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The Effect of Customer Experiential Quality on Revisit Intention with Positive Emotion and Perceived Value as Mediation Variables

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Abstract

Glamping or "glamour camping" was discussed in the 2018 National Working Meeting of the Ministry of Tourism-Indonesia, due to the increasing trend of millennial tourism potential. This study aimed to analyze the factors that influence revisit intention in lodging that carries the concept of glamping, such as Glamping Apache Camp, Coban Talun, Batu City. In this study, the researchers applied customer experiential quality as an exogenous variable that influences revisit intention with positive emotion and perceived value as mediating variables. The type of this study was explanatory research. Respondents or samples in this study were guests who had stayed at the Glamping Apache Camp, Coban Talun, Batu City. They were selected using a purposive sampling technique, resulting in 262 respondents. The data were collected using questionnaires and then were analyzed using the PLS-SEM. The results indicated that customer experiential quality, positive emotion, and perceived value had a significant effect on revisit intention. Positive emotion and perceived value also play a role in mediating the effect of customer experiential quality on revisit intention.

1. Introduction

Batu City is a city in East Java Province- Indonenesia that has a variety of interesting tourism sites and possesses an attraction for investors to invest in the field of tourism facilities, especially accommodation or lodging services. This can be seen from a large number of hotels or inns

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operating in this tourist city. Based on data from the Tourism Office of Batu City, in 2019, there were a total of 887 tourism business units in Batu City, which indicated an increase from the previous year, in which they were just 876 in 2018. The most types of businesses in 2019 were villas, totaling 411 business units. Homestays were in the second position, totaling 322 business units. Furthermore, hotels ranked third with 80 business units. They were followed by business units in the forms of tourist attraction (Indonesian: *Daya Tarik Wisata* (DTW)), totaling 63 business units, and tourist cottages, totaling 11 business units.

Based on Indonesia's Law No. 10/2009, Tourist Attractions (Indonesian: *Daya Tarik Wisata* (DTW)) are defined as everything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural, and man-made wealth that can become the target of tourist visits. Data from the Tourism Office of Batu City show that there is an increase in the growth of tourist attractions in Batu City. In 2015, there were 36 business units. In 2016, it increased to 39 business units. Furthermore, in 2017, it became 39 business units. In 2018, there were 54 business units. In 2019, it increased to 63 business units.

One of the famous tourist attractions is Coban Talun which is a tourist area that offers a variety of tourism, such as waterfalls, flower gardens, places to eat, and lodging, in which the total of visitors in 2019, according to data from Perhutani, was 201,274 people. One of the lodgings in the area of Coban Talun is the Glamping Apache Camp, which is a lodging that carries the concept of glamorous camping or glamping which is categorized as an artificial tourist attraction. Glamping is nomadic tourism that is included in the discussion during the 2018 Tourism National Working Meeting (Indonesia's Ministry of Tourism, 2018). According to the Ministry of Tourism (2018), there is an increasing trend of glamping in responding to the potential of world millennial tourists which reach 39.7 million. Furthermore, these millennial tourists are divided into 3 types, namely flash-packers or digital-nomads (about 5 million people), glam-packers or millennial nomads (about 27 million people), and lux-packers (about 7.7 million people). These backpackers prefer to roam to forget the hustle and bustle of world activities and they prefer glamping facilities in natural tourist areas, such as lakes, mountains, beaches, or rivers. Glamping provides the experience of staying in a tent with facilities that are not less luxurious than five-star hotels. The growth of glamping in Indonesia can be seen in West Java with 15 glamping sites, Bali with 5 glamping sites, Lombok with 5 glamping sites, or East Java with 7 glamping sites. In Malang Raya, the concept of lodging with glamping can be found in Malang Regency with 1 glamping site and Batu City with 2 glamping sites, namely Oak Tree Glamping and Glamping Apache Camp (Anekawisata, 2020; Gadizalombok, 2020; Idntimes, 2018; Tribunnews, 2020; Tripzilla, 2019).

In competing with other types of accommodation, the priority must be making customers revisit in the future or revisit intention so that those business units can survive, compete, and dominate market share. According to Han & Kim (2010), revisit intention is the intention of guests to continue to reuse the same accommodation place when they visit certain locations. Meanwhile, according to Oppermann (2000) (in Monica A. Breiby & Slåtten, 2015), revisit intention is highly desirable because the marketing costs incurred will be lower than the costs of attracting first-time customers. Pullman & Gross (2004) (in Monica A. Breiby & Slåtten, 2015) asserted that customer return has been the key to the success of many services, especially in the hotel, insurance, and financial sectors. Several previous studies related to the revisit intention showed that the results of revisit intention were influenced by price, image, satisfaction, involvement, customer value, emotion, and experience (Ahn & Kwon, 2020a; Chiang, 2018; de Oliveira Santini *et al*., 2018; Durna Ufuk, 2015; Japutra & Keni, 2020; J. J. Kim *et al*., 2019; J. Lee *et al*., 2020; Leri & Theodoridis, 2019, 2020; Radder & Han, 2015; Shahijan Milad Kalantari, Rezaei Sajad, 2015; Su *et al*., 2016; Suh *et al*., 2015; Vittersø *et al*., 2017).

Understanding the quality of the visitor experience is very important in conducting an evaluation. Experience is considered a significant factor influencing success and competitiveness in business (Kirillova *et al*., 2016). Schmit (1999) (in Schmitt, 2010) stated that creating an unforgettable quality experience is very important to attract and retain customers. Revisit intention or the customers' intention to revisit a place is directly influenced by the experience felt by the visitors. Research on the effect of experience on the revisit intention has been carried out in several studies with different objects. The results of studies conducted by Kangli (2017) on amusement park visitors, Ting *et al*. (2018) on coffee shop visitors, Shahijan *et al*. (2018) on cruise passengers, and Ali & Omar (2014) on resort hotel guests in Malaysia indicated that the experience affects the revisit intention. However, several previous studies also showed different results. The results of a study conducted by Monica A. Breiby & Slåtten (2015) on Norwegian nature tourism visitors showed that aesthetic experiential quality had no effect on the revisit intention. The results of a study conducted by Lin *et al*. (2019) on B&B hotel guests in Taiwan also indicated that indicators of experiential quality, namely the physical environment and personal interaction, had no positive and significant effect on revisit intention.

Based on the elaboration above, it provides a gap for researchers to form a new conceptual model consisting of variables that can affect revisit intention, in this case, customer experiential quality at Glamping Apache Camp in Batu City. In this study, researchers also use positive emotion and perceived value as mediating variables to address the research gap in previous studies.

Happiness or positive feeling is also an important factor as a result of a positive experience and ultimately determines the visitors' intention. Visitors seek unusual and unforgettable experiences to make them have positive feelings (Zhong *et al*., 2017). Jhonstor & Clark (2001) (in Monica A. Breiby & Slåtten, 2015) stated that emotions are related to the assessment of experience, often resulting in mental records or stored in memories. As a result, emotions serve as the main stimulus for activity (Izard, 1977 in Monica A. Breiby & Slåtten, 2015). In a study conducted by Monica A. Breiby & Slåtten (2015) on tourists in Norway, they found that positive emotions are influenced by the experiential quality and positive emotions also have a significant effect on tourists' revisit intention.

In addition to the positive feelings experienced by customers, value also has a relationship with the experiences felt by customers as a result of the evaluation carried out. According to Acheampong & Asamoah (2014) (in Alnawas *et al*., 2019), loyal customers and positive evaluations of the perceived values of the hotel experience have been identified as fundamental factors in increasing profitable business results. Based on a study conducted by González-Rodríguez *et al*. (2020) and Kusumawati & Rahayu (2020) on heritage tourism and cafe visitors, the experiential quality has an effect on the visitor value. Furthermore, a study related to hotel guests conducted by X. Chen & Lai (2020) indicated that the experiential quality affects the visitor value. In the context of bed and breakfast lodging, based on a study conducted by J. L. Chen (2015), a positive customer experience results in a higher level of perception towards customer value. A study conducted by Chiang (2018) on capsule hotel guests showed that a value may affect the revisit intention.

The concept of glamour camping or glamping in Batu City is still rare. It can be seen that there are only 2 places with this concept, namely Glamping Apache Camp and Oak Tree Glamping Resort. Glamping Apache Camp was inaugurated on 1 December 2016, located in Coban Talun which is famous for its waterfalls and campsites, resulting in an increase in visitors staying overnight. Based on data from the management of Glamping Apache Camp, it shows an increase in the number of occupied rooms in Glamping Apache Camp from 2017 to 2019, namely 720, 940, and 1005 respectively.

Literature Review

Revisit Intention

According to Baker & Crompton (2000) (in Xin Chen *et al*., 2020), revisit intention refers to the possibility of customers returning to a place or using a certain service. Along with the increasingly fierce market competition, the role of customers becomes an important indicator used for the development of a business. Similarly, from the perspective of Kozak (2001), revisit intention is the desire of visitors to revisit the same tourist attraction. The revisit intention has been recognized as a manifestation of loyalty of a customer to a place or a business unit (Baker & Crompton, 2000; Gyte & Phelps, 1989). The measurement of revisit intention uses 3 indicators, as mentioned in a study conducted by Lin *et al*. (2019) on hotel visitors, namely staying with the same hotel in the future, recommending the hotel to family and friends, and staying with the same hotel even though other hotels offer better prices.

Customer Experiential Quality

According to Lemke *et al*. (2011), customer experiential quality is a perception that is very closely related to customer goals regarding subjective responses from customers both directly and indirectly towards service providers. This customer experiential quality has become an important concept in studies on customer behavior. Furthermore, Zeithaml (1988) (in Lemke *et al*., 2011) defined experiential quality as a perceived assessment of the superiority of the customer experience. Although there are emotions in the conceptualization of customer experiential quality, studies in this subject evaluate the quality of interactions between customers and the physical & social environment, rather than the emotions and sensations created by experience (Alnawas *et al.*, 2019). There are 2 indicators in measuring the customer experiential quality, namely physical environment and social interaction (Hussein *et al*., 2018; Lin *et al*., 2019).

Positive Emotion

Positive emotions are emotions that are able to bring positive feelings to someone who experiences them, such as love, affection, pleasure, joy, admiration, and others. Positive emotions can come from before the occurrence of one's mood, the tendency of one's effective nature, and reactions to a supportive environment, such as interest in goods, services provided to customers, or sales promotions (Watson & Tellegen 1985). Hosany and Gilbert (in Prayag *et al*., 2017) developed the Destination Emotion Scale (DES). This DES consists of 15 items representing three emotional indicators, namely joy, love, and positive surprise, which are also applied as indicators in this study.

Perceived Value

Zeithaml (1988) defined perceived value as "a customer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given" (p. 14). Furthermore, Lovelock (2000) defined it as a trade-off between perceived benefits and perceived costs. In assessing perceived value, there are 3 indicators to be used. Two of them are price and sacrifice (Hapsari, 2015; Kusumawati & Rahayu, 2020).

Conceptual Framework

This study investigates four main constructs, consisting of one exogenous variable (customer experiential quality) and one endogenous variable (revisit intention). Furthermore, this study also adds two mediating variables, namely positive emotion and perceived value. For more details, it can be seen in Figure 1 below.

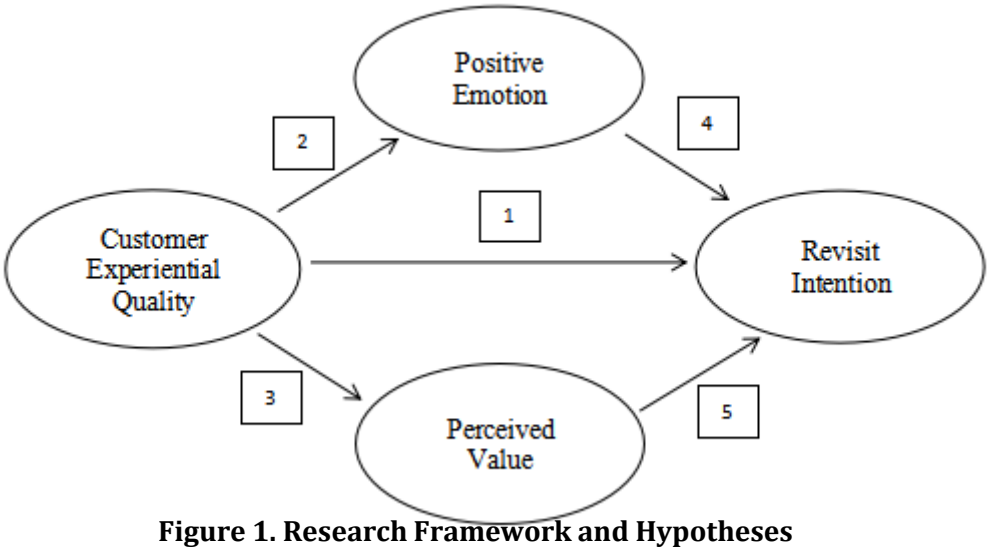


Figure 1. Research Framework and Hypotheses

The hypotheses examined in this study are as follows.
H1: Customer experiential quality has a significant effect on revisit intention.
H2: Customer experiential quality has a significant effect on positive emotion.
H3: Customer experiential quality has a significant effect on perceived value.
H4: Positive emotion has a significant effect on revisit intention.
H5: Perceived value has a significant effect on revisit intention.
H6: Customer experiential quality has a significant effect on revisit intention mediated by positive emotion.
H7: Customer experiential quality has a significant effect on revisit intention mediated by perceived value.

2. Materials and Methods

Samples in this study were guests who had stayed at Glamping Apache Camp, Coban Talun, Batu City more than once. Because there were certain criteria for selecting the sample, a non-probability approach with a purposive sampling technique was used to select samples in this study. Furthermore, the minimum sample size applied in this study was 200 respondents. Data were collected using a questionnaire. In addition, this study was conducted from April to May 2021. The analytical method employed in this study was Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using the SmartPLS 3.3.3 software. All indicators used to measure the variables in this study were adopted from several previous studies. The indicators for assessing the customer experiential quality variable were adopted from Hussein *et al*. (2018) and Lin *et al*. (2019) who

proposed 2 indicators. Furthermore, the positive emotion variable was assessed using 3 indicators referring to a study conducted by Prayag *et al*. (2017). The perceived value variable was measured using 3 indicators adopted from a study conducted by Hapsari (2015) and Kusumawati & Rahayu (2020). Furthermore, the revisit intention variable was measured using 3 indicators adopted from a study conducted by Lin *et al*. (2019).

3. Results and Discussions

Based on the results of data processing, it is found out that 262 respondents participated in this study, consisting of 104 men (39.67%) and 158 women (60.31%). Based on marital status, the total of respondents with the status of single was 88 people (33.59%), while the total of respondents with the status of married was 174 people (66.41%). Based on age, the total of respondents aged between 18 – 31 years was 129 people (49.24%), that of respondents aged between 31 – 40 years was 88 people (33.59%), that of respondents aged between 41 – 50 years was 38 people (14, 50%), and that of respondents aged over 50 years was 7 people (2.67%). Based on education level, the total of respondents having the latest education level of senior high schools was 49 people (18.7%), that of respondents having the latest education level of the diploma was 26 people (9.9%), and that of respondents having the latest education level of bachelor was 187 people (71.4%). Based on occupation, the total of respondents with the working status as students was 16 people (6.1%), that of respondents with the working status as civil servants was 47 people (17.9%), that of respondents with the working status as private employees or state-owned enterprise employees was 113 people (43.1%), that of respondents with the working status as entrepreneurs was 59 people (22.5%), and that of respondents with other working statuses was 27 people (10.3%). Based on income, the total of respondents with an income of > 1 – 3 million/month was 22 people (8.40%), that of respondents with an income of > 3 – 6 million/month was 92 people (35.11%), that of respondents with an income of > 6 – 9 million/month was 82 people (31.30%), and that of respondents with an income of > 9 million/month was 66 people (25.19%). Based on the frequency of use, the total of respondents who had stayed at Glamping Apache Camp more than once was 262 people (100%).

Table 1
Composite Reliability and Cronbach Alpha

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
CEQ	0.942	0.95	0.656
PE	0.88	0.909	0.625
PV	0.854	0.901	0.696
RI	0.732	0.847	0.649

Source: Data Processing using the PLS, 2021

Table 1 indicates that the scale, magnitude, and statistical concordance are in the acceptable category. The values of the average variance extracted (AVE) of all latent variables were 0.656 for customer experiential quality, 0.625 for positive emotion, 0.696 for perceived value, and 0.649 for revisit intention. The value of Cronbach's alpha for the reliability criteria was quite high, in which customer experiential quality had the highest Cronbach alpha value. Sequentially, the value of the Cronbach alpha coefficient for the four variables used in this study ranged from 0.732 to 0.942, in which they were in the acceptable category. The values of composite reliability (CR) were 0.938,

0.892, 0.852, and 0.862 (above 0.80), respectively. It can be concluded that all constructs are reliable, according to both composite reliability and Cronbach's alpha.

Table 2
The Value of R-Square

Variables	**R-Square**
PE	0.433
PV	0.338
RI	0.583

Source: Data Processing using the PLS, 2021

The value of R-squared for the positive emotion variable in this research model was 0.433, that of the perceived value variable was 0.338, and that of the revisit intention variable was 0.583. Furthermore, the Goodness of Fit (GoF) in this study was calculated using the equation $Q^2 = 1 - (1 - R_1^2) \times (1 - R_2^2) \times (1 - R_3^2) = 1 - (1 - 0.433) \times (1 - 0.338) \times (1 - 0.583) = 0.8435$. A score of 0.8435 in the Q-Squared calculation indicated that this research model can be considered to possess good goodness of fit.

Table 3
Path Coefficient (Mean, STDEV, and T-Values)

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	*P*-Value	Result	
CEQ -> RI	0.204	0.064	3.165	0.002	Sig.	Accepted
CEQ -> PE	0.658	0.047	13.864	0.000	Sig.	Accepted
CEQ -> PV	0.581	0.061	9.566	0.000	Sig.	Accepted
PE -> RI	0.281	0.061	4.624	0.000	Sig.	Accepted
PV -> RI	0.397	0.067	5.956	0.000	Sig.	Accepted

Source: Data Processing using the PLS, 2021

Based on data processing carried out using SmartPLS for hypothesis testing, the influence of the customer experiential quality on the revisit intention indicated a path coefficient of 0.204 and a *p*-value of 0.002 (below 0.05). Based on this finding, **hypothesis 1 is accepted**, meaning that customer experiential quality has a significant effect on the revisit intention. In addition, the influence of the customer experiential quality on the positive emotion indicated a path coefficient of 0.658 and a *p*-value of 0.000 (below 0.05). Based on this finding, **hypothesis 2 is accepted**, meaning that customer experiential quality has a significant effect on positive emotion. Furthermore, the influence of the customer experiential quality on the perceived value indicated a path coefficient of 0.581 and a *p*-value of 0.000 (below 0.05). Based on this finding, **hypothesis 3 is accepted**, meaning that customer experiential quality has a significant effect on the perceived value. Moreover, the influence of the positive emotion on the revisit intention indicated a path coefficient of 0.281 and a *p*-value of 0.000 (below 0.05). Based on this finding, **hypothesis 4 is accepted**,

meaning that positive emotion has a significant effect on the revisit intention. Besides, the influence of the perceived value on the revisit intention indicated a path coefficient of 0.397 and a *p*-value of 0.000 (below 0.05). Based on this finding, **hypothesis 5 is accepted**, meaning that perceived value has a significant effect on the revisit intention.

Table 4
Indirect Influence

Variable	Direct Coefficient		Standard Error		Indirect Coefficient	S.E. Sobel	t-count	*p*-value	Result	
CEQ -> PE->RI	0.658	0.281	0.047	0.061	0.185	0.042	4.366	0.000	Sig.	Accepted
CEQ -> PV->RI	0.581	0.397	0.061	0.067	0.231	0.046	5.011	0.000	Sig.	Accepted

Source: Data Processing using the PLS, 2021

The role of positive emotion in mediating the influence of customer experiential quality on revisit intention indicated a path coefficient value of 0.185 and a *p*-value of 0.000 (below 0.05). It means that positive emotion can play a role in mediating the influence of customer experiential quality on revisit intention. Therefore, **hypothesis 6 is accepted**. Furthermore, the role of perceived value in mediating the influence of customer experiential quality on revisit intention indicated a path coefficient value of 0.231 and a *p*-value of 0.000 (below 0.05). It means that perceived value can play a role in mediating the influence of customer experiential quality on revisit intention. Therefore, **hypothesis 7 is accepted**.

The Effect of Customer Experiential Quality on Revisit Intention

The results of this study indicate that customer experiential quality has a significant influence on revisit intention. This means that the better the quality of the experience felt by customers is, the higher the customer's intention to revisit a place will be. In this case, it is the Glamping Apache Camp. The results of the descriptive analysis show that the physical environment or physical quality is the most dominant indicator in establishing revisit intention. The better the physical quality, such as design, decoration, temperature, and lighting, is, the more customers want to revisit a place will be. Making a good and attractive physical quality is a substantial factor of a hotel or inn, which is an important clue for the experience received by hotel guests. Based on the characteristics of the respondents, it shows that the most dominant respondents are the millennials from generation Y and generation Z. According to Indonesia's Ministry of Tourism (2018), they are generations that prefer glamping tourism, such as Glamping Apache Camp which is close to nature.

The results of this study support previous findings, in which a study conducted by Ali & Omar (2014) on resort hotel guests in Malaysia also indicates that customer experiential quality has a positive effect on intentions to revisit hotels in the future with indicators of physical quality or the physical environment being the highest predictor compared to with social interaction on the revisit intention.

The Effect of Customer Experiential Quality on Positive Emotion

The results of this study indicate that customer experiential quality has a significant influence on positive emotion. This means that when customers feel that the quality of the experience given is good, there will be positive feelings felt by customers. The unique theme that is carried by Glamping Apache Camp is the experience of staying in a tent with five-star hotel facilities coupled with the quality of the experience, both physical and environmental interactions with the staff, creating feelings of love for this place. Customers may feel that the existence of Glamping Apache Camp with a concept that is still rare in Batu City coupled with the quality of a good experience will increase their positive feelings. By considering the characteristics of respondents, respondents who stay overnight in this camp are those who work, in which they want to go through experiences outside of their daily activities.

The results of this study support previous findings, in which a study conducted by Leri & Theodoridis (2020) on winery tourism visitors indicates that physical and environmental interactions with staff have a significant effect on positive emotion. This positive emotion is the result of evaluations made by customers on physical and environmental interactions with staff.

The Effect of Customer Experiential Quality on Perceived Value

The results of this study indicate that customer experiential quality has a significant influence on perceived value. This means that when customers feel that the quality of the experience given to them is good, it will increase the perceived value. Positive perceptions of the physical aspects of Glamping Apache Camp and the quality of interaction with staff make a significant contribution to guests' perceptions of value associated with their stay at Glamping Apache Camp. The smaller or less the cost that must be paid for the service received is, the higher the value felt by customers will be. Conversely, the less the benefits received and felt by customers compared to the costs incurred is, the lower the value felt by customers will be.

The results of this study support previous findings, in which a study conducted by Kusumawati & Rahayu (2020) on café visitors in Malang City indicates that customer experiential quality has a positive and significant effect on perceived value. In the study, they found that the quality of the experience received exceeded their expectations. In addition, a study conducted by Alnawas *et al*. (2019) on hotel guests indicates similar results that the customer experiential quality was higher than what they paid for.

The Effect of Positive Emotion on Revisit Intention

The results of this study indicate that positive emotion has a significant influence on revisit intention. This means that when customers have positive feelings based on the result of their evaluation of the quality of experience given by the service provider, it may increase customers' intention to revisit the place. In this case, it is the Glamping Apache Camp. Positive feelings, according to Monica A. Breiby & Slåtten (2015), can lead to behavioral decisions to revisit and or recommend a place. In this case, the positive emotion generated refers to the intention to revisit the Glamping Apache Camp in the future. In line with this study, a study conducted by Monica A. Breiby & Slåtten (2015) on natural tourism visitors indicates that emotion has an effect on revisit intention. Another study conducted by Leri & Theodoridis (2020) on winery tourism visitors shows similar results that emotion has an effect on revisit intention. In addition, a study conducted by Peng & Chen (2019) on luxury hotel guests shows that emotions have an effect on repurchase intention.

The Effect of Perceived Value on Revisit Intention

The results of this study indicate that perceived value has a significant influence on revisit intention. This means that when customers have a high perceived value of the quality of the experience given by the service provider, it will increase the customers' intention to revisit the place. In this case, it is Glamping Apache Camp. The higher the value felt by customers towards Glamping Apache Camp is, the higher the customers' intention to visit again will be. On the other hand, the lower the perceived value of the experience during the period of stay is, the lower the likelihood will be that customers want to stay again at Glamping Apache Camp in the future. This happens because the costs incurred by customers to stay at Glamping Apache Camp are affordable and comparable to what is received. Based on the characteristics of the respondents, it shows that the most dominant respondents are respondents with the status of married, who prioritize cheaper prices when making purchases.

The results of this study support previous findings, in which a study conducted by de Oliveira Santini *et al*. (2018) on Brazilian tourists shows that perceived value has an effect on revisit intention. In addition, a study conducted by Kusumawati & Rahayu (2020) on café visitors in Malang city indicates that perceived value has an effect on revisit intention. A study conducted by Caber *et al*. (2020) on young tourists who visited Olympos, Turkish shows that perceived value has an effect on revisit intention. Furthermore, a study conducted by Chiang (2018) with hotels as a research object indicates that perceived value affects the intention to revisit the hotel.

The Effect of Customer Experiential Quality on Revisit Intention Mediated by Positive Emotion

The results of this study indicate that customer experiential quality has a significant influence on revisit intention through positive emotion. It can be interpreted that the quality of the experience felt by guests staying at Glamping Apache Camp will create positive feelings for customers so that it will lead to behavioral intentions for these guests to revisit. Behavioral intentions to revisit or reuse Apache Camp Glamping services arise as a result of positive feelings that emerge when customers or guests rate the perceived quality of the experience given to them as good. Likewise, behavioral intentions not to reuse Apache Camp Glamping services may arise from feelings that are not positive after assessing the quality of the experience given to them.

The nature of positive emotion in the relationship between customer experiential quality and revision intention is a partial mediation. Positive emotion plays a role in mediating the relationship between customer experiential quality and revisit intention, which means that positive emotion can bridge the influence of customer experiential quality on revisit intention. However, even without positive emotion, the perceived quality of customer experience can increase customer interest in using and revisiting Glamping Apache Camp.

The results of this study support previous findings, in which a study conducted by Leri & Theodoridis (2020) on 615 winery tourism visitors indicates that emotion affects revisit intention and mediates customer experience on revisit intention. A study conducted by Huang *et al*. (2019) on hotel spa guests indicates that experience has a positive and significant effect on positive emotion, in which positive emotion has a positive and significant effect on loyalty. In addition, positive emotion also mediates the relationship between experience and loyalty.

The Effect of Customer Experiential Quality on Revisit Intention Mediated by Perceived Value

The results of this study indicate that customer experiential quality has a significant influence on revisit intention through perceived value. It can be interpreted that the quality of the experience

felt by guests staying at Glamping Apache Camp will lead to customer judgments related to the comparison between what is given and what is received, which is then increasing the intention or desire of customers to continue to use and return to Glamping Apache Camp. The value that arises from positive judgments concerning the quality of the experience felt by customers related to the benefits that exceed what is cost will result in customer intentions to reuse Glamping Apache Camp.

The results of this study support previous findings, in which a study conducted by Suhartanto *et al*. (2020) on creative tourism visitors indicates that perceived value is positively influenced by experiential quality. Furthermore, perceived value has a positive and significant effect on visitor loyalty. A study conducted by Alnawas *et al*. (2019) shows that perceived value is positively and significantly influenced by experiential quality. In addition, a study conducted by de Oliveira Santini *et al*. (2018) on Brazilian tourists indicates that perceived value has an effect on revisit intention. Furthermore, a study conducted by Chiang (2018) on capsule hotel guests shows that repurchase intention is influenced by perceived value. More than that, a study conducted by Kusumawati & Rahayu (2020) on café visitors indicates that experiential quality has a positive and significant effect on perceived value, in which perceived value mediates the relationship between experiential quality and loyalty. A study conducted by Hussein *et al*. (2018) on Boutique Hotel guests shows that perceived value fully mediates the relationship between experiential quality (physical environment) and customer loyalty.

4. Conclusion

Based on the influence of related variables, it can be concluded that customer experiential quality can affect revisit intention either directly or mediated by positive emotion and perceived value. Customers will consider aspects of the quality of the experience felt during their period of stay at Glamping Apache Camp, whether the quality of the experience can provide positive feelings for customers and whether the service provided can give customers value in their experience, which in turn they can increase guest intention to revisit Glamping Apache Camp.

Recommendations for Future