

# The Influence of Service Quality and Tourist Experience on Intention to Visiting Return to Tourism Destinations in Yogyakarta City

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## Abstract

The purpose of this study was to explain the effect of service quality and tourist experience on the intention to return to tourist destinations in Yogyakarta City which is mediated by tourist satisfaction. The sample used was 210 respondents taken by purposive sampling technique. The collected data were then analyzed using structural equation modeling (SEM). Before the SEM analysis is carried out, the assumptions of normality and outlier data are tested first. The results showed that service quality and tourist experience had a positive effect on intention to return. Besides that, the results of the study also show that service quality and tourist experience have a positive effect on intention to return by mediating satisfaction.

**Keywords:** service quality, tourist experience, satisfaction, intention to return

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## 1. Introduction

The tourism industry is a phenomenon that covers all fields, including economic, social, environmental and cultural. For this reason, as an effort in tourism development, efforts are needed to know and understand tourist behavior, both physically and psychologically. The city of Yogyakarta as a tourist destination in Indonesia is currently concentrating on developing infrastructure to support tourism so that visitors can stay longer in the city of Yogyakarta. One of the priorities is the development of pedestrian paths in the Yogyakarta city tourist destination area based on community empowerment through photo spot activities and cultural tourism education around the city of Yogyakarta.

Tourism plays an important role in regional economic development and can support the per capita gain of a region. The tourism sector plays an important role in supporting the economy of a region so that this sector has a multiplier effect on industries that move and support the tourism sector. If this sector develops well, it will drive other industries such as home stay, restaurant industry, craft industry and transportation.

In the digital era like today, the development of information is very fast, triggering competition in the world of business and tourism in Indonesia. This intense competition does not only occur at the national level, but also at the regional and city levels. In facing intense competition with the rise of tourist objects that attract the attention of tourists in each region, a unique strategy is needed. Strategy is a potential action that requires a large number of top management decisions and company resources. In addition, the strategy affects the future long-term development of the company.

Service quality plays an important role in shaping customer satisfaction, but it is also closely related to creating profits for the company. The higher the quality of the services provided by the company, the higher the satisfaction felt by customers. According to Kotler and Keller (2009) satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (or outcome) of a product and his expectations. The company will be successful in obtaining customers in large numbers if it is considered to be able to provide satisfaction for customers. When customers are satisfied, there will be a harmonious relationship between producers and consumers, creating a good basis for repeat purchases and forming word of mouth recommendations that can benefit a company.

Experience is the best variable for predicting future behavior. The experience of tourists visiting a tourist object has a significant influence on the intention to return (Huang et al., 2011; Monsuwe et al., 2004; Weisberg et al., 2011). Customer satisfaction is an attitude accumulation and experience based (Fornell, 1992). Customers must be satisfied with the visiting experience because if they feel dissatisfied, they will not return to the same tourist attraction (Kim & Stoel, 2004). Customer satisfaction has a significant effect on the intention to return to a tourist attraction (Ha et al., 2010; Lin & Lekhawipat, 2014; Trisnawati et al., 2012).

## 2. Literature Review

### Interest in Returning

Viewed from the perspective of the consumption process, visitor behavior is divided into three stages, namely: pre-visit, during the visit, and post-visit [1]. The same thing was stated by [2] stating that tourist behavior includes visiting choices, subsequent evaluations, and future intentions of visitor behavior. The next evaluation is

the travel experience or the value and satisfaction received by the visitor as a whole, while the intention of future behavior refers to the visitor's judgment about the suitability to return to the same destination and the willingness to recommend it to others. The concept of repurchase intention comes from behavioral intention. [3] explained that revisit intention is the possibility of tourists to repeat activities or revisit a destination. [4] in his journal "Effects of Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention", suggests there are four impacts that can lead to repeat visit intentions, namely: 1. Travel Motivation, Investigate the impact of various motivational factors on tourist attitudes during a repeat visit to a destination and with the intention of making a repeat visit. 2. Past Experience To examine the effect of past travel experiences on tourists' attitudes during repeat visits to a destination and intention to revisit. 3. Perceived Constraint To investigate the influence or perceived constraints on the intention of tourists to revisit. 4. Attitude To measure the extent to which tourist attitudes mediate the impact of certain factors on intention to revisit. The dimensions used in this study are the dimensions suggested by [5] There are also two dimensions, namely: the desire to recommend to others and the desire to return to visit.

