



---

**THE MEDIATING ROLE OF JOB SATISFACTION IN THE RELATIONSHIP  
BETWEEN CUSTOMER EXPERIENCE AND CUSTOMER RETENTION****Iman Maulana<sup>1</sup>****Universitas Djuanda, Bogor, Indonesia**[Imnma2012@gmail.com](mailto:Imnma2012@gmail.com)**Erni Yuningsih<sup>2</sup>****Universitas Djuanda, Bogor, Indonesia**[Erniyuningsih1970@gmail.com](mailto:Erniyuningsih1970@gmail.com)**Yulianingsih<sup>3</sup>****Universitas Djuanda, Bogor, Indonesia**[yulianingsih@unida.ac.id](mailto:yulianingsih@unida.ac.id)

---

**Abstract**

This study aims to analyze the mediating role of job satisfaction in the relationship between customer experience and customer retention. This research method uses a quantitative approach with primary data obtained through a questionnaire with a Likert scale. The sample size used in this study was 100 Buana Trip customers. Data analysis was conducted using the method Partial Least Squares – Structural Equation Modeling (SEM-PLS). The research results show that Customer Experience has a positive and significant effect on Customer Satisfaction, while Customer Satisfaction has a positive and significant effect on Customer Retention. Furthermore, Customer Experience also has a direct and indirect effect on Customer Retention through Customer Satisfaction.

**Keywords:** Customer Retention, Customer Satisfaction, Customer Experience, SEM-PLS



## INTRODUCTION

Indonesia's tourism industry has shown significant growth in the post-pandemic period, reflected in the increasing number of domestic trips and the high interest in experiential tourism. In this context, marketing plays a strategic role because it focuses on the community as consumers, particularly in capturing and developing business opportunities in tourist attractions.(Maulida, et al., 2024). The Central Statistics Agency (BPS, 2025) recorded 105.12 million domestic tourist trips in June 2025, with the main destinations being recreational and nature tourism.According to Santoso (2021), the high number of visits has not been matched by the ability of destinations and tourism service providers to retain customers. Increasing competition means that tourism success is no longer measured solely by increased visitor numbers, but rather by the company's ability to create satisfying and memorable tourism experiences that encourage repeat visits.(Setyaningsih, et al. 2020).

West Java Province is an area with enormous tourism potential, supported by natural beauty and a cool climate.(Harahap et al., 2023)This situation makes West Java a leading tourist destination, contributing significantly to the local economy and the development of the tourism industry. This high level of tourist appeal places West Java Province as a favorite destination for domestic tourists and is among the ten provinces with the highest number of domestic tourist visits.

Bogor Regency is one of the leading tourist destinations in West Java Province with great natural tourism potential and a high level of tourist visits.(Setiawan & Susilawati, 2025). This situation has encouraged the growth of various travel service businesses, one of which is Buana Trip Bogor, which operates in the tour organizing and adventure tourism sectors. However, although Buana Trip is able to attract new customers every year, the repeat visit rate of existing customers remains relatively low and tends to decline. This condition indicates that the success of the promotion has not been matched by the company's ability to retain customers. Data regarding the number of new and existing customers of Buana Trip are presented in Table 1:

**Table 1.**  
**Number of New and Existing Buana Trip Customers**

No	Year	Old Customer	New Customers	Percentage of Customers (%)
1	2022	-	1,500	100
2	2023	700	1,000	41



No	Year	Old Customer	New Customers	Percentage of Customers (%)
3	2024	500	1,571	24
<b>Total</b>		<b>1,200</b>	<b>4,071</b>	<b>30</b>

Source: Buana Trip, 2025

Information regarding tourist visit trends among Buana Trip users was obtained from initial interviews with management and analysis of internal company data. The findings indicate that Buana Trip's customer base tends to fluctuate. This underscores the importance of analyzing customer behavior and loyalty as a foundation for maintaining business sustainability.

