

THE EFFECT OF EXPERIENTIAL QUALITY AND EXPERIENTIAL VALUE ON TOURIST SATISFACTION IN LAKE TOBA OF SAMOSIR REGENCY

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Abstract

Tourism is a new type of industry that can accelerate economic growth and employment provision, increase income and standard of living, and stimulate other productive sectors. Samosir regency is a tourism destination that has captivated both international and domestic tourists because of the stunning natural beauty of Lake Toba. This study aims to discover and analyze the effect of experiential quality and experiential value on tourist satisfaction in Lake Toba, Samosir regency. The population in this study were tourists of unspecified number visiting Lake Toba in Samosir regency. The number of samples were 140 respondents. The study involved accidental sampling technique, questionnaire in data collection, and multiple linear regression on data analysis. The results of this study indicated that simultaneously experiential quality and experiential value significantly influenced tourist satisfaction in Lake Toba in Samosir Regency. Partial test showed that experiential quality and experiential value had a positive and significant effect on tourist satisfaction in Lake Toba, Samosir regency.

Keywords: *Experiential Quality, Experiential Value, Tourist Satisfaction*

1. Introduction

Tourism is a new type of industry that can accelerate economic growth and employment provision, increase income and standard of living, and stimulate other productive sectors. As a complex sector, tourism also realizes classic industries such as handicraft and souvenir industries. Lodging and transportation are also economically seen as industries. Indonesia is the world's 30th most visited country according to the World Tourism Organization. Indonesia is known for its charming natural beauty. One of the provinces in Indonesia, North Sumatera consists of 25 regencies, one of which is Samosir regency with Pangururan as the capital town. Samosir regency is a tourism destination that has captivated both international and domestic tourists because of the stunning natural beauty of Lake Toba. However, Lake Toba has changed now, which is shown on pre-survey data where most of the respondents revealed problems that caused dissatisfaction, namely Lake Toba's dirty water and scattered rubbish, as well as bad facilities and infrastructures. On the other hand, most respondents felt blissful when visiting Lake Toba, Samosir regency because of Lake Toba's stunning scenery and cool air that helps relieve fatigue. The rich culture of Batak customs has also impressed tourists with new knowledge and experience.

Experience in visiting tourism attractions generally affects tourists' satisfaction because it is a factor in a successful tourism industry (Wang et al., 2020). In this study, tourist experience is divided into two, namely experiential quality and

experiential value. (Wu et al., 2018) argued that experiential quality has an important influence on evaluations of consumers and satisfaction with the services provided. Therefore, a better understanding of the phenomenon of experience in the tourism service is very important and will enable the tourism industry to perform better (Manthiou et al., 2014). Therefore, tourists' good or bad experience determines consumers' satisfaction (Rijal & Ghimire, 2016). When experience fails to meet expectation, tourists will be dissatisfied and vice versa (Sundbo, 2015).

2. Literature Review

2.1. Tourist Satisfaction

(Wu & Li, 2017) Satisfaction is someone's feeling of pleasure or disappointment that appears after comparing the perception with the results or performance of a service with their expectation. Satisfaction is a prediction of consumer's experiential value to what will happen. On the other hand, (Oliver, 2014) suggested that the concept of satisfaction is a comprehensive evaluation of consumers after consumers feel the service of previous experience.

(Jin et al., 2015), defined tourist satisfaction as the level of pleasure felt by tourists that occurs from travel experiences related to product or service features that are in line with the expectations and desires of tourists in making a tour. Satisfaction is made by comparing the expectations of tourists before and after a tourism trip. Tourists are satisfied when the experience exceeds expectations and vice versa (Chen & Chen, 2010).

2.2. Experiential Quality

According to (Lemke et al., 2011), Quality of experience refers to the performance of quality at the attribute level where the quality of experience refers to the psychological results stemming from visitor participation in tourism activities (Chen & Chen, 2010). Previously, service quality was under the control of tourism service providers. Today, not only are services under control, but also are experiences brought to visitors. In general, the quality felt by the visitors is related to their experiences during their visit compared to the services provided by the tourism site itself. (Wu & Li, 2017) claimed that the perceived quality of experience consisted of interaction quality, physical environment quality, output quality, and access quality.

2.3. Experiential Value

According to (Mathwick et al., 2001), experiential value is the experience consumers have after using a product or service. Experiential value is based on interactions that include direct use or appreciation of products and services used by consumers. This interaction provides the basis for relativistic preferences held by individuals involved (Mathwick et al., 2001). The dimensions of experiential value consist of CROI (Consumer Return on Investment), service space, and playfulness..

2.4. Conceptual Framework

Systematically, the conceptual framework in this research was

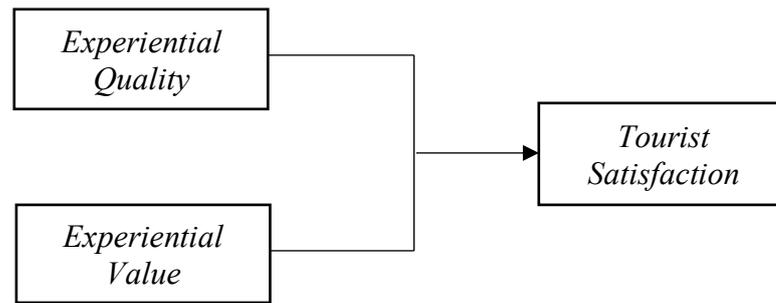


Figure 1: Conceptual Framework

Hypothesis

The hypotheses of this research are:

1. Experiential quality has a positive and significant effect on tourist satisfaction in Lake Toba, Samosir regency.
2. Experiential value has a positive and significant effect on tourist satisfaction in Lake Toba, Samosir regency.
3. Experiential quality and experiential value have a positive and significant effect on tourist satisfaction in Lake Toba, Samosir regency.

3. Research Methods

This type of research was an associative research that connects two or more variables (Kuncoro, A, 2018) study in which the questionnaire was distributed to 140 tourists visiting Lake Toba, Samosir regency. The population in this study was tourists of unspecified number visiting Lake Toba, Samosir regency. The sample in this study was 140 tourists, the number of which was based on (Malholtra et al., 2016) that it should be at least four or five times the item number of questions. The total question in this study were 28. This research used accidental sampling technique. According to (Sugiyono, 2017), accidental sampling takes respondents as a sample based on coincidence, that anyone who accidentally meets a researcher can be used as a sample they are suitable as a source of data.

4. Result and Discussion

4.1. Research Result

All respondents in this study were tourists who visited Lake Toba Samosir Regency were more dominantly female (95 respondents) and most were aged 24-30 years (70 respondents) and most had the employment status of students and employees (57 respondents), mostly were headed for Tomok village (54 respondents) and their purpose is mostly for recreation (111 respondents).

Table 1: Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.462	1,007		459	.647
	Experiential Quality	.223	.024	.639	9,249	.000
	Experiential Value	.116	.032	.249	3,610	.000

a. Dependent Variable: Tourist Satisfaction

Based on Table, the multiple linear regression equation is as follows:

$$Y = 0.462 + 0.223 X1 + 0.116 X2$$

1. Constants (β_0) = 0.462 , this shows the level of constants, where if the experiential quality (X1) and experiential value (X2) variables are 0, the value of the tourist satisfaction variable (Y) will remain at 0.462 , assuming the other variables remain.
2. Experiential quality coefficient (β_1) = 0, 22 3 > 0. This shows that the experiential quality variable (X1) has a positive effect on tourist satisfaction, meaning that if the experiential quality variable is increased, then tourist satisfaction will also increase assuming other variables remain, and vice versa.
3. Experiential value coefficient (β_2) = 0.116 > 0. This shows that the experiential value variable (X2) has a positive effect on tourist satisfaction, meaning that if the experiential value variable is increased, then tourist satisfaction will also increase assuming other variables remain, and vice versa.

Table2: Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841 ^a	.707	.703	1,633

a. Predictors: (Constant), Experiential Value, Experiential Quality

b. Dependent Variable: Tourist Satisfaction

The Table shows the Adjusted R Square value of 0.703, meaning that 70.3 percent of tourist satisfaction variables can be explained by experiential quality and experiential value while the remaining 29.7 percent is explained by other factors excluded from this study.

Table 3 :Simultaneous Test (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	882,390	2	441,195	165,417	.000 ^b
	Residual	365,402	137	2,667		
	Total	1247,793	139			

a. Dependent Variable: Tourist Satisfaction

b. Predictors: (Constant), Experiential Value, Experiential Quality

In this study the number of samples (n) was identified as many as 140 respondents and the number of parameters (k) as many as 3 , so $df1 = k-1 = 3 -1 = 2$; $df2 = nk = 140-3 = 137$, then at $\alpha = 0.05$ we got $F_{table} = 3.06$.

Based on Table, $F_{count} (165.417) > F_{table} (3.06)$ and significance $(0.000) < \alpha (0.05)$. This means that the experiential quality and experiential value variables simultaneously have a significant effect on tourist satisfaction.

Table 4: Partial Test (t test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.462	1,007		459	.647
Experiential Quality	.223	.024	.639	9,249	.000
Experiential Value	.116	.032	.249	3,610	.000

a. Dependent Variable: Tourist Satisfaction

Based on the table, the results of the partial significance test can be concluded as follows:

1. The variable experiential quality (X1) has a coefficient of experiential quality (β_1) = 0, 22 3 > 0 with $t_{count} (9,249) > t_{table} (1.97)$ and significance $(0,000) < 0.05$. Thus, the experiential quality variable has a positive and significant effect on tourist satisfaction. If experiential quality increases, tourist satisfaction will increase significantly, and vice versa.
2. Variable experiential value (X2) has coefficient experiential value (β_2) = 0.116 > 0 with $t_{arithmetic} (3.610) > t_{table} (1.97)$ and significance $(0.000) < 0.05$. Thus, the experiential value variable has a positive and significant effect on tourist satisfaction. If experiential value increases, tourist satisfaction will increase significantly, and vice versa.

5. Conclusions and suggestions

5.1. Conclusion

The result of the research can be summed up as follows that simultaneously experiential quality and experiential value had significant effects on tourist satisfaction in Lake Toba, Samosir regency. Partially, the results of the research showed that experiential quality and experiential value respectively had positive and significant impact on tourist satisfaction in Lake Toba, Samosir regency. This showed that the better quality of experience received by tourists will certainly increase tourist satisfaction. It is suggested that the Lake Toba authority agency, appointed by the government for the tourism development of Lake Toba, pay more attention to such an issue as cleanliness by providing trash bins at several tourism sites such as at souvenir sales counters and on the lakeside tour, then add warning signs on littering. Socialization should also be carried out to the local community to maintain cleanliness. which means that the community must pay more attention to the value of the experience of tourists. Furthermore, the authority agency of Lake Toba must standardize souvenirs pricing and conduct supervision and training in souvenirs development. Trainings will trigger creativity in making souvenirs

that will represent the identity of Samosir with more relatively affordable prices and good quality.

5.2. Suggestion

This study only focuses on experiential quality, experiential value and tourist satisfaction variables and also only examines the area of Lake Toba, Samosir Regency, while Lake Toba itself is very broad in scope and also only focuses on local tourists.

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