### **Customer satisfaction**

According to [6] quoted from the book Marketing Management says that satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance. The definition of satisfaction is the response or response of consumers regarding the fulfillment of needs. Satisfaction is a judgment regarding the characteristics or features of service products, or services, or the product itself, which provides a level of consumer pleasure that connects with meeting consumer consumption needs [7].

Customer satisfaction can be interpreted as an evaluation of customer awareness and love for goods or services that have been received by certain producers [8]. Satisfaction is influenced by the level of expectations for service quality [9]. Customer satisfaction as a result of a comparison between product or service expectations and the reality received by a person raises the first two possibilities. If the seller provides excessive information to the customer, the customer will have too high expectations, resulting in dissatisfaction if the seller cannot fulfill the information. The second is if the seller cannot fulfill the information to the customer, then the customer will be less interested (low expectations) in the product or service, so that the transaction will not occur.

Overall satisfaction (overall satisfaction) is defined as an effective statement about the emotional reaction to the experience of a product or service that is influenced by consumer satisfaction with the product (attribute satisfaction) and the information used to choose a product (information satisfaction) [10]. [11] stated that customer satisfaction is closely related to customer loyalty, where satisfied customers will become loyal customers. Then these loyal customers will become "powerful marketers" for the company by providing positive recommendations and information to other potential customers.

Customer satisfaction will be achieved if expectations match the reality received. [12] stated that customer satisfaction is high when the perceived value exceeds customer expectations. Acceptance of products with higher quality will get a higher level of satisfaction than acceptance of products with lower quality [13]. Consumer satisfaction is an accumulation of consumer experiences on consumer purchases and consumption in the past. Consumer satisfaction is influenced by two factors, namely the expectations and experiences felt by consumers [8]. The perceived experience of a service performance itself is influenced by consumer perceptions of service quality, marketing mix, brand name or image of the company [14]. To be able to increase customer satisfaction, it means that it is necessary to understand the factors that can influence customer satisfaction, which in turn can provide benefits for companies, especially in the field of marketing.

The importance of customer satisfaction for marketing can be caused by the reason that consumer satisfaction will encourage repeat purchases and provide the advantage of "word of mouth" publicity [13]. The advantages for companies using the dimensions of customer satisfaction have been shown in several studies, including evaluating attitudes and information from guests and identifying strengths and weaknesses [15]. Consumer satisfaction can be used for positioning strategies that can help companies get a market niche (niche market). According to [13] consumer satisfaction will be able to influence purchasing behavior, which forms a tendency that satisfied consumers will be loyal, but loyal consumers are not necessarily satisfied.

### **Service Quality**

Quality is the most important construct in the business world. In management research, quality must be conceptualized with an operational definition so that it can be measured by an instrument created for this purpose [5]. Service is an act of a person towards other people through the presentation of products in accordance with the standards applicable to the product to meet the needs, desires and expectations of the people served. Quality of service is the key to success for companies in facing an era of increasingly sharp competition. Theoretically it is stated that service quality is the creation of superior value for customers to improve the company's business/marketing performance [16]. According to [17] service quality can be interpreted as an effort to fulfill

consumer needs and desires as well as the accuracy of their delivery in balancing consumer expectations. Service quality can be identified by comparing consumers' perceptions of the service they actually receive/obtain with the service they actually expect/want against the service attributes of a company. If the perceived service is as expected, then the service quality is perceived as good and satisfactory, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of high quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad [18]. The company in carrying out its business deals directly with consumers, therefore it will not be separated from the service business for consumers. Thus it is required to change the orientation of services that were previously conventional to become professional services. Conventional services are services that are not oriented towards customer satisfaction, services that do not pay attention to service language, without manners and attitudes, which can seduce customers or buyers which causes their products to not sell well and even customers or consumers become angry [19]. The concept of service quality has become a very dominant factor in the success of organizations, both profit and on profit organizations. Because if consumers feel that the quality of service they receive is good or as expected, they will feel satisfied, trust and have a commitment to become loyal customers. Consumers who are satisfied, trust and are committed to goods/services, will easily form their intention to repurchase and tend to purchase goods/services more frequently, and are increasingly loyal to these goods/services [20]. In the end, long-term relationships are formed between consumers and producers. The consequence of this linkage is that both parties are required to be consistent with this linkage, that is, consumers must pay for the various benefits provided by producers of goods/services and marketers strive continuously to provide, create even better value benefits from these services [21]. According to [22] Nurul (2012) there are five indicators to measure the quality of services, namely: 1. Tangibles, namely the ability of a company to show its existence to external parties. The appearance and capabilities of the company's physical facilities and infrastructure and the condition of the surrounding environment are clear evidence of the services provided by service providers. 2. Reliability, namely the company's ability to provide services as promised accurately and reliably. Performance must be in accordance with customer expectations, which means timeliness, the same service for all customers without errors, a sympathetic attitude and with high accuracy. 3. Responsiveness, namely a willingness to help and provide fast and appropriate services to customers, by conveying clear information. Letting customers wait for no apparent reason causes a negative perception of service quality. 4. Assurance (guarantee and certainty), namely knowledge, politeness, the ability of company employees to foster customer trust in the company. It consists of several components, namely communication, credibility, security, competence, and courtesy. 5. Empathy, giving sincere and individual or personal attention given to customers by trying to understand consumer desires. Where a company is expected to have understanding and knowledge about customers, understand customer needs specifically, and have a comfortable operating time for customers.