The preliminary survey results indicate that the majority of Buana Trip customers have no intention of using the company's services again, exhibit low levels of loyalty, and are unwilling to recommend Buana Trip to others. Furthermore, levels of Customer Satisfaction and Customer Experience remain low, reflected in dissatisfaction with services and travel experiences that have not met customer expectations. This condition indicates problems in customer experience management that have a direct impact on low levels of Customer Retention.

In an effort to build customer retention, Buana Trip needs to focus on creating and fulfilling customer satisfaction. Customer satisfaction provides various benefits, such as strengthening the relationship between the company and its customers, and create a positive impression that can encourage a high level of customer retention.(Hussain et al., 2023)However, the company's current efforts have not yet fully met customer expectations, necessitating more targeted evaluation and improvement.

Based on the results of customer reviews, it shows that the most complained experience was the slow response of the organizer when problems occurred during the trip with 19 people, followed by the cleanliness of the activity location and rest areas with 15 people, and the discrepancy between the real atmosphere and promotional photos with 13 people. In addition, there were 12 customers who highlighted the inconsistency of service between guides, and 10 to 11 customers who complained about the lack of interaction between participants and the team building activities being too short.

According toIndriyani (2025)Customer Experience plays a crucial role in describing the quality of interactions, service, and emotional experiences customers experience while using Buana Trip services, which in turn shapes



customer perceptions of overall service quality. This study aims to gain a clearer picture of customer assessments of these experiences.

## LITERATURE REVIEW

### Customer Retention

According to Zeithaml (2018), customer retention is a company's ability to retain customers to continue using a product or service in the long term by creating consistent satisfaction, trust, and value. Meanwhile, according to Salama et al., (2020), customer retention is the relationship between customer loyalty and the company's level of profitability. This concept reflects the form of customer loyalty manifested in purchasing behavior, which is characterized by the high intensity or frequency of purchases of a product by the customer. Meanwhile, according to Buttle & Maklan, (2019), customer retention is a company's ability to maintain an existing customer base by fostering long-term relationships through customer satisfaction, trust, and engagement, so that customers continue to choose the company over other alternatives.

The indicator used by the author in this study is the Customer Retention indicator according to Zeithaml et al., (2018) which consists of Repurchase Intention, Continuity of Relationship, Resistance to Switching, Positive Communication

### Customer Satisfaction

According to Irawan (2021), customer satisfaction is a product or service that is able to provide what customers are looking for to a sufficient level. Meanwhile, according to Kotler and Keller (2018), customer satisfaction is an emotional state of pleasure or disappointment that arises after an individual compares their perception of a product or service's performance with their previous expectations. According to Suharno (2019), customer satisfaction is a positive emotional response felt by customers towards a product or service, both during and after use. If there is a gap or discrepancy between expectations and the actual performance of a product or service, customers will experience disconfirmation, a state where reality does not match their expectations.

The indicator used by the author in this research is the Customer Satisfaction indicator according to Irawan (2021), which consists of feelings of satisfaction with products and services, and the fulfillment of customer expectations.

### Customer Experience

According to Schmitt (2016), Customer Experience is a series of organized and integrated interactions between customers and companies, encompassing emotional, sensory, cognitive, and relational aspects throughout the engagement



process. Meanwhile, according to Rangkuti (2018), Customer Experience is the entire series of experiences felt by customers when interacting with a company or brand, which lasts from the pre-purchase stage to the post-purchase stage. According to Kotler and Keller (2019), Customer Experience is a customer's perception of interactions with a brand or company that are formed throughout the entire customer journey. Furthermore, it is explained that positive experiences have the potential to strengthen customer loyalty and encourage brand advocacy.

The indicator used by the author in this research is the customer experience indicator according to Schmitt, (2016), which consists of sensory experience, emotional experience and social experience.

The conceptual framework in this study concerns the influence of Customer Experience on Customer Retention, with Customer Satisfaction as an intervening variable. The research variables used consist of exogenous variables, namely Customer Experience (X), endogenous variables, namely Customer Retention (Y), and intervening endogenous variables, namely Customer Satisfaction (Z). The conceptual framework model regarding the relationship between variables in this study can be presented in Figure 1 below:

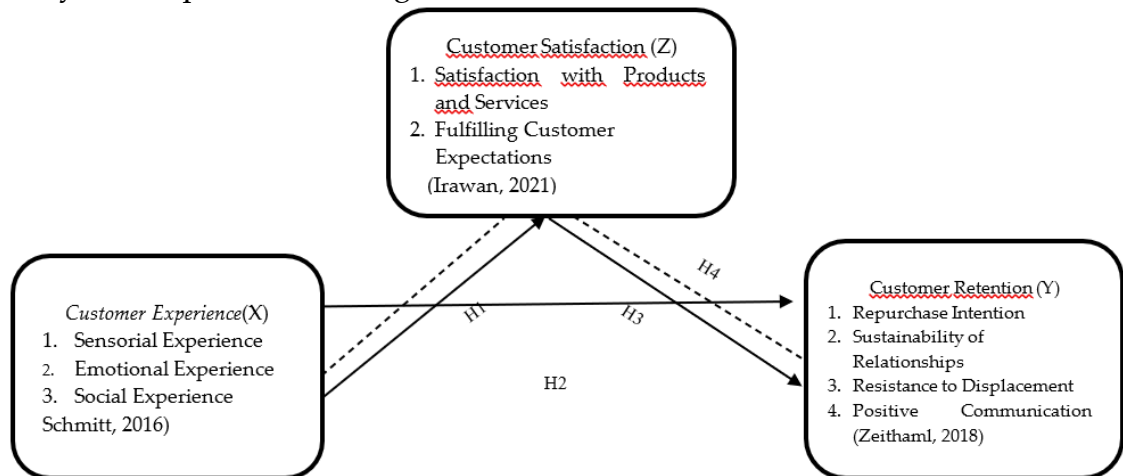


Figure 1. Framework of Thought Source: Processed Data, 2025

Information:
—————> = Direct Influence
- - - - - = Indirect Influence



## Hypothesis

Based on the theoretical review, previous research, framework of thought, and development of the hypothesis that has been described, a temporary answer to the problem can be proposed, formulated as the following hypothesis:

- H1 : Customer Experience has a direct, positive, and significant impact on Customer Satisfaction.
- H2 : Customer Experience has a direct, positive, and significant impact on Customer Retention.
- H3 : Customer Satisfaction has a direct, positive, and significant effect on Customer Retention.
- H4 : Customer Experience has an indirect effect on Customer Retention through Customer Satisfaction.

## RESEARCH METHOD

### Research Design

This research uses a quantitative approach with descriptive and verification methods. According to Sugiyono (2022), quantitative research methods are approaches based on the philosophy of positivism, which are applied to research specific populations or samples. Data collection is carried out through research instruments, while data analysis uses quantitative or statistical techniques with the aim of describing phenomena and testing previously formulated hypotheses. The population in this study is Buana Trip Bogor customers, which, based on target data and customer realization in 2025, totals 3,000 people. The sampling technique used is non-probability sampling with a purposive sampling type, namely selecting samples based on certain criteria predetermined by the researcher.

Based on the results of the sample calculation using the Yamane formula, the number of Buana Trip Bogor customer samples was 96.77, so it can be concluded that the sample in this study was 96.77. To simplify the calculation, the sample in this study was rounded up to 100 Buana Trip Bogor customers.

The type of data used in this study is quantitative. Meanwhile, the data sources used in this study are primary and secondary data. Data collection was carried out through: 1) distributing questionnaires based on indicators for each variable; 2) conducting a literature review to obtain secondary data.

### Instrument Testing Method

The instrument was tested using the Partial Least Squares – Structural Equation Modeling (SEM-PLS) approach. According to Hair et al., (2021),



instrument testing in SEM-PLS consists of two main stages: evaluation of the measurement model (Outer Model) and evaluation of the structural model (Inner Model). The data testing method was carried out with the assistance of a program through SmartPLS 4.0 software.

### **Outer Model and Inner Model**

According to Hair et al., (2021), the outer model aims to ensure that the indicators used truly represent the construct being measured accurately through validity and reliability testing. Validity testing consists of two tests, namely: 1. Convergent validity is a measure of the extent to which a construct is able to explain the variation of the indicators that represent it. According to Hair et al., (2021), convergent validity is said to be valid if it has a loading factor above 0.70. 2. Discriminant validity is a measure used to ensure that each construct in the research model has real differences and does not overlap empirically with other constructs. (Hair et al., 2021) Discriminant validity can be done by comparing the AVE value of a construct, the Cross Loading value above 0.7, HTMT and Fornell-Larcker. Meanwhile, the Reliability test consists of Composite reliability and Cronbach's alpha. According to Hair et al. (2021), reliability testing is said to be reliable if the CR value is above 0.7.

Meanwhile, according to Hair et al., (2021), in the structural model (inner model), the relationship between latent variables is described through two main types of constructs, namely exogenous latent variables and endogenous latent variables. The inner model test consists of: 1. The determinant coefficient ( $R^2$ ), which is used to show the proportion of variance in the endogenous construct that can be explained by one or more exogenous constructs in the structural model. According to Hair et al., an  $R^2$  value of 0.75 is categorized as having substantial explanatory power, a value of 0.50 is considered moderate, and a value of 0.25 is considered weak. 2. Effect Size  $f^2$ , which is used to assess the extent to which exogenous latent variables influence endogenous latent variables in the structural model. According to Hair et al., (2021), the  $f^2$  value is then interpreted using three categories of influence levels, namely:  $f^2 = 0.02$  indicates a small influence,  $f^2 = 0.15$  indicates a moderate influence, and  $f^2 = 0.35$  indicates a large influence. 3. Predictive Relevance ( $Q^2$ ) is used to assess the ability of a structural model to predict observational data that is not used in the model estimation process. If  $Q^2 \geq 0$ , then it has predictive relevance. 4. SRMR is a measure of goodness of fit used to assess the extent to which the estimated structural model matches the observed empirical data. According to Hair et al. (2021), an SRMR value  $\leq 0.08$  indicates that the model has an adequate level of fit



(good fit), while an SRMR value  $\leq 0.05$  indicates a very good level of fit (very good fit).

## RESULTS AND DISCUSSION

### Characteristics of Buana Trip Bogor Customers

Buana Trip is a professional tour organizer and event planner specializing in adventure tourism in the Sentul area of Bogor Regency. The company is located at Jl. Raya Babakan Madang, Kampung Pengkolan RT 01 RW 02, Babakan Madang Village, one of Bogor's most promising ecotourism and nature tourism destinations.

Based on the description of customer characteristics at Buana Trip, as many as 100 people were sampled in the study. The following is a recapitulation of Buana Trip customer characteristics, which can be seen in Table 2 as follows:

**Table 2.**  
**Summary of Buana Trip Customer Characteristics**

No	Income	Majority	Percentage (%)
1	Gender	Man	53
2	Age	36-45	42
3	Type of work	Private sector employee	46
4	Monthly Income	Rp. 4,000,000 – Rp. 5,000,000	44
5	Frequency of Use	2 times	64

Source: Processed Data, 2025

### Measurement Model Results (Outer Model)

According to Hair et al., (2021), the outer model aims to ensure that the indicators used truly represent the construct being measured accurately through validity and reliability testing.

#### Validity Test Results

##### 1. Convergent Validity Test Results

According to Hair et al. (2021), an indicator can be declared valid if it has a loading factor value of more than 0.70. The criterion for evaluating convergent validity is that each indicator variable's outer loading must exceed the AVE of each variable.



**Table 3.**  
**Factor Loading Results for Each Indicator**

No	Variables/Indicators	Loading Factor	AVE	Conclusion
Customer Retention			0.732	All indicators have high convergent validity (> 0.7)
1	CR1.1	0.887		
2	CR1.2	0.879		
3	CR2.1	0.869		
4	CR2.2	0.882		
5	CR3.1	0.866		
6	CR3.2	0.854		
7	CR4.1	0.795		
8	CR4.2	0.807		
Customer Satisfaction			0.684	All indicators have high convergent validity (> 0.7)
1	CS1.1	0.807		
2	CS1.2	0.863		
3	CS2.1	0.837		
4	CS2.2	0.816		
5	CS2.3	0.811		
Customer Experience			0.706	All indicators have high convergent validity (> 0.7)
1	CE1.1	0.779		
2	CE1.2	0.856		
3	CE1.3	0.811		
4	CE2.1	0.850		
5	CE2.2	0.872		
6	CE2.3	0.806		
7	CE3.1	0.846		
8	CE3.2	0.897		

Source: SmartPLS Output, 2025

2. Discriminant Validity Test Results

A construct is deemed to meet the discriminant validity criteria if the HTMT value obtained is less than 0.90. This value indicates that the constructs being measured do not overlap conceptually and can therefore be distinguished both theoretically and empirically. The results of the discriminant validity test based on the HTMT criteria in this study are presented in Table 5 as follows:



Table 4. Results of Discriminant Validity Testing Based on HTMT Criteria

Table with 4 columns (empty, CE, CR, CS) and 4 rows (empty, CE, CR, CS) showing HTMT values: CE=0.509, CS=0.511, CR=0.743.

Source: SmartPLS Output, 2025

Reliability Test Results

According to Hair et al. (2021), a variable is declared to meet reliability criteria if the composite reliability value obtained reaches >= 0.70.

Table 5. Reliability Test Results

Table with 4 columns: Variable, Cronbach's alpha, Composite reliability (rho\_a), Composite reliability (rho\_c). Values: CE (0.940, 0.946, 0.950), CR (0.947, 0.949, 0.956), CS (0.885, 0.887, 0.915).

Source: (SmartPLS 4 Data Processing Results, 2025)

Structural Model Results (Inner Model)

A comprehensive overview of the quality and feasibility of the research model, the results of the evaluation of the structural model are summarized and presented in Table 7 below.

Table 6. Summary of Structural Model Evaluation Results (Inner Model)

Table with 6 columns: No, Result Criteria, Relationship/Construct, Mark, Information, Conclusion. Rows include R-Square (R2), Predictive Relevance (Q2), and F-Square (F2) with their respective values and conclusions.



		CE->CS	0.288	$\geq 0.15$ (Moderate)	Moderate Influence
		CS->CR	0.535	$\geq 0.35$ (Large)	Strong Influence
4	SRMR		0.059	$\leq 0.08$	Goodness of Fit

Source: (SmartPLS 4 Data Processing Results, 2025)

Thus, the structural model in this study is considered to have met the feasibility criteria and can be used to test research hypotheses.

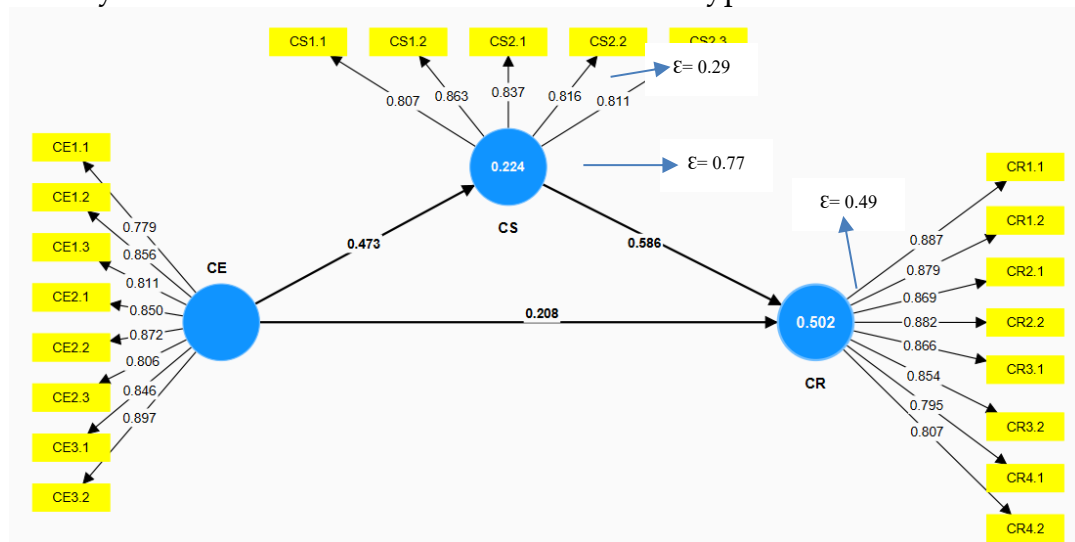


Figure 2. SmartPLS 4.0 Processing Results

Source: (SmartPLS 4 Data Processing Results, 2025)

### Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping method in the SmartPLS 4 application to obtain path coefficients, t-statistics, and p-values. According to Hair et al. (2021), testing the significance of direct and indirect relationships in PLS-SEM analysis is based on bootstrapping results. The hypothesis is accepted if the t-statistic is  $\geq 1.96$  and the p-value is  $\leq 0.05$  at a 5% significance level. The results of the data analysis for the tested direct effect are as follows:



Table 7. Results of Direct Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ( O/STDEV )	P values
CE -> CR	0.485	0.490	0.070	6,929	0,000
CE -> CS	0.473	0.479	0.075	6,272	0,000
CS -> CR	0.586	0.589	0.076	7,693	0,000

Source: (SmartPLS 4 Data Processing Results, 2025)

Based on the results of processing the hypothesis test using SmartPLS 4.0 software, the following results were obtained:

1. There is a direct positive and significant influence of Customer Experience on Customer Satisfaction.
2. There is a direct positive and significant influence of Customer Experience on Customer Retention
3. There is a direct and positive influence of Customer Satisfaction on Customer Retention

Table 8. Results of Indirect Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
CE -> CS -> CR	0.277	0.283	0.060	4,636	0,000

Source: (SmartPLS 4 Data Processing Results, 2025)

Based on the results of processing the hypothesis test using SmartPLS 4.0 software, the results show that there is an indirect and positive influence of Customer Experience on Customer Retention through Customer Satisfaction.

**The positive and significant direct influence of Customer Experience on Customer Satisfaction**

Based on the analysis results, the path coefficient of the direct influence of Customer Experience on Customer Satisfaction was obtained at 0.473 with a t-statistic of  $6.272 \geq 1.96$  and a P-value of  $0.000 \leq 0.05$ . These results prove that Customer Experience has a direct, positive, and significant effect on Customer Satisfaction. A positive path coefficient means that the relationship between Customer Experience and Customer Satisfaction is unidirectional. These results are supported by research by Marsuni et al. (2025) and Alfin et al. (2023), which



prove that Customer Experience has a positive and significant effect on customer satisfaction. This is because a pleasant experience creates emotional involvement that strengthens the perception of value towards tourism services.

### **The positive and significant direct influence of Customer Experience on Customer Retention**

Based on the analysis results, the path coefficient of the direct influence of Customer Experience on Customer Retention was obtained at 0.485 at t-statistic  $6.929 \geq 1.96$  and  $P\text{-value} = 0.000 \leq 0.05$ . These results prove that Customer Experience has a direct positive and significant effect on Customer Retention. A positive path coefficient means that the relationship between Customer Experience and Customer Retention is unidirectional. Research by Marsuni et al. (2025) and Alfin et al. (2023) shows that a positive customer experience has a significant effect on revisit decisions and customer retention. This is because a memorable tourism experience creates a sense of attachment and loyalty to the service provider.

### **Positive and significant direct influence of Customer Satisfaction on Customer Retention**

Based on the analysis results, it shows that the path coefficient of direct influence of Customer Satisfaction on Customer Retention obtained a value of 0.586 at t-statistic  $7.693 \geq 1.96$  and  $P\text{-value} = 0.000 \leq 0.05$ . These results prove that Customer Satisfaction has a direct positive and significant effect on Customer Retention. A positive path coefficient can be interpreted as meaning that the relationship between Customer Satisfaction and Customer Retention is unidirectional. This result is supported by research by Wiryono et al., (2024) which shows that customer satisfaction has a significant effect on retention, because satisfied customers will grow trust, loyalty, and willingness to recommend the service to others.

### **Positive and significant indirect influence of Customer Retention on Customer Retention through Customer Satisfaction**

Based on the analysis results, the indirect path coefficient of Customer Experience on Customer Retention through Customer Satisfaction obtained a value of 0.277 at t-statistic  $4.636 \geq 1.96$  and  $P\text{-value} = 0.000 \leq 0.05$ . These results prove that Customer Experience has a positive and significant indirect effect on Customer Retention through Customer Satisfaction. A positive path coefficient means that the relationship between Customer Experience and Customer Retention through Customer Satisfaction is unidirectional. These results are supported by research by Marsuni et al. (2025) and Irsyadi (2024) showing that



Customer Experience influences customer retention through Customer Satisfaction as a mediating variable. The more positive the customer experience, the greater the likelihood of remaining as a service user.

## CONCLUSION

The results of the study indicate that Customer Experience, Customer Satisfaction, and Customer Retention at Buana Trip Bogor are in the sufficient category, which indicates that the company's efforts in retaining customers are still not optimal. Customer Experience is proven to have a positive and significant effect on Customer Satisfaction, while Customer Satisfaction has a positive and significant effect on Customer Retention. In addition, Customer Experience also has a direct and indirect influence on Customer Retention through Customer Satisfaction. These findings confirm that a well-managed customer experience will increase satisfaction, which in turn encourages customer loyalty and revisit intentions.

The policy implications of this research suggest that Buana Trip Bogor's management should prioritize improving the quality of customer experience and achieving customer satisfaction as key strategies for strengthening customer retention. This policy can be realized through improving service consistency, strengthening the role of more communicative tour guides, and providing tourism activities that create memorable emotional experiences. Furthermore, maintaining a balance between the information provided and the customer's actual experience is crucial to meeting customer expectations. Continuous management of customer experience and satisfaction is expected to increase loyalty and maintain the long-term sustainability of Buana Trip Bogor's business.

## REFERENCES

- Alfiansyah, A., Hamid, R. S., & Maszudi, E. (2023). Peran Customer Experience, Daya Tarik dan E-WOM dalam Menentukan Kepuasan dan Minat Berkunjung Kembali. Universitas Hasanuddin. <https://doi.org/10.32528/jmbi.v9i1.240>
- Buttle, F., & Maklan, S. (2019). *Customer Relationship Management: Concepts and Technologies* (3rd ed.). Routledge.
- Hair, J. F., Hult, G Tomas M Christian, R., & Sarsatedt, M. (2021). *A Primer On Partial Least Squares Structural Equation Modeling ( PLS-SEM ) A Primer On Partial Least Squares Structural Equation Modeling ( PLS-SEM )*. 800, 1–2.
- Harahap, A., Andjanie, I. F., Fatmasari, B. R., & Pratiwi, W. D. (2023). *Impact Of*



- Domestic Tourist Spending On The Economy Of West Java Province , Indonesia.* 21(3), 333–346.
- Hussain, A., Li, M., Kanwel, S., Asif, M., Jameel, A., & Hwang, J. (2023). *Impact Of Tourism Satisfaction And Service Quality On Destination Loyalty : A Structural Equation Modeling Approach Concerning China Resort Hotels.*
- I Gede, A. S., & I Gusti, A. K. G. (2022). Peran Kepercayaan Memediasi Pengaruh Electronic *Word of Mouth* terhadap Niat Berkunjung Kembali pada Desa Wisata Penglipuran. Universitas Udayana. <https://ojs.unud.ac.id/>
- Indriyani, M. A. (2025). Pengaruh *Customer Experience* Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Perusahaan Travelio. *Jurnal Manajemen, Pariwisata Dan Logistik, Vol. 11 No, 113–127.*
- Irawan. (2021). *Manajemen Kepuasan Pengunjung: Teori dan Aplikasinya* (Penerbit Gramedia (ed.)).
- Isbahi, M. B., Zuana, M. M. M. ., & Mariana, E. R. . (2022). The Technology Strategy in Website Communication Media in Improving Business Activities. *Majapahit Journal of Islamic Finance and Management, 1(2), 126–138.* <https://doi.org/10.31538/mjifm.v1i2.17>
- Isbahi, M. B., Zuana, M. M. M., & Toha, M. (2024). The Multi-Social Relation of the Cattle Industry in the Plaosan Subdistrict Animal Market of Magetan Regency. *Malacca: Journal of Management and Business Development , 1(1), 31–46.* <https://doi.org/10.69965/malacca.v1i1.51>
- Kotler, P. & Keller, K.L. (2021). *Marketing Management Edisi 15.* Pearson Prentice Hall, inc
- Kotler dan Keller. (2018). *Marketing Management (Edisi ke-15) (15 (ed.)).* Penerbit Erlangga
- Marsuni, H. M., Hidayanti, I., Haji, S. A., & Sabuhari, R. (2025). The Influence of Tourist Experience on Revisit Decisions with the Mediation of Tourist Satisfaction. Universitas Khairun. <https://doi.org/10.56472/25835238/IRJEMS-V4I5P136>
- Maulida, W. U., & Andari, Titiék Tjahja, Y. (2024). *Pengaruh Brand Trust , Customer Value dan Customer Experience terhadap Customer Satisfaction pada CV . Syifa Adventure.* 4(3), 1023–1035.
- Ni Wayan, Setyaningsih, I Wayan, Suardana, L. D. (2020). Pengaruh *Customer Experience* Terhadap Revisit Intention Pada Paket Wisata Sepeda. 8(1), 119–130.
- Rangkuti. (2018). *Strategi Pemasaran Berbasis Customer Experience.* Gramedia Pustaka Utama.



- Salama, I. A., El-Said, O. A., & El-Masry, A. A. (2020). *Customer Retention and Its Relationship with Customer Loyalty and Profitability in the Service Industry*. *International Journal of Business and Management Studies*, 12(2), 45–58.
- Santoso, R. dan. (2021). *Dampak Pariwisata Terhadap Ekonomi Daerah*. Penerbit Citra Nusantara.
- Setiawan, R., & Susilawati, W. (2025). *Revisit Intention through the Development of Tourism Components and Tourist Satisfaction at Hot Spring Tourism Destinations*. 7(1), 16–31. <https://doi.org/10.15575/ks.v7i1>.
- Setyowati, Y. (2023). Analisis Pengaruh *Customer Satisfaction* dan Service Quality terhadap *Customer Retention* pada Industri Pariwisata di Indonesia. *Jurnal Manajemen dan Pemasaran Jasa*, 16(1), 25–38.
- Shmitt. (2016). *Pemasaran Pengalaman: Strategi Menciptakan Nilai Lebih Bagi Pengunjung*. Penerbit Erlangga.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif Kualitatif dan RD* (Cetakan 19). Alfabeta.
- Suharno. (2019). *Manajemen Kepuasan Pengunjung: Konsep dan Aplikasinya*. Andi Offset.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). New York: McGraw-Hill Education