

The Mediating Role of Customer Satisfaction in the Relationship between Experiential Marketing and Revisit Intention among Visitors of Bobocabin Kintamani

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Abstract: Camping has become a part of the lifestyle of modern tourists. From camping, a new lodging innovation emerged that combines hotel accommodation facilities and camping, namely glamping. One of the modern glamping in Bali is Bobocabin Kintamani. The purpose of this study was to analyze the effect of experiential marketing on revisit intention mediated by customer satisfaction. The sample of this study was 120 respondents of Bobocabin Kintamani visitors. The sampling technique that will be used in this study is purposive sampling. This research technique uses path analysis, Sobel test and VAF test. The results of this study indicate that experiential marketing has a positive and significant effect on revisit intention, experiential marketing has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on revisit intention, and customer satisfaction mediates experiential marketing on revisit intention. The implications of this study provide implications that can be used by Bobocabin Kintamani in developing appropriate strategies. Experiential marketing implemented by Bobocabin Kintamani plays an important role in increasing customer satisfaction, which ultimately has a positive impact on the intention to revisit. The unique experiences offered, such as the smart cabin concept with soothing natural views, increase customer satisfaction and form a lasting impression that encourages them to return.

Keywords: Customer Satisfaction, Experiential Marketing, Revisit Intention

1. INTRODUCTION

Tourism is one of the most dynamic industries, as this sector continues to evolve and adapt rapidly to changing trends, technologies, and the shifting needs of travelers. One of Indonesia's most famous tourist destinations is the island of Bali, which offers a wide range of travel experiences for both domestic and international tourists. Among the largest sectors in Bali is the hospitality industry, which combines the sale of tangible products such as architectural design, hotel room exteriors, restaurants, and various facilities, with intangible services such as the hospitality and skills of hotel staff in serving customers. A prevailing phenomenon in the hospitality industry today is the intensifying business competition, especially in this digital era. This situation compels hotels to constantly innovate in order to enhance their competitive advantage and deliver exceptional customer experiences to remain relevant amid growing competition (Mulyana, 2019).

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Tourist behavior has shifted from goods-based consumption to experience-based consumption (Wicaksono, 2021). In the past, travelers were more inclined to purchase physical items or souvenirs, such as handicrafts, as mementos of their trips. However, today's travelers prefer to spend their money on travel experiences that provide lasting memories, impressions, and meaningful stories. Modern lifestyles have blended with experiential elements that influence emotions.

The growing demand for nature-based hospitality and outdoor tourism is influenced by tourists' perception that nature-based experiences offer an escape from daily routines, providing opportunities to spend time with family or friends in natural destinations while engaging in calming activities (Brochado & Pereira, 2017). Technological advancements such as online booking apps and content shared via social media have also transformed the way tourists plan and undertake their trips, prompting the tourism and hospitality industries to continually innovate in service delivery. Changing tourist preferences and expectations have driven the emergence of new forms of accommodation or lodging business innovations (Anastasia, 2020).

Camping has become part of the modern traveler's lifestyle. This trend has given rise to an innovative form of accommodation that blends the facilities of a hotel with the outdoor experience of camping, known as glamping (Vrtodui et al., 2018). Glamping, short for glamorous camping, is a lodging trend that offers a modern version of camping, allowing tourists to enjoy the outdoors with more comfortable and modern facilities (Brochado & Brochado, 2019). In Indonesia, glamping has emerged as an alternative tourism experience particularly appealing to the millennial generation, as they seek new and different experiences from those of previous generations (Ferdian, 2020).

Glamping accommodations have attracted a significant number of tourists, as evidenced by the 2022–2023 tourism industry trend report, which found that 45.9% of tourists preferred glamping, compared to only 24.7% who chose to stay in resorts, as a post-pandemic holiday alternative (Craig & Karabas, 2021). According to a study by the Indonesian Ministry of Tourism and Creative Economy (2021), tourists seek vacation concepts that still comply with social distancing practices (less crowd and low touch), as well as attractions that incorporate the NEW-A concept (nature, ecotourism, wellness, and adventure) without reducing the enjoyment of the vacation. It can be concluded that glamping successfully accommodates all of these aspects.

Table 1. Adventure Outlook Survey Results 2022

Accommodation Types	Presentation
Glamping	51
Homestay/Guesthouse	29
Star hotel	13
Private property for rent	7

Source: Adventure Outlook Survey Data (2022)

In Table 1 above, according to a survey conducted by Adventure Outlook in 2022, it shows that there is high interest in tourists choosing glamping accommodation as their main choice when traveling. The results of the survey strengthen the evidence that there has been a shift in tourist behavior who now prefer nature-based accommodation experiences. The high

interest of tourists in glamping accommodation also creates a great opportunity that can be utilized by business actors in the tourism sector.

One of the attractions of glamping tourism in Bali is Bobocabin Kintamani. Bobocabin is the latest product of Bobobox as the number one provider of high-tech capsule accommodation services in Indonesia, one of which is in the Kintamani area, Bali. Bobocabin is an accommodation that combines the experience of glamping in nature with a touch of the latest high-tech Internet of Things (IoT). In each cabin, visitors who stay can control the features in it such as smart glass windows, door lights, to Bluetooth Audio Speakers that can be controlled directly from the screen. The cabin design is also no less unique. Large windows and an elevated camping concept, which presents an experience that is very much at one with nature. Bobocabin Kintamani has other facilities such as campfires, barbecue grills, and a 24-hour reception.

According to Bobobox CEO Indra Gunawan, Bobocabin's target market is millennials and gen z, because these two age groups have characteristics that match the Bobocabin concept. In terms of income, Bobocabin targets consumers with middle to upper incomes because Bobocabin room prices range from IDR 700,000 - IDR 1,000,000 per night. Bobocabin also targets consumers who work as civil servants/private sector, young professionals, entrepreneurs, because these groups are considered capable of supporting their own lives.

Bobocabin Kintamani has a marketing strategy through messages and media to communicate its marketing to customers. Bobocabin Kintamani carries out promotions through online media Instagram and Tiktok by creating informative and attractive content on Instagram by introducing the natural beauty, unique facilities, and various activities that tourists can do when staying at Bobocabin Kintamani. This marketing strategy is in line with the concept of experiential marketing which is a marketing concept with the aim of being able to make consumers obtain emotional, sensory, cognitive, behavioral, and relational values so that they can trigger satisfaction and interest in re-consuming from the experiences that consumers have received (Kharolina and Transistari, 2022).

The marketing strategy used by Bobocabin Kintamani is related to the SOR theory, which is a theory that explains a person's behavior based on three elements, namely stimulus, organism, and response. This theory is in line with the variables used in this study such as stimulus which is a stimulus that is related to experiential marketing, organism is related to cognitive and emotional assessments that can be seen in the form of customer satisfaction, and response is related to consumer behavioral responses that are assessed from final behavior such as revisit intention.

According to Kadafi and Novita (2021), the concept of experiential marketing is not only about providing information or opportunities for customers to feel the benefits of the products or services offered, but also creating experiences that evoke strong emotions and feelings that have a direct impact on marketing efforts, especially in increasing sales. Consumers will be impressed with the information that will be provided so that a close relationship is created through the experiential marketing approach, namely the sense, feel, think, act, relate (social relationship) approach.

Wirtz and Zeithaml (2018) define customer satisfaction as the response or response of customers to the extent to which their needs will be met. Sukmaputra (2018) also explains that

customer satisfaction is a description of customer feelings regarding the comparison of the results obtained with what is expected. Satisfaction reflects an assessment of the characteristics or features of a product or service that will provide a level of customer pleasure related to the fulfillment of their consumption needs.

Satisfied consumers will have the desire or interest to revisit a tourist attraction in the future. Wulanjani and Derriawan (2017) stated that the interest to revisit or revisit intention is a form of behavior (behavioral intention) or the desire of customers to revisit, provide positive word of mouth or recommendations, spend more time than expected and make purchases beyond expectations. When experiential marketing is carried out well, it will increase consumer satisfaction which in turn will increase the number of consumer intentions to revisit.

Table 2. Rating Level for Online Booking at Bobocabin Kintamani

Application Name	Total Rating	Total Reviews
Bobo Cabin Website	4.8 / 5	600
Booking.com	7.2 / 10	144
Traveloka	8.5 / 10	282
Agoda	8.2 / 10	1013
Tickets.com	4.3 / 5	549

Source: Bobocabin Kintamani Online Booking Application Review Data (2025)

Based on Table 2 above, it can be seen that Bobocabin Kintamani has different levels of assessment in various online booking applications. In the assessment, there are various reviews or comments regarding their experiences after staying at Bobocabin Kintamani which consist of positive and negative reviews, namely a customer named Ekawati who stayed in March 2025 gave a positive review, namely, "A very memorable place to stay with sophisticated technology and amazing views. Very helpful staff. Will come back to stay here again". Another positive review was given by a customer named Kusuma who stayed in March 2025 who stated that "The room is clean, the staff is very friendly, the view is no less beautiful with a beautiful mountain view". In addition, a customer named Onick Dharma who visited in March 2025 gave a negative review, namely, "there are so many flies, staying while fighting flies". A negative review was also given by a customer named Karina who stayed in April 2025 who stated, "I recently stayed at this hotel and, unfortunately, the experience was not as I expected. First of all, the location is quite difficult to reach, traffic in the area is heavy and the hotel itself is not easy to find. However, the view is amazing."

Table 3. Comparison of Bobocabin Kintamani Assessment with Competitors

Glamping Name	Total Rating	Total Reviews
Bobo Cabin Kintamani	7.2 / 10	144
The Breezy Volcano	8.3 / 10	607
Tegal Sari Cabins	8.6 / 10	195
Totem Glamping	8.4 / 10	124
Batur Green Hill and Hot Spring	8.4 / 10	463

Source: Booking.com Ratings and Reviews Data (2025)

In Table 3 above, according to the customer experience assessment and review data on the Booking.com application, it shows that Bobocabin Kintamani is one of the places with the lowest ratings and the worst reviews among glamping in the Kintamani area with the same location, namely close to the lake and the same room price. This shows that Bobocabin

Kintamani still has shortcomings in optimizing the experience provided to customers and has not been able to provide optimal satisfaction. When associated with the SOR theory, bad customer reviews due to ineffective experiential marketing strategies show negative stimuli, such as unsatisfactory experiences, can affect consumer perceptions and emotions (organisms), resulting in a decrease in the intention to revisit (response). If bad experiences continue to occur, the number of visits will decrease significantly due to widespread negative perceptions.

As for supporting data to determine the revisit intention of Bobocabin Kintamani visitors, researchers have conducted a pre-survey of 30 respondents. The questionnaire contains questions about the variables studied, namely experiential marketing, customer satisfaction, and revisit intention.

Table 4. Data from the Pre-Survey Results of Bobocabin Kintamani Visitors

No	Question	Respondents' Answers	
		Yes	No
1.	Do you feel that Bobocabin Kintamani provides a memorable experience while staying?	21	9
2.	Are you satisfied with the stay experience provided by Bobocabin Kintamani?	13	17
3.	Will you make a return visit because you are satisfied with your experience staying at Bobocabin Kintamani?	10	20

Source: Processed data, 2024

Based on table 4, the results of the pre-survey conducted on 30 tourists who had visited also stated that 21 people felt that Bobocabin Kintamani provided a memorable experience in staying because its location is very close to nature, the cabin design is very unique, and can also use the technological features in the cabin. However, 17 people were dissatisfied with the experience of staying provided by Bobocabin Kintamani because there were still some things that did not match customer expectations such as road access, some poor facilities, and there were annoying flies. This certainly reduces the number of people who want to visit again because they are not satisfied with the experience of staying provided by Bobocabin Kintamani. This is evidenced by the results of the pre-survey which stated that only 10 people wanted to visit again while 20 people stated that they did not want to visit Bobocabin Kintamani again. This shows that the influence of customer satisfaction mediation plays a very important role in making customers make revisit intentions through experiential marketing.

The research gap found in previous research conducted by Paulina and Facrurez (2023) found that the experiential marketing strategy of Glamping Lakeside Rancabali was not optimal because Sense, Feel, Think, and Act did not partially influence customer satisfaction or revisit intention. However, relate partially influences customer satisfaction and revisit intention, which means that Glamping Lakeside Rancabali can connect tourists by connecting tourists with the social and cultural environment of the glamping tourist destination. In addition, customer satisfaction can mediate sense, feel, think, but has not been able to mediate act and relate to revisit intention well.

Another study conducted by Kharolina and Transistari (2022) found that experiential marketing has a positive effect on consumer satisfaction, experiential marketing has no effect on repurchase interest, consumer satisfaction has a positive effect on repurchase interest, and

experiential marketing has an indirect effect on repurchase interest through consumer satisfaction.

Based on the research gap and phenomena that have been explained in the background of the problem and previous pre-survey research, the purpose of this study is to determine whether the experiential marketing strategy has an influence on the intention to revisit and tourist satisfaction at Bobocabin Kintamani. If it has an effect, then this study can support Bobocabin Kintamani to improve the experiential marketing strategy in maintaining tourist satisfaction and repeat visit rates.

2. RESEARCH METHODS

This study uses an associative design with a quantitative approach to determine the role of customer satisfaction in mediating the influence of experiential marketing on revisit intention. Data were collected directly and online through questionnaires distributed to Bobocabin Kintamani consumers, in order to obtain primary data from respondents who had stayed. The research locations include Denpasar City, Badung Regency, Gianyar, and Tabanan in Bali Province, which were chosen because they have an upper middle class according to Bobocabin's target market and a high Regency Minimum Wage level. The research population was Bobocabin Kintamani consumers who lived in the area and had stayed in the last 6 months, with a sample of 120 respondents selected using purposive sampling.

The variables in this study consist of experiential marketing as an exogenous variable, customer satisfaction as a mediating variable, and revisit intention as an endogenous variable. Experiential marketing is measured through sensory experiences, feelings, thoughts, actions, and social relationships of customers. Customer satisfaction describes customer satisfaction based on expectations and performance, while revisit intention shows the customer's intention to revisit and recommend Bobocabin Kintamani.

3. RESULTS AND DISCUSSION

Inferential Analysis of Research Data

Classical Assumption Test

1) Normality Test

Table 5. Normality Test (One-Sample Kolmogorov-Smirnov)

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov
Substructure 1	0.196
Substructure 2	0.200

Source: Appendix 7, processed primary data, 2025

The normality test using the One-Sample Kolmogorov-Smirnov Test shown in Table 5 shows that the magnitude of the Asymp.Sig (2-tailed) Kolmogorov-Smirnov is 0.196 and 0.200. The Asymp.Sig (2-tailed) Kolmogorov-Smirnov value is greater than the alpha value of 0.05, this indicates that the data used in this study is normally distributed, so it can be concluded that the regression model meets the assumption of normality.

2) Multicollinearity Test

Table 6. Multicollinearity Test (Tolerance and Variance Inflation Factor)

	Model	collinearity statistics	
		Tolerance	VIF
Substructure 2	Experiential Marketing Customer Satisfaction	0.748	1,338
		0.748	1,338

Source: Appendix 7, processed primary data, 2025

Table 6 shows that there are no independent variables that have a tolerance value of less than 0.10 and a VIF value of more than 10. Therefore, the regression model is free from multicollinearity symptoms.

3) Heteroscedasticity Test

Table 7. Heteroscedasticity Test (Glejser Test)

Equality	Model	T	Sig.
Substructure 1	Experiential Marketing	1,190	0.237
Substructure 2	Experiential Marketing	0.069	0.945
	Customer Satisfaction	0.904	0.368

Source: Appendix 7, processed primary data, 2025

Table 7 shows that each model has a significant value of more than 0.05. This shows that the independent variables used in this study do not significantly affect the absolute residual, so this study is free from heteroscedasticity symptoms.

Path Analysis

Table 8. Results of Path Analysis on Substructure 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	4,796	0.880		5,447	0,000
Experiential Marketing	0.318	0.050	0.502	6,311	0,000
R2: 0.252					

Source: Appendix 8, processed primary data, 2025

Table 9. Results of Path Analysis on Substructure 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	2,442	1,210		2,018	0.046
Experiential Marketing	0.279	0.072	0.318	3,895	0,000
Customer Satisfaction	0.585	0.113	0.423	5,171	0,000
R2: 0.415					

Source: Appendix 8, processed primary data, 2025

The calculation of the total determination coefficient value obtained was 0.563, so the conclusion is that 56.3 percent of the revisit intention variable at Bobocabin Kintamani is influenced by experiential marketing and customer satisfaction, while 43.7 percent is influenced by other factors that are not included in the research model or outside the research model.

Based on the explanation of the structural equation, the results of the path coefficient calculation values will be explained, which are shown through the standardized coefficient beta value for each influence of the relationship between variables.

Hypothesis testing

The testing criteria to explain the interpretation of the influence between each variable are as follows:

If $\text{sig} \leq 0.05$ then H_0 is rejected and H_a is accepted.

If $\text{sig} \geq 0.05$ then H_0 is accepted and H_a is rejected.

(1) The Influence of Experiential Marketing on Revisit Intention

H_0 : There is no influence of experiential marketing on revisit intention

H_1 : There is an influence of experiential marketing on revisit intention

The results of the analysis show that experiential marketing has a beta coefficient value of 0.318 and a Sig. value of 0.000, so it can be said that H_1 is accepted because the Sig. value is $0.000 < 0.05$. These results indicate that Experiential Marketing has a positive and significant effect on Revisit Intention of Bobocabin Kintamani visitors.

(2) The Influence of Experiential Marketing on Customer Satisfaction

H_0 : There is no influence of experiential marketing on customer satisfaction

H_2 : There is an influence of experiential marketing on customer satisfaction

The results of the analysis show that experiential marketing has a Beta coefficient value of 0.502 and a Sig. value of 0.000, so it can be said that H_2 is accepted because Sig. $0.000 < 0.05$. These results indicate that experiential marketing has a positive and significant influence on customer satisfaction in Bobocabin Kintamani users.

(3) The Influence of Customer Satisfaction on Revisit Intention

H_0 : There is no influence of customer satisfaction on revisit intention

H_3 : There is an influence of customer satisfaction on revisit intention

The results of the analysis show that Customer Satisfaction has a Beta coefficient value of 0.423 and a Sig. value of 0.000, so it can be said that H_3 is accepted because the Sig. value is $0.000 < 0.05$. These results indicate that customer satisfaction has a positive and significant influence on revisit intention in Bobocabin Kintamani users.

Table 10. Direct Influence, Indirect Influence of Customer Satisfaction (M), on Experiential Marketing (X) and Revisit Intention (Y)

Influence of Variables	Direct influence	Indirect influence through M	Total influence	Significant	Results
$X \rightarrow M$	0.502		0.502	0,000	Significant
$M \rightarrow Y$	0.423		0.423	0,000	Significant
$X \rightarrow Y$	0.318	0.212	0.530	0,000	Significant

Source: Processed primary data, 2025

Table 10 shows the summary results of each direct and indirect influence path between variables and the total influence on each structural equation produced through path analysis techniques. The following will explain the meaning of the values in Table 10.

1) **The Influence of Experiential Marketing on Customer Satisfaction**

Research conducted on Bobocabin Kintamani customers regarding the influence of experiential marketing on customer satisfaction found that Experiential Marketing has a direct influence on customer satisfaction of 0.502.

2) **The Influence of Customer Satisfaction on Revisit Intention**

Research conducted on Bobocabin Kintamani customers regarding the influence of customer satisfaction on revisit intention found that customer satisfaction has a direct influence on revisit intention of 0.423.

3) **The Influence of Experiential Marketing on Revisit Intention**

Research conducted on Bobocabin Kintamani customers regarding the influence of experiential marketing on revisit intention found that experiential marketing has an influence on revisit intention of 0.318.

4) **The Role of Customer Satisfaction in Mediating the Influence of Experiential Marketing on Revisit Intention**

This study was conducted on Bobocabin Kintamani customers regarding the role of customer satisfaction in mediating the influence of experiential marketing on revisit intention. The results showed that experiential marketing has a direct and indirect influence through customer satisfaction with coefficient values of 0.318 and 0.212 respectively, so that the total influence is 0.530.

Sobel test

The results of the Sobel Test show that the calculated M value is $4.015 > 1.96$, so the customer satisfaction variable is a variable that mediates the influence of experiential marketing on the revisit intention of Bobocabin Kintamani customers so that H4 can be accepted.

VAF Test

The VAF value is less than 80 percent, so it can be categorized as a partial mediator, so it can be concluded that the mediation effect produced for customer satisfaction mediating the influence of experiential marketing on revisit intention is a partial mediation (partial mediation).

Discussion

The Influence of Experiential Marketing on Revisit Intention

The hypothesis testing results show that experiential marketing has a positive and significant influence on revisit intention. This indicates that the better the experiential marketing provided by Bobocabin Kintamani, the higher the customers' revisit intention.

These findings align with the views expressed by Atmaja, V. (2024); Sardana and Rahanatha (2024); and Suparna and Gede (2022), who state that experiential marketing significantly affects revisit intention both directly and indirectly. Based on these statements, it can be concluded that revisit intention is influenced by experiential marketing. This suggests that when visitors have a memorable and positive experience, they are more likely to return in the near future.

The Influence of Experiential Marketing on Customer Satisfaction

The hypothesis testing results show that experiential marketing has a positive and significant influence on customer satisfaction. This means that the better the experiential marketing implemented by Bobocabin Kintamani, the higher the customer satisfaction with

the Bobocabin Kintamani brand. This indicates that experiential marketing can generate customer satisfaction among visitors of Bobocabin Kintamani.

These findings are in line with the views of Hendrawan et al. (2022); Thamrin and Aresa (2021); Ardelia and Rahyuda (2022); and Wedanta and Seminari (2024), who found that experiential marketing has a direct impact on customer satisfaction. Based on these findings, it can be concluded that customer satisfaction is influenced by experiential marketing.

The Influence of Customer Satisfaction on Revisit Intention

The hypothesis testing results show that customer satisfaction has a positive and significant influence on revisit intention. This means that the higher the customer satisfaction with the Bobocabin Kintamani brand, the greater the revisit intention of the customers. Hence, customer satisfaction encourages visitors to make return visits to Bobocabin Kintamani.

These findings are in line with the opinions of Munawar et al. (2023); Dewantara and Aksari (2023); and Dewi and Piartrini (2023), who found that customer satisfaction leads to revisit intention. Therefore, revisit intention is influenced by customer satisfaction. The higher the level of customer satisfaction, the greater the likelihood that customers will return.

The Mediating Role of Customer Satisfaction in the Relationship Between Experiential Marketing and Revisit Intention

The hypothesis testing results show that customer satisfaction significantly mediates the influence of experiential marketing on revisit intention. Thus, customer satisfaction can encourage customers to revisit Bobocabin Kintamani, thereby enhancing the effect of experiential marketing.

These findings are in line with the views of Pertiwi, R.I. (2024); Nuhastuti et al. (2024); and Syachadi and Widyastuti (2021), who stated that satisfaction serves as a mediating variable between experiential marketing and revisit intention. Based on these findings, it can be concluded that revisit intention is influenced by experiential marketing, with customer satisfaction acting as a mediator.

4. CONCLUSION AND SUGGESTIONS

- 1) The influence of experiential marketing on revisit intention shows that experiential marketing has a positive and significant effect on revisit intention. This means that the better the experiential marketing of Bobocabin Kintamani, the higher the revisit intention of its customers.
- 2) The influence of experiential marketing on customer satisfaction shows that experiential marketing has a positive and significant effect on customer satisfaction. This implies that the better the experiential marketing of Bobocabin Kintamani, the higher the level of customer satisfaction.
- 3) The influence of customer satisfaction on revisit intention shows that customer satisfaction has a positive and significant effect on revisit intention. This indicates that the higher the customer satisfaction with Bobocabin Kintamani, the greater the revisit intention among customers.
- 4) The mediating role of customer satisfaction in the relationship between experiential marketing and revisit intention shows that experiential marketing has a positive and significant effect on revisit intention through customer satisfaction, indicating a partial mediation. This means that the better the experiential marketing of

Bobocabin Kintamani, the higher the revisit intention of its customers, and this effect is strengthened by increased customer satisfaction..

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