The dimension of service quality that can be implemented properly is a key factor that has an influence on the success of a tourist area. Because it can create customer satisfaction. The satisfaction felt by tourists can encourage them to visit again so that it creates positive things for the success of the tourist area [2].

### **Traveler Experience**

Understanding the Tourist Experience, according to [23], the tourist experience is defined as the experience that is obtained by consumers both directly and indirectly regarding service processes, companies, facilities and how a consumer interacts with companies and with other consumers. This in turn will create positive responses, emotions, and consumer behavior and leave consumer memories about the experience while and after visiting the destination. According to [2] with customer experience, customers will be able to differentiate one product and service from another because they can feel and gain direct experience through five approaches (sense, feel, think, act, relate), both before and when they consume it. a product or service. The five customer experience approaches are as follows: 1. Sense Marketing. It is a type of experience that appears to create sensory experiences through the eyes, ears, skin, tongue and nose. Sense marketing is a way to touch consumer emotions through experiences that consumers can get through the five senses (eyes, ears, skin, tongue and nose) that they have through products and services. 2. Feel Marketing. Feel marketing is aimed at consumers' feelings and emotions with the aim of influencing experiences ranging from mild moods to strong emotions of pleasure and pride. Feel is a concern shown to consumers with the aim of touching the customer's emotions in an extraordinary way. Feel can be done with good service and service, as well as friendly service. In order for consumers to get a strong feel for a product or service, producers must be able to take into account the consumer's condition in the sense of taking into account the consumer's perceived mood. 3. Think Marketing. Is a type of experience that aims to create cognitive, problem solving that invites consumers to think creatively. 4. Relate marketing. Relate marketing is one way to form or create a customer community through communication. Relate marketing combines aspects of sense, feel, think and act with the intention of linking individuals with what is outside of themselves and implementing relationships between other people and other social groups so that they can feel proud and accepted in their community. Relate marketing can have a positive or negative

influence on customer loyalty. When relate marketing is able to make customers enter the community and feel proud of the Jember University Digital Repository 15 and is accepted, it will have a positive influence on customer loyalty but when relate marketing is not successful in linking individuals with what is outside of themselves, these consumers will not be loyal and give negative impact.

The research conceptual framework is used as a basis for answering research problems [24]. The foundation in question is in the form of a review of various theories with the results of previous research, with regard to the problem being researched. According to Supramono and Haryanto there are three main elements, namely: 1). A set of concepts (contracts); 2). Relationship between variables; 3). The aim is to explain and predict a phenomenon. From this description it can be described systematically the effect of service quality and experience of tourists on the intention to return to tourist destinations in the city of Yogyakarta, namely as follows:

