

## **THE EFFECT OF PERCEIVED INTEREST, EXPERIENTIAL MARKETING AND PROMOTION ON RETURN VISIT INTEREST AT BURTELEGE TAKENGON TOURISM, CENTRAL ACEH REGENCY**

**Dinda Widia Azhari<sup>1</sup>, Rahmaniar<sup>2</sup>, Mariyudi<sup>3</sup>, Chalirafi<sup>4</sup>**

<sup>2,2,3</sup> Public and Non-profit Accounting Study Programs

Universitas Malikussaleh

Corresponding Author: [rahmaniar@unimal.ac.id](mailto:rahmaniar@unimal.ac.id)

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### **Abstract**

The results of this study indicate that, partially, the Perceived Interest variable has a positive and significant effect on Revisit Intention, with a significance value of  $0.002 < 0.05$  and a t-statistic  $> t$ -table value ( $3.255 > 1.661$ ). The Experiential Marketing variable also has a positive and significant effect on Revisit Intention, with a significance value of  $0.002 < 0.05$  and a t-statistic  $> t$ -table value ( $3.157 > 1.661$ ). Furthermore, the Promotion variable has a positive and significant effect on Revisit Intention, with a significance value of  $0.003 < 0.05$  and a t-statistic  $> t$ -table value ( $2.667 > 1.661$ ). Simultaneously, all three independent variables—namely Perceived Interest, Experiential Marketing, and Promotion—jointly have a positive and significant effect on Revisit Intention, with an F-statistic of  $51.707 > F$ -table value of 2.70 and a significance value of  $0.000 < 0.05$ . The Adjusted R Square value of 0.606 indicates that 60.6% of the variation in Revisit Intention can be explained by these three independent variables, while the remaining 39.4% is explained by other variables outside this research model.

**Keywords: Perceived Interest, Experiential Marketing, Promotion, Revisit Intention**

## **1. INTRODUCTION**

### **1.1 Background**

Tourism is one of the strategic sectors that contributes significantly to regional economic growth by increasing local revenue, creating employment opportunities, and promoting the development of local resources. Along with the growing trend of experience-based tourism, visitors no longer seek only attractive destinations but also memorable experiences that encourage them to revisit. Therefore, destination management should focus on creating positive travel experiences that enhance tourist loyalty.

Aceh Province is one of Indonesia's regions with considerable tourism potential, supported by its natural beauty, cultural heritage, and historical attractions. According to data from the Aceh Culture and Tourism Office, the number of tourist arrivals increased significantly in 2025 compared to the previous year. One of the emerging tourist destinations is Burtelege Takengon in Central Aceh Regency. This destination offers panoramic views of Lake Lut Tawar, a cool mountain climate, and various recreational facilities that attract both domestic and international visitors.

Although the number of visitors to Burtelege has continued to increase annually, the proportion of repeat visitors remains relatively low. This condition indicates that a high number of first-time visitors does not necessarily lead to strong tourist loyalty. In tourism marketing, revisit intention is considered an important indicator of destination success because it reflects tourists' satisfaction, perceptions, and overall travel experiences.

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Several factors are believed to influence tourists' revisit intention, including perceived interest, experiential marketing, and promotion. Perceived interest refers to tourists' level of attraction toward a destination based on their perceptions of its natural attractions, uniqueness, facilities, and suitability to their personal preferences. Experiential marketing emphasizes creating memorable emotional, sensory, and social experiences throughout the tourist journey, while promotional activities play a crucial role in building destination awareness, shaping positive perceptions, and stimulating revisit decisions. The integration of these factors is expected to strengthen tourist loyalty by increasing their intention to revisit the destination.

Based on these considerations, this study aims to examine the effects of perceived interest, experiential marketing, and promotion on revisit intention among visitors to Burtelege Tourism Destination in Takengon, Central Aceh Regency. The findings are expected to provide practical insights for destination managers and local governments in developing more effective tourism marketing strategies to enhance visitor loyalty and improve the competitiveness of tourism destinations in Central Aceh.

## 1.2 Problem Formulation

Based on the background above, this study formulates the following problems:

1. Analyze the effect of Perceived Interest on Revisit Intention at Burtelege Tourism Destination, Takengon, Central Aceh Regency.
2. Analyze the effect of Experiential Marketing on Revisit Intention at Burtelege Tourism Destination, Takengon, Central Aceh Regency.
3. Analyze the effect of Promotion on Revisit Intention at Burtelege Tourism Destination, Takengon, Central Aceh Regency.
4. Analyze the simultaneous effect of Perceived Interest, Experiential Marketing, and Promotion on Revisit Intention at Burtelege Tourism Destination, Takengon, Central Aceh Regency.

## 1.3 Research Objectives

This research aims to:

1. To examine the effect of Perceived Interest on Revisit Intention at Burtelege Tourism Destination, Takengon, Central Aceh Regency.
2. To examine the effect of Experiential Marketing on Revisit Intention at Burtelege Tourism Destination, Takengon, Central Aceh Regency.
3. To examine the effect of Promotion on Revisit Intention at Burtelege Tourism Destination, Takengon, Central Aceh Regency.
4. To examine the simultaneous effect of Perceived Interest, Experiential Marketing, and Promotion on Revisit Intention at Burtelege Tourism Destination, Takengon, Central Aceh Regency.

## 2. LITERATURE REVIEW

### 2.1 Tourism Marketing

Tourism marketing refers to a series of strategic activities aimed at identifying tourist needs, creating value, communicating destination attractiveness, and delivering satisfying tourism experiences. Marketing is not merely concerned with selling tourism products but also with building long-term relationships between destination managers and visitors. Effective tourism marketing enables destinations to attract new visitors while maintaining existing tourists through customer satisfaction and value creation (Kotler & Keller, 2016; Tjiptono, 2019).

Within the tourism industry, marketing management plays a crucial role in planning, implementing, and evaluating marketing strategies that improve destination competitiveness. Tourism destinations are required to understand visitor behavior, market trends, and consumer preferences to develop appropriate promotional programs and memorable tourism experiences. Consequently, successful tourism marketing contributes to sustainable tourism development and visitor loyalty.

### 2.2 Perceived Interest

Perceived interest refers to an individual's perceived level of attraction toward a particular object, activity, or destination based on personal experiences, knowledge, and environmental influences. It reflects tourists' curiosity, attention, and willingness to become involved with a tourism destination. A higher level of perceived interest encourages tourists to visit and increases the likelihood of revisiting the destination in the future.

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In tourism, perceived interest may be influenced by several factors, including destination attractiveness, supporting facilities, accessibility, environmental cleanliness, and safety. These aspects shape tourists' perceptions before and during their visits, ultimately affecting their behavioral intentions. This study adopts the indicators proposed by Sinaga (2020), namely transactional interest, referential interest, preferential interest, and exploratory interest, to measure perceived interest.

## 2.3 Experiential Marketing

Experiential marketing is a marketing approach that emphasizes creating memorable experiences by engaging consumers emotionally, physically, cognitively, and socially. Rather than focusing solely on product attributes, experiential marketing encourages tourists to actively participate in unique and meaningful tourism experiences that strengthen emotional attachment to the destination. Positive experiences contribute to higher visitor satisfaction and long-term loyalty.

In tourism destinations, experiential marketing can be created through sensory experiences, emotional engagement, creative activities, physical participation, and social interaction. This study measures experiential marketing using the indicators developed by Hermawati (2023), including emotional engagement, customer experience, customer loyalty, positive community impact, and social media engagement.

## 2.4 Promotion

Promotion refers to communication activities conducted to inform, persuade, and remind consumers about products or services. In tourism, promotional activities are intended to increase destination awareness, create a positive image, and encourage travel decisions. Promotion can be implemented through advertising, public relations, sales promotion, personal selling, and digital marketing. Effective promotional strategies improve tourists' knowledge of a destination and stimulate revisit intention.

This study adopts the promotion indicators proposed by Kotler and Keller (2016), including promotional messages, promotional media, and promotional timing. These indicators are considered appropriate for evaluating promotional effectiveness in tourism destinations.

## 2.5 Revisit Intention

Revisit intention refers to tourists' willingness to revisit a destination after previous travel experiences. It reflects visitor loyalty and is generally influenced by satisfaction, destination attractiveness, service quality, and positive travel experiences. Tourists with strong revisit intentions are also more likely to recommend the destination to others and generate positive word-of-mouth communication.

This study adopts the indicators proposed by Polas (2022), namely intention to revisit, willingness to recommend the destination, positive word-of-mouth, and encouraging others to visit. These indicators represent tourists' behavioral intentions following their tourism experiences.

## 2.6 Conceptual Framework

Based on the literature, Perceived Interest, Experiential Marketing, and Promotion are considered important determinants of Revisit Intention. Perceived interest reflects tourists' attraction toward the destination, experiential marketing represents memorable tourism experiences, while promotion increases destination awareness and strengthens tourists' perceptions. Collectively, these variables are expected to positively influence tourists' intention to revisit Burtelege Tourism Destination in Takengon, Central Aceh Regency.

## 3. RESEARCH METHODS

### 3.1 Research Design

This study employed a quantitative research approach with an explanatory research design. The quantitative approach was used to examine the relationships between the independent variables, namely **Perceived Interest**, **Experiential Marketing**, and **Promotion**, and the dependent variable, **Revisit Intention**. The study was conducted at Bur Telege Tourism Destination, located in Hakim Bale Bujang Village, Takengon, Central Aceh Regency. Primary data were collected from visitors who had revisited the destination through a structured questionnaire using a five-point Likert scale.

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## 3.2 Population and Sample

The population of this study consisted of tourists who had revisited Bur Telege Tourism Destination in Central Aceh Regency. Since the exact number of repeat visitors was unknown, the sample size was determined using Hair's sampling guideline, which recommends a minimum of five to ten observations for each indicator. This study employed six observations for each of the sixteen measurement indicators, resulting in a total sample of **96 respondents**.

A **non-probability sampling** method with a **purposive sampling** technique was applied. Respondents were selected based on two criteria: (1) they had visited Bur Telege Tourism Destination at least twice, and (2) they were between 18 and 60 years of age.

## 3.3 Data Collection Techniques

This study used primary data collected through a structured questionnaire distributed online via Google Forms. Online data collection was selected because field data collection was not feasible during the research period due to conditions affecting the tourism area. The questionnaire consisted of statements measuring Perceived Interest, Experiential Marketing, Promotion, and Revisit Intention using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Prior to data analysis, the research instrument was evaluated through validity and reliability testing. Validity was assessed using the Pearson Product-Moment Correlation, while reliability was examined using Cronbach's Alpha coefficient.

## 3.4 Data Analysis Techniques

The data were analyzed using IBM SPSS Statistics version 25. The analysis began with instrument testing, including validity and reliability tests, followed by classical assumption tests consisting of normality, heteroscedasticity, and multicollinearity tests. Subsequently, multiple linear regression analysis was employed to examine the influence of Perceived Interest, Experiential Marketing, and Promotion on Revisit Intention.

The multiple linear regression model is expressed as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

where:

Y = Revisit Intention

$\alpha$  = Constant

$\beta_1, \beta_2, \beta_3$  = Regression coefficients

$X_1$  = Perceived Interest

$X_2$  = Experiential Marketing

$X_3$  = Promotion

$\varepsilon$  = Error term

Hypothesis testing was conducted using the t-test to examine the partial effect of each independent variable and the F-test to evaluate the simultaneous effect of all independent variables on Revisit Intention. In addition, the coefficient of determination ( $R^2$ ) was used to measure the proportion of variance in Revisit Intention explained by the independent variables.

## 4. RESULTS AND DISCUSSION

### 4.1 Result

This study involved 96 respondents who had visited Burtelege Tourism Object in Central Aceh Regency. The respondents were selected using purposive sampling, consisting of visitors who had experienced the destination and were considered capable of evaluating their intention to revisit. Data were analyzed using multiple linear regression with IBM SPSS Statistics 25.

Before testing the hypotheses, the research instrument was evaluated through validity and reliability tests. All questionnaire items were declared valid because the corrected item-total correlation values exceeded the minimum requirement of 0.200. In addition, each research variable obtained a Cronbach's Alpha value above 0.60, indicating that the instrument was reliable. The classical assumption tests also showed that the regression model met the requirements of normality, multicollinearity, and heteroscedasticity, allowing further regression analysis to be conducted. The results of the multiple linear regression analysis are presented in Table 1.

**Table 1. Multiple Linear Regression Results**

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| Variable               | Coefficient | Std. Error | t-Statistic | Sig.  |
|------------------------|-------------|------------|-------------|-------|
| Constant               | 1.988       | 1.282      | 1.551       | 0.124 |
| Perceived Interest     | 0.319       | 0.098      | 3.255       | 0.002 |
| Experiential Marketing | 0.281       | 0.089      | 3.157       | 0.002 |
| Promotion              | 0.291       | 0.109      | 2.667       | 0.003 |

$R = 0.786$ ,  $R \text{ Square} = 0.618$ ,  $\text{Adjusted } R \text{ Square} = 0.606$ ,  $F = 51.707$ ,  $\text{Sig. } F = 0.000$

*Source: Processed primary data using IBM SPSS Statistics 25 (2026).*

Based on Table 1, the regression model has an F-statistic significance value of 0.000, indicating that Perceived Interest, Experiential Marketing, and Promotion simultaneously influence Revisit Intention. The coefficient of determination (Adjusted  $R^2$ ) is 0.606, meaning that 60.6% of the variation in revisit intention can be explained by the three independent variables included in this study, while the remaining 39.4% is influenced by other factors outside the research model.

The regression coefficients also indicate that all independent variables positively affect revisit intention. Perceived Interest has the largest standardized effect, followed by Experiential Marketing and Promotion. These findings indicate that increasing tourists' interest, providing memorable tourism experiences, and implementing effective promotional activities contribute to strengthening visitors' intention to revisit Burtelege Tourism Object.

## 4.2 Discussion

### 4.2.1 The Effect of Perceived Interest on Revisit Intention

The results indicate that Perceived Interest has a positive and significant effect on revisit intention, as evidenced by a significance value of 0.002, which is lower than the 5% significance level. The positive regression coefficient demonstrates that tourists with stronger interest in Burtelege Tourism Object tend to have a higher intention to revisit.

This finding suggests that visitors are more likely to return when they perceive the destination as attractive, enjoyable, and capable of meeting their expectations. Burtelege offers natural scenery overlooking Lake Lut Tawar, supported by unique viewpoints and local cultural attractions, which strengthen tourists' emotional attachment to the destination. Consequently, higher perceived interest encourages repeat visitation and positive word-of-mouth recommendations.

These findings support previous tourism studies, which argue that tourists' interest in a destination plays an essential role in shaping revisit intention because it creates emotional engagement and satisfaction with the tourism experience.

### 4.2.2 The Effect of Experiential Marketing on Revisit Intention

The regression results reveal that Experiential Marketing positively and significantly influences revisit intention, with a significance value of 0.002. This indicates that memorable tourism experiences encourage visitors to revisit Burtelege Tourism Object.

Experiential Marketing emphasizes creating positive sensory, emotional, cognitive, behavioral, and relational experiences. Visitors who enjoy beautiful scenery, friendly services, comfortable facilities, and meaningful interactions with the local environment are more likely to remember their experiences positively and develop loyalty toward the destination.

These findings are consistent with experience economy theory, which explains that memorable experiences increase customer satisfaction and strengthen behavioral intentions, including revisit intention. Therefore, tourism managers should continuously improve visitor experiences by enhancing facilities, organizing cultural events, and providing attractive tourism activities.

### 4.2.3 The Effect of Promotion on Revisit Intention

Promotion also has a positive and significant influence on revisit intention, as indicated by the significance value of 0.003. Effective promotional activities increase tourists' awareness and continuously remind previous visitors about the destination, encouraging them to revisit.

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The results indicate that social media promotion plays an important role in influencing tourists' decisions. Most respondents obtained information about Burtelege through social media and recommendations from friends or family. This finding reflects the growing importance of digital marketing in the tourism industry, particularly among younger generations who actively use online platforms.

Consistent promotional strategies through social media, digital content, travel influencers, and user-generated content can strengthen destination branding and maintain tourists' interest in revisiting Burtelege Tourism Object.

## 4.3. Overall Discussion

Overall, the findings demonstrate that Perceived Interest, Experiential Marketing, and Promotion significantly influence tourists' revisit intention at Burtelege Tourism Object. Among these variables, Perceived Interest shows the strongest influence, indicating that tourists' attraction toward the destination is the primary factor encouraging repeat visits.

The relatively high coefficient of determination (Adjusted  $R^2 = 0.606$ ) suggests that the proposed model explains a substantial proportion of revisit intention. Nevertheless, approximately 39.4% of the variation remains unexplained, indicating that revisit intention may also be affected by other factors such as destination image, tourist satisfaction, service quality, accessibility, electronic word-of-mouth, and destination loyalty.

Therefore, tourism managers should adopt integrated marketing strategies that simultaneously enhance destination attractiveness, create memorable visitor experiences, and strengthen promotional activities through digital platforms. Such strategies are expected to increase tourists' satisfaction and encourage sustainable revisit behavior toward Burtelege Tourism Object in Central Aceh Regency.

## 5. CONCLUSION AND SUGGESTIONS

### 5.1 Conclusion

This study concludes that **Perceived Interest, Experiential Marketing, and Promotion** have positive and significant effects on tourists' revisit intention at Burtelege Tourism Object in Central Aceh Regency. Perceived Interest is the most influential variable, indicating that tourists who perceive the destination as attractive are more likely to revisit. Experiential Marketing also contributes significantly by creating memorable tourism experiences that strengthen visitors' intention to return. In addition, effective promotional activities, particularly through digital media, play an important role in increasing tourists' awareness and encouraging repeat visits. Overall, these findings indicate that improving destination attractiveness, visitor experience, and promotional effectiveness can strengthen tourists' revisit intention.

### 5.2 Suggestions

Based on the findings of this study, the management of Burtelege Tourism Object is encouraged to continuously enhance the destination's attractiveness by improving tourism facilities, preserving the natural environment, and promoting local cultural uniqueness. Managers should also develop more memorable tourism experiences through innovative tourism activities and improve digital promotional strategies by utilizing social media, collaborating with content creators, and encouraging user-generated content. Furthermore, future studies are recommended to examine additional variables, such as tourist satisfaction, destination image, service quality, destination loyalty, and electronic word-of-mouth, to provide a broader understanding of the factors influencing tourists' revisit intention.

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