

The Influence of Tourism Experience and Online Reviews on Revisit Intention (A Study on the Tourism Business of Green Canyon Pangandaran)

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Abstract

Tourism destination marketing strategies not only focus on creating experiences for tourists, but also need to pay attention to public perception on digital platforms through online reviews. This study aims to determine the effect of tourism experience and online reviews on revisit intention at the Green Canyon tourism business in Pangandaran Regency, West Java. This study uses quantitative methodology and uses a questionnaire as a tool to collect data from 150 respondents. The target population of this study consists of tourists who have visited Green Canyon Pangandaran at least once in the last three years (2023-2025) and have seen or given online reviews related to Green Canyon Pangandaran tourism on Google Maps, Social Media, and other platforms. Data were analyzed using multiple linear regression. The results showed that tourism experience and online reviews simultaneously have a positive and significant influence on the intention to revisit the Green Canyon Pangandaran tourism business. This research enriches the tourism behavior literature and provides insights for tourism managers to develop marketing strategies that focus on improving the quality of tourism experiences and managing online reviews to strengthen tourists' revisit intentions.

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INTRODUCTION

Tourism in Indonesia has experienced significant development and has become one of the important sectors in improving the economy and attracting tourists. The diversity of natural, cultural and historical tourist destinations spread across various provinces is the reason for tourists to visit destinations in Indonesia. Some popular tourist sites are the main destination for tourists to revisit, one of which is Green Canyon tour located in Pangandaran Regency, West Java. According to the Ministry of Tourism and Creative Economy (2023), Green Canyon Pangandaran offers an amazing tourism experience. Panoramic views of caves with stalactites and stalagmites that can be enjoyed while walking along the river, jumping from the top of an umbrella rock with a height of about 9 meters, and body

rafting activities are the main attractions of Green Canyon Pangandaran.

Tourism experience is considered to be one of the important indicators in encouraging awareness of the significance of visitors' contributions to sustainability of tourist destinations and the creation of revisit intention. Through improving the tourism experience, it can be the most effective strategy for developing the tourism business (Vada et al., 2022). However, challenges often arise in line as the digital era progresses. Revisit intention is not only influenced by the tourism experience, but also satisfaction with the quality of services provided, facilities provided, as well as external factors such as online reviews and social influence (Nguyen Huu et al., 2024).

In the context of the tourism business, reviews for tourist destinations are useful as a basis for building tourist trust, while at the same time can improve the image of the destination through positive reviews from tourists (Su et al., 2022). Reviews can be an increasingly common form of digital word-of-mouth, where shared user experiences and opinions will influence travelers' perceptions (Changchit et al., 2020). In addition to acting as a source of information in reducing tourists' perceived risk, online reviews can also be a tool in decision making before visiting a tourist destination (Zhu et al., 2024).

Several studies show that various factors such as diverse activities, reviews or testimonials from users, and a sense of closeness to tourist attractions can create a pleasant tourism experience and positively impact on revisit intention (Sulistyono et al., 2024). Accordingly, Fuza et al. (2023) said that tourism experiences can influence revisit intention through several dimensions, namely novelty, meaningfulness, interaction, and involvement, where all of these dimensions are considered to influence tourist behavior in tourist destinations. Through an approach that focuses on creating interactions between tourists and tourist destinations, unique and immersive tourism experiences are designed to trigger emotional engagement and tourist satisfaction with the aim of developing tourism strategies (Xu et al., 2024).

However, online reviews contribute to enhancing the tourism experience and shaping the marketing strategy used to develop the attractiveness of tourist destinations through various tourist perspectives on a review (Oliveira et al., 2021). These unique perspectives and deep insights into tourists' perceptions of tourist destinations can be used by tourism managers to understand and meet tourist expectations. In line with the findings of Gu & Zhu (2023), online reviews have a positive influence on revisit intention through review characteristics, such as content and attributes that can create shared value and strengthen emotional relationships with destinations.

Pleasant tourism experiences and positive online reviews can enhance the positive image of the destination and strengthen tourist loyalty which ultimately encourages the emergence of intention to return due to emotional attachment, as well as the desire to recommend as a form of satisfaction that wants to be shared with others (Wiskulski, 2024). So based on the phenomena and problems identified, this study aims to explore the influence of tourism experience and online reviews on revisit intention (Study on Green Canyon Pangandaran Tourism Business).