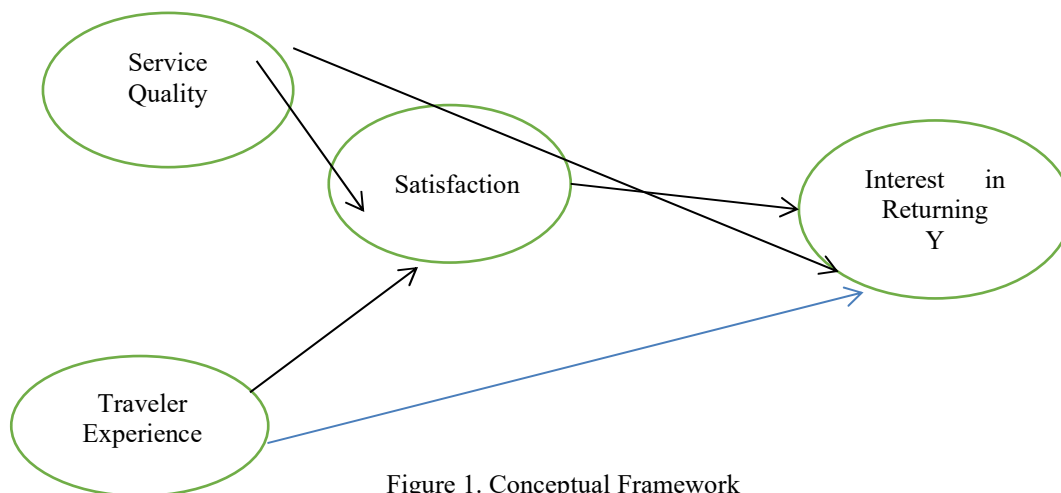


Figure 1. Conceptual Framework

### 3. Research Methods

The population in this study are people who visit tourist attractions in the city of Yogyakarta. Considering that the total population cannot be known with certainty, the population is categorized as an unlimited population (unrestricted). Considering the nature of the population and geographic area, the sampling technique uses non-probability sampling. This technique has the characteristic that each member of the population does not have the same opportunity to be taken as a sample (Kerlinger, 1992). In this study, samples were taken using the purposive sampling method, namely a non-probability sampling technique in which the researcher determines sampling by establishing special characteristics/criteria according to the research objectives. The criteria determined in this study were tourists who had visited the city of Yogyakarta at least twice.

The number of samples in this study was calculated using the basis that SEM analysis requires a minimum number of 5-10 times the number of indicators used (Sekaran, 2003; Hair et al., 2006). With a total of 16 indicators, the minimum sample:  $5 \times 16 = 80$ , and the maximum sample:  $10 \times 16 = 160$ . For this study, the number of samples used was 150 respondents. This number has met the minimum requirements and has entered the category of large sample sizes (Ghozali, 2013).

The data collection method was carried out through a survey, carried out by providing a list of questions to the respondents, namely visiting tourists. Technically data collection was carried out using a list of questions that had been prepared and prepared in advance. The list of questions was structured and closed in nature, meaning that the questions posed to respondents had been prepared beforehand and a choice of answers was provided. The questions asked are indicators for each research variable. The questionnaire contains a list of questions related to the variables in this study, namely the loyalty variable and several influencing variables. Respondents were asked to choose answers according to the respondent's perception. Thus, the unit of analysis of this study includes the individual category because the research subject directly leads to the respondent's perception of the particular service he uses.

Table 1: Validity and Reliability Test Results of Research Instruments

Variabel/Indikator	Corrected Item-Total Correlation	Cronbach Alpha	Status
Service Quality		0,870	Reliabel
1. Facilities and infrastructure have been provided properly	0,541		Valid
2. Public roads to tourist attractions can be passed easily	0,643		Valid
3. The promised service is accurate and reliable.	0,731		Valid
4. The services provided are easy to understand and clear.	0,564		Valid
5. The security provided is in accordance with Indonesian national standards (INS).			
1.			
Traveler Experience		0,880	Reliabel
1. Experience can create relaxation and comfort	0,606		Valid
2. The educational experience provided was exactly what I was looking for	0,488		Valid
3. Experience in tourist attractions is easy to remember	0,462		Valid
4. I am looking for new experiences in this tourist attraction	0,622		Valid
1.			
Satisfaction		0,876	Reliabel
1. It never fails to live up to my expectations	0,666		Valid
2. So far this tourist attraction has not disappointed me	0,634		Valid
3. The decision to choose this tourist attraction is a wise decision	0,583		Valid
4. Overall I am satisfied with the services of this tourist attraction	0,598		Valid
Interest in Returning		0,876	Reliabel
1. I have a plan to revisit this tourist attraction	0,657		Valid
2. I would recommend friends, relatives or relatives to visit this tourist attraction	0,541		Valid
3. This tourism object is the main preference/choice in visiting tourism objects	0,643		Valid

#### 4. Research Results

Furthermore, structural equation modeling (SEM) and the AMOS 24.0 program were used in analyzing the conceptual framework of this study. Before testing the hypothesis, testing the validity and reliability of the data that will be used in the analysis is first carried out. Referring to Holmes-Smith (2001), an indicator is declared valid if its t value is  $\geq 1.96$  and a variable is declared reliable if it has construct reliability  $\geq 0.50$ . Based on these requirements all indicators or question items are declared valid and reliable in measuring the variables. Table 2 presents the results of testing the validity and reliability of the data that has been collected. A multivariate outlier evaluation needs to be carried out to anticipate the possibility of outliers appearing after the data is combined with each other (Ferdinand, 2002). Multivariate outlier testing was carried out using the mahalanobis distance criterion at the p2 level  $< 0.05$ . After the data was released, there was no Mahalanobis distance with a p2 value  $< 0.05$ , so it could be concluded that the research data did not contain outliers.

After analyzing the measurement model, the next step in SEM modeling is structural model analysis. If the measurement model analysis is directed at examining the unidimensionality of the observed variables that explain a construct, then the structural model analysis examines the causality relationship between the various constructs of the research model specified. This research model has been developed through a series of scientific explorations in the form of literature reviews and previous studies that have been discussed in the previous chapter. The following structural model analysis consists of a goodness of fit assessment and hypothesis testing.

The full model SEM analysis is intended to test the models and hypotheses developed in this study. Testing the model in SEM is carried out with two tests, namely the model suitability test and the causality significance test through the regression coefficient test. The results of data analysis using the AMOS 24.0 application



program are shown in the following table:

Table 2. Structural Model Goodness of Fit Test Results

Indicator	Reference	Value Estimate	Result
Chi-Square	Small close to 0	106,808	FIT
Prob	$\geq 0,05$	0,255	FIT
RMSEA	$\leq 0,08$	0,023	FIT
CFI	$\geq 0,90$	0,996	FIT
TLI	$\geq 0,90$	0,995	FIT
CMIN/DF	1 - 3	1,089	FIT

Based on the table, it is known that the overall values of the goodness of fit parameter are all good so that they meet the goodness of fit criteria. causality of the results of SEM processing as in the following table:

Table 2. Hypothesis Test Results

Hypotesis		Estimate	CR	P	Result
H1	Service quality has a positive effect on the intention to visit again	0,321	4,399	0,0001	accepted
H2	Service quality has a positive effect on satisfaction	0,497	5,772	0,0001	accepted
H3	Tourist experience has a positive effect on satisfaction	0,304	3,808	0,0001	accepted
H4	Tourist experience has a positive effect on satisfaction	0,252	3,002	0,003	accepted
J5	Satisfaction has a positive effect on the intention to visit again	0,241	3,483	0,0001	accepted

## 5. Discussion

### The Effect of Service Quality on Interest in Returning

Based on the results of hypothesis testing, service quality has a positive effect on intention to return. That is, these results indicate that service quality will have a great opportunity to influence intention to return. This is consistent with the results of research by Widyaningrum (2016) which states that service quality has a significant effect on intention to return, in research conducted by Kamilah and Wahyuati (2017) stating that improving service quality has an influence on intention to return and is reinforced by the research results of Hidayati and Yuliandani (2020) where there is a significant and positive influence between the service quality variables on the intention to return.

### Effect of Service Quality on Satisfaction

Based on the results of hypothesis testing, service quality has a positive effect on satisfaction. That is, the higher the service quality, the higher the satisfaction. This is supported by the results of research by Tambunan (2019) which states that service quality has a significant influence on satisfaction, and in research conducted by (Ariyanti and Darmanto (2020) with research results which prove that service quality has a significant influence on satisfaction.

### The Effect of Tourist Experience on Satisfaction

Based on the results of the hypothesis test, tourist experience has an effect on satisfaction. This means that tourist experience affects tourist satisfaction. This supports the research conducted by Kamilah and Wahyuati (2017) which states that tourist experience has a significant and positive influence on satisfaction.

### The Influence of Tourist Experience on Revisit Interests

Based on the results of the hypothesis test, the tourist experience influences the intention to return. That is, the tourist experience affects the intention to visit again. This is in line with research conducted by Habibah and Sumiati (2016) which states that tourist experience influences intention to return.

### The Effect of Satisfaction on Interest in Returning

Based on the results of the hypothesis test, satisfaction has a positive effect on the intention to return. That is, with an increase in satisfaction will increase the interest to visit again. This is confirmed by the results of Rahmawati's research (2014) which states that satisfaction affects the intention to return. In research conducted by Widyaningrum (2016) also stated that satisfaction has a significant effect on intention to return. In addition, Kamilah and Wahyuati's research (2017) also states that there is an effect of satisfaction on the intention to return.

## 6. Conclusion

The results of the study show that the quality of service and tourist experience have a direct effect on the intention to return to tourist destinations in Yogyakarta. Besides that, satisfaction has succeeded in mediating the influence of service quality and tourist experience on the intention to return. To obtain findings that can be generalized to the tourism industry in the city of Yogyakarta, tourist destinations within the city of Yogyakarta

can be added, so that the tourist destinations visited are more diverse. Further research needs to add tourist destinations in Gunung Kidul Regency with the beauty of the sea. Likewise, in Bantul Regency beach tourism destinations are still the main destinations.

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