour guides to provide informative and friendly services, as well as maintaining the cleanliness and safety of tourist areas, and collecting and following up on feedback from tourists for continuous improvement. Thus, focusing on increasing customer satisfaction is a key strategy to encourage positive E-WOM. This is especially relevant for riverine tourism attractions in Banjarmasin, where a satisfying tourist experience can generate significant positive reviews and recommendations, increasing the attractiveness and popularity of the tourist destination.

Destination Image has a positive influence on Customer Satisfaction, the analysis results show that destination image has a significant influence on customer satisfaction. The original sample (O) value of 0.454 and the sample mean (M) of 0.452 indicate consistent estimates. With a standard deviation (STDEV) of 0.069, the t-statistics value reached 6.570, and the p-value was 0.000. This indicates that the relationship between destination image and customer satisfaction is statistically significant (**Hypothesis 2 Accepted**).

The influence of a positive destination image is the perception or image that tourists have about a place based on the information they get before visiting that place. Attractions along the river in Banjarmasin, destination image can include aspects such as natural beauty, unique local culture, cleanliness, safety, and friendliness of residents. Tourists who have a positive image of a destination before they arrive tend to have high expectations and are ready to enjoy their experience. Tourism management in Banjarmasin can take advantage of these findings by focusing on building and promoting a positive image of the destination. Effective promotional strategies include marketing campaigns that highlight the unique and interesting aspects of the river walk, testimonials from previous travelers, and visuals that depict the beauty and experiences that can be enjoyed. Improving facilities and services at the destination is also important to ensure that tourists' real experiences match the promoted image.

One positive image promotion in Banjarmasin that can be implemented is promoting the beauty of river crossings through various media such as social media, tourism websites, and tourist brochures. Apart from that, using images and videos that show beautiful river views, interesting tourist activities, and interactions with residents can help build a positive image. Thus, focusing on building and promoting a positive destination image is an important strategy to increase customer satisfaction at riverine tourism attractions in Banjarmasin. This will create a satisfying experience for travelers, which will in turn generate positive reviews and encourage more visits in the future.

Destination Image has a positive effect on Electronic Word of Mouth, test results show that destination image has a significant effect on electronic word of mouth. The original sample (O) value of 0.408 and the sample mean (M) of 0.411 show almost consistent estimates. With a standard deviation (STDEV) of 0.077, the t-statistics value reached 5.317, and the p-value was 0.000. This shows that the influence of destination image on electronic word of mouth is statistically significant (**Hypothesis 3 Accepted**).

The positive destination image of the city of Banjarmasin, known as the "City of a Thousand Rivers", has great potential to offer a unique riverine tourism experience. These attractions include floating markets, life on riverbanks, as well as natural beauty and unique local culture. Another step to improve the positive image of this destination through effective promotion and satisfying tourist experiences can increase its attractiveness in the eyes of tourists. By improving destination image, tourists will be more satisfied and inclined to share their positive experiences electronically. This will produce strong E-WOM, which in turn will attract more tourists to come and experience river tourism in Banjarmasin. What tourist destination managers should also do is emphasize the importance of destination image in encouraging E-WOM. Apart from that, other efforts that can be made to improve the image of a destination, namely through various marketing strategies and improving the tourist experience, will be very important in attracting and maintaining tourist interest.

Experiential Marketing has a positive influence on Customer Satisfaction, the analysis results show that experiential marketing has a significant influence on customer satisfaction. The original sample (O) value is 0.239 and the sample mean (M) is 0.240, indicating consistent estimates. With a standard deviation (STDEV) of 0.071, the t-statistics value reached 3.373, and the p-value was 0.001. This indicates that the influence of experiential marketing on customer satisfaction is statistically significant (**Hypothesis 4 Accepted**).

In this research, experiential marketing involves creating deep and memorable experiences for customers through direct interactions with products or services. River tourism in Banjarmasin can involve various activities that allow tourists to experience and be directly involved with culture, nature, and river life. The effect on customer satisfaction is that when tourists get a unique and satisfying experience through experimental marketing, their level of satisfaction will increase. This satisfaction is not only based on the physical quality of the tourist attractions provided but there are also emotional and interactive experiences that they experience themselves.

To increase tourist satisfaction along the river in Banjarmasin, the authorities and tourism industry players can focus on several strategies such as events and festivals, interactive tours, and personal experiences. By implementing an effective experiential marketing strategy, tourists will get a richer and deeper experience. By emphasizing the importance of experiential marketing in increasing customer satisfaction, implementing appropriate experiential marketing strategies can create unique and satisfying tourism experiences, which will increase tourist satisfaction and encourage tourism growth in the area.

Experiential Marketing has a positive effect on Electronic Word of Mouth, test results show that experiential marketing has a significant effect on electronic word of mouth. The original sample (O) value of 0.170 and the sample mean (M) of 0.165 indicate almost consistent estimates. With a standard deviation (STDEV) of 0.065, the t-statistics value reached 2.611, and the p-value was 0.009. This shows that the influence of experiential marketing on electronic word of mouth is statistically significant (**Hypothesis 5 Accepted**).

Experiential Marketing involves creating immersive and memorable experiences for customers through direct interactions with products and services. To encourage E-WOM for river tourists

in Banjarmasin, authorities and tourism industry players can carry out several Experiential Marketing strategies such as interactive experiences, photogenic facilities, visual stories and collaboration with influencers. By implementing an effective Experiential Marketing strategy, tourists will get a richer and deeper experience. The resulting e-WOM will help promote river tourism in Banjarmasin widely and attract more tourists and improve the reputation of the tourist destination.

Testing Mediation effects

Testing mediation effects is a crucial step in statistical analysis to understand the role of mediator variables in the relationship between independent and dependent variables. This process aims to determine whether the mediator variable continues or reduces the influence of the independent variable on the dependent variable. Testing steps include regression analysis to examine the relationship between the independent variable and the mediator, as well as between the mediator and the dependent variable. The mediation test results can be seen in Table 7 below:

Table 7
Mediation Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/ST DEV)	P Value s
<i>Destination Image -> Customer Satisfaction -> Electronic Word of Mouth</i>	0,173	0,172	0,044	3,929	0,000
<i>Experiential Marketing -> Customer Satisfaction -> Electronic Word of Mouth</i>	0,091	0,092	0,034	2,639	0,009

Source: Processed Data (2024)

The mediation test in the table above shows that Customer Satisfaction significantly mediates the relationship between Destination Image and Electronic Word of Mouth. The test results show that customer satisfaction mediates the influence of destination image on electronic word of mouth. The original sample (O) value is 0.173 and the sample mean (M) is 0.172, indicating consistency in estimation. With a standard deviation (STDEV) of 0.044, the t-statistics value reaches 3.929, and the p-value is 0.000. This indicates that the mediating effect of customer satisfaction between destination image and electronic word of mouth is statistically significant (Mediation Hypothesis Accepted). Therefore, it can be concluded that there is strong evidence that supports the mediation hypothesis in that Customer Satisfaction acts as a significant mediator in linking Destination Image with Electronic Word of Mouth.

This mediation test also shows that Customer Satisfaction significantly mediates the relationship between Experiential Marketing and Electronic Word of Mouth. The results of the analysis show that customer satisfaction mediates the influence of experiential marketing on electronic word of mouth. The original sample (O) value of 0.091 and the sample mean (M) of 0.092 indicate consistent estimates. With a standard deviation (STDEV) of 0.034, the t-statistics value reached 2.639, and the p-value was 0.009. This shows that the mediating effect

of customer satisfaction between experiential marketing and electronic word of mouth is statistically significant (Mediation Hypothesis Accepted). Therefore, the results of this test provide a strong indication that Customer Satisfaction has an important role as a mediator between Experiential Marketing and Electronic Word of Mouth, so it can validate the mediation hypothesis in this research.

Inner Model Testing with R-Square

The Inner Model evaluation process using R square involves analyzing changes in the R square value as an indicator to evaluate the extent to which an independent latent variable influences the dependent latent variable in the context of the research model.

The R-Square value is a measure used in statistical analysis, especially in regression models, to evaluate how well predictor variables can explain variations in the response variable. In this case, we use R-Square to understand the extent to which certain factors, such as travel constraints and social media influencers, influence destination image and interest in visiting a tourist destination. The results of inner model testing using R-Square can be seen in Table 8 below:

Table 8
R-Square

	R Square
<i>Customer Satisfaction</i>	0,359
<i>Electronic Word of Mouth</i>	0,633

Source: Processed Data (2024)

The R-Square value of Customer Satisfaction is 0.359, which means that Experiential Marketing, Destination Image is able to explain or influence Customer Satisfaction by 35.9%, the remaining 60.8% is influenced by other factors. This indicates that there are still other significant factors that can influence customer satisfaction and need further research. Although experiential marketing and destination image have a significant influence, there is room to improve the model by considering other variables such as tourist attraction and the level of consumer confidence about the factors that influence customer satisfaction.

The R-Square value of Electronic Word of Mouth is 0.633, which means that Experiential Marketing, Destination Image, Customer Satisfaction are able to explain or influence Electronic Word of Mouth by 63.3%. In this case, even though experiential marketing, destination marketing, and customer satisfaction have a significant influence on E-WOM, there are still other factors that have an important role in influencing how much E-WOM occurs. This shows the complexity in E-WOM dynamics and underscores the importance of further research to identify and understand additional factors that may influence E-WOM in depth.

6. Conclusions

1. Based on the research that has been carried out regarding the variables that have been studied, the following conclusions can be obtained:
2. Experiential Marketing has a positive and significant effect on Customer Satisfaction among River Tourists in Banjarmasin.

3. Destination Image has a positive and significant effect on Customer Satisfaction among River Tourists in Banjarmasin.
4. Experiential Marketing has a positive and significant effect on Electronic Word of Mouth among River Tourists in Banjarmasin.
5. Destination Image has a positive and significant effect on Electronic Word of Mouth among River Tourists in Banjarmasin.
6. Customer Satisfaction has a positive and significant effect on Electronic Word of Mouth among River Tourists in Banjarmasin.

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