Conceptual Framework

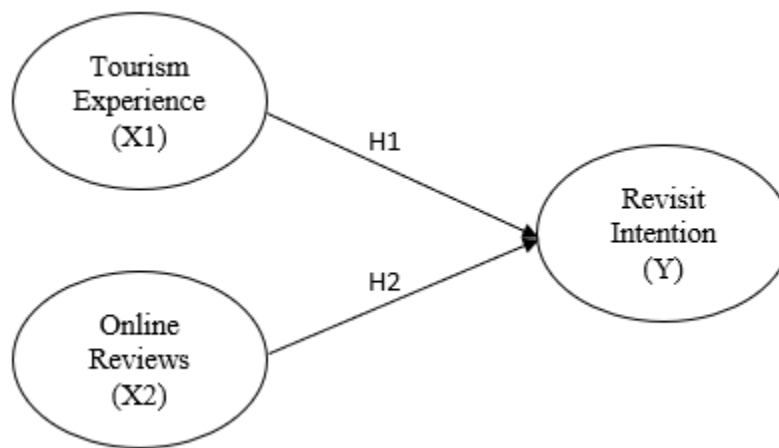


Figure 1. Conceptual Framework

METHOD

The study employs a quantitative method to measure the relationship of causation between variables by testing proposed hypotheses. This study uses non-probability sampling methods, such as purposive and snowball sampling because the population studied cannot be clearly identified. The data collected was obtained directly from respondents through questionnaires distributed to 150 sample who have the criteria to have visited at least once in the last three years (2023-2025) and tourists who see or want to provide reviews related to Green Canyon Pangandaran tourism business on Google Maps, Social Media, and other platforms.

The data were analyzed using SPSS (Statistical Package for the Social Sciences) software version 26. This data processing is a data processing technique to obtain general conclusions from previously obtained data (Kurniasari, 2021). The study conducted a validity test using Pearson product moment formula Sugiyono (2019) and an assessment of reliability using Cronbach's Alpha method (Rochaety et al., 2019). Data analysis is applied starting from the classical assumption test to determine whether two variables have a linear relationship and analyze the feasibility of a linear regression model and reliability test to examine and predict how one dependent variable is related to two or more independent variables, through a mathematical model involving regression coefficients (Irrawati & Mukaramah, 2024). The results of the data obtained aim to test the hypothesis regarding the relationship between variable X1 (tourism experience) and variable X2 (online reviews) on variable Y (revisit intention) in in the tourism business of Green Canyon Pangandaran.

RESULTS AND DISCUSSION

Multiple linear regression analysis was employed to evaluate the proposed hypotheses based on the collected data. The data analyzed were obtained from 150 respondents who fulfilled the eligibility criteria established for this study. The results are presented in the following tables and interpreted to evaluate the influence of tourism experience and online reviews on revisit intention in Green Canyon Pangandaran tourism business.

Table 1. Gender of Respondent

Gender	Frequency	Percentage
Female	97	64,67%
Male	53	35,33%
Total	150	100%

The gender table reveals that 97 respondents fall into the female category (64.67%) and 53 men (35.33%). Therefore, the total number of tourists who completed the survey was 150 tourists, the majority of whom were female.

Table 2. Age of Respondent

Age	Frequency	Percentage
17-24 Years	97	64,67%
25-34 Years	41	27,33%
35-44 Years	8	5,33%
>45 Years	4	2,67%
Total	150	100%

Based on data related to the age of the respondents, it is known that filling out the questionnaire by respondents is dominated by tourists aged 17-24 years as many as 97 people (64.67%), and the respondents with the lowest percentage (>2.67%) are respondents aged more than 45 years.

Table 3. Frequency of Respondents Visit to Green Canyon Pangandaran Tourism

Visit Frequency	Frequency	Percentage
Once	85	56,67%
2-3 times	44	29,33%
More than times	21	14,00%
Total	150	100%

The majority of tourists visited Green Canyon Pangandaran with a frequency of one visit, namely 85 people (56.67%), while the lowest frequency of visits was 21 people (14.00%) with a frequency category of more than three visits.

Table 4. Main Reasons for Tourists to Visit Pangandaran Green Canyon Tourism

Top Reasons for Tourists to Visit	Frequency	Percentage
Recreation with family	47	31,33%
Vacation with friends	66	44,00%
Special activities (e.g. pre-wedding photos, study)	8	5,33%
Other	29	19,33%
Total	150	100%

There are several main reasons tourists visit Green Canyon tourism. However, the majority of the reasons for tourists visiting are for a vacation with friends, where tourists who have reasons with this category are 66 people (44.00%), while the category of tourists visiting because they have special activities such as prewedding photos, study needs, and others is the lowest frequency, namely 8 people (5.33%).

Table 5. Sources of Reading Green Canyon Pangandaran Tourism Reviews

Sources of Reading Green Canyon Pangandaran Tourism Reviews	Frequency	Percentage
Google Reviews	46	15,18%
Tripadvisor	2	0,66%
Facebook	17	5,61%
Instagram	114	37,62%
TikTok	86	28,38%
WhatsApp (Story, Group, and others)	30	9,90%
Other platforms (Traveloka, tiket.com, and travel agent websites)	8	2,64%

According to the data presented in the table above, most tourists look for reviews about Green Canyon Pangandaran tourism via Instagram with a percentage of 37.62%, while the category with the lowest percentage is on the Tripadvisor platform, which is 0.66%. This shows that tourists tend to trust reviews from users they follow on platforms that are more active in interacting such as Instagram because the information is considered relatable so that it can attract the attention of tourists. Meanwhile, the Tripadvisor platform tends to be less popular among domestic tourists to be used as a reference in finding reviews related to Green Canyon Pangandaran tourism.

Table 6. Media Used by Respondents to Share Reviews about Green Canyon Pangandaran Tourism

Media Platforms Used to Share Reviews about Green Canyon Pangandaran Tourism	Frequency	Percentage
Google Reviews	25	8,25%
Tripadvisor	1	0,33%
Facebook	9	2,97%
Instagram	97	32,01%
TikTok	44	14,52%
WhatsApp (Story, Group, and others)	46	15,18%
Other platforms (Traveloka, tiket.com, and travel agent websites)	7	2,31%

According to the statistics in the table above, most tourists give reviews about Green Canyon Pangandaran tourism most dominantly through the Instagram platform, with a percentage of 32.01%. Meanwhile, the percentage that shows a relatively low frequency of 0.33% is in giving reviews on the Tripadvisor platform. Therefore, that tourists tend to share reviews related to tourist destinations on a more interactive platform.

Table 7. Validity and Reliability Test Results

Variable	No.	Calculated r	Table r	Desc.	Reliability Coefficient	Critical Point	Desc.
Tourism Experience (X1)	1	0,837	0,361	Valid	0,942	0,6	Reliable
	2	0,809	0,361	Valid			
	3	0,626	0,361	Valid			
	4	0,782	0,361	Valid			
	5	0,857	0,361	Valid			
	6	0,753	0,361	Valid			
	7	0,771	0,361	Valid			
	8	0,741	0,361	Valid			
	9	0,808	0,361	Valid			
	10	0,802	0,361	Valid			
	11	0,879	0,361	Valid			
	12	0,814	0,361	Valid			
Online Reviews (X2)	13	0,784	0,361	Valid	0,935	0,6	Reliable
	14	0,720	0,361	Valid			
	15	0,791	0,361	Valid			
	16	0,619	0,361	Valid			
	17	0,856	0,361	Valid			
	18	0,747	0,361	Valid			
	19	0,793	0,361	Valid			
	20	0,635	0,361	Valid			
	21	0,754	0,361	Valid			
	22	0,567	0,361	Valid			

Revisit Intention (Y)	23	0,825	0,361	Valid	0,900	0,6	Reliable
	24	0,793	0,361	Valid			
	25	0,865	0,361	Valid			
	26	0,761	0,361	Valid			
	27	0,767	0,361	Valid			
	28	0,866	0,361	Valid			
	29	0,813	0,361	Valid			
	30	0,742	0,361	Valid			
	31	0,777	0,361	Valid			
	32	0,819	0,361	Valid			

In the research instrument used to measure Tourism Experience (X1), Online Reviews (X2), and Revisit Intention (Y) there are 32 question items that have gone through the validity test process. The analysis results show that the validity coefficient value (calculated r) is in the range of 0.567 to 0.879, where all question items have a value of calculated r > table r (0.361). Thus, the items to measure Tourism Experience (X1), Online Reviews (X2), and Revisit Intention (Y) as a whole are declared to have met the validity criteria.

In addition, the findings of the reliability test show that the reliability coefficient for the Tourism Experience variable (0.942), Online Reviews (0.935), and Revisit Intention (0.900) is above the established standard of 0.6 (Darma, 2021). Thus, the questionnaire is declared reliable or has good reliability in measuring Tourism Experience (X1), Online Reviews (X2), and Revisit Intention (Y) so that these variables are suitable for use in research.

Table 8. t Test Results (Partial Regression)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4762,901	1679,648		2,836	0,005
	Tourism Experience	0,309	0,050	0,506	6,212	0,000
	Online Reviews	0,150	0,050	0,246	3,024	0,003
a. Dependent Variable: Revisit Intention						

According to Irawati & Mukaramah (2024), the application of the t-test is used to evaluate the significance of each independent variable. To see the results of the t test, the regression test calculation is carried out with alpha (α) 5% or 0.05. The discussion on each independent variable according to the data above is as follows:

1. The influence of the Tourism Experience variable (X1) on Revisit Intention (Y)

Analysis results indicate that the tourism experience variable (X1) has a p-value of 0.000, which is below the predetermined significance level of 0.05. This finding leads to the rejection H_0 and supports the acceptance H_1 . Moreover, the computed t-value of 6.212 exceeds the t table value of 1.976, further confirming the variable's significant influence on revisit intention.

2. The influence of the Online Reviews (X2) variable on Revisit Intention (Y)

The statistical analysis using the t-test showed that the significance value of the online reviews variable (X2) is 0.003, which is lower than the established 0.05 significance level. Consequently, H_1 was approved and H_0 was denied. Additionally, the calculated t-value of 3.024 exceeds the table t-value of 1.976. Therefore, it can be inferred that partially online reviews (X2) have a significant partial effect on revisit intention (Y).

The F-test was performed to determine the results of the regression test calculation with alpha (α) 5% or 0.05. This test is conducted to evaluate the simultaneous influence of independent variables on the dependent variable (Mardiatmoko, 2020).

Table 9. F Statistical Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1531814555,020	2	765907277,510	70,085	.000 ^b
	Residual	1606453461,440	147	10928254,840		
	Total	3138268016,460	149			
a. Dependent Variable: Revisit Intention						
b. Predictors: (Constant), Online Reviews, Tourism Experience						

According on table 9's regression test findings, the importance of the impact of tourism experience (X1) and online reviews (X2) simultaneously on revisit intention (Y) is $0.000 < 0.05$ so that the decision H_0 to be rejected and H_1 to be accepted. In addition, the calculated F value of $70.085 > F$ table value of 3.058. In conclusion, it is evident that tourism experience and online reviews simultaneously have a significant effect on revisit intention.

Table 10. Coefficient of Determination (R^2) Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699 ^a	0,488	0,481	3.305,791
a. Predictors: (Constant), Online Reviews, Tourism Experience				

According to the findings from the statistical calculation on the R-squared analysis, the Adjusted R Square value is 0.481. It shows 48.1% of the variance in the dependent variable is influenced by the independent variables, namely tourism experience and online reviews. On the other hand, factors outside the purview of this study have an impact on the remaining 51.9%.

The influence of Tourism Experience on Revisit Intention

The findings showed that tourism experience partially had a significant positive effect on revisit intention. However, not every dimension can optimally influence revisit intention. This is reinforced by the research of Fuza et al. (2023) revealing that unique experiences and valuable to tourists are able to create emotional attachments that can form behavioral intentions to return, while social involvement and tourist participation are considered not strong enough to positively affect the revisit intention. Thus, tourism experience in Green Canyon Pangandaran tourism business are instrumental in ensuring loyalty is maintained or sustainability of tourist visits. Green Canyon Pangandaran as one of the tourist destinations that provides a tourist experience is successful in implementing the designed strategy so that it is considered capable of increasing revisit intention.

The influence of Online Reviews on Revisit Intention

The results showed that online reviews on Green Canyon Pangandaran tourism business can partially exert a favorable impact on revisit intention by focusing on the content characteristics and attributes in reviews. Based on the study's findings, tourists in Green Canyon Pangandaran tourism business prefer reviews that include video form because they are considered to provide an interesting description of activities, especially reviews on social media that are more interactive. In accordance with Zhu et al. (2024) research, it was revealed that the impression formed in content-based reviews can influence tourists' choice to visit a destination. In the context of the tourism business, an increase in the number of positive reviews on various platforms has a positive impact on the level of trust which ultimately forms the intention to revisit Green Canyon Pangandaran tourism.

The Influence of Tourism Experience and Online Reviews on Revisit Intention

The results indicated that revisit intention in Green Canyon Pangandaran tourism business was simultaneously influenced by tourism experience and online reviews. The independent variables and their influence on the dependent variable are positively correlated. This study also proves that tourists assess Green Canyon Pangandaran destination as worthy of being recommended to others because it can fulfill satisfaction with the tourist experience when visiting. Tourist satisfaction with the quality of services or facilities offered, online reviews shared by tourists, and social influence derived from a recommendation can have a significant influence on revisit intention (Nguyen Huu et al., 2024).

CONCLUSION

This research strengthens the theory of Ajzen (1991), that attitudes and subjective norms can influence revisit intention. The study's findings can be applied to enrich the literature related to tourist destination marketing strategies by paying attention to the management of tourism experience and online reviews in building tourists' intention to make a repeat visit. Future research is recommended to add mediating or moderating variables and integrate the 4A tourism approach, namely attraction, accessibility, amenities, and ancillary services in the development of the variables used. Future research is also expected to consider social media engagement to see the level of user engagement with content related to Green Canyon Pangandaran tourism on social media platforms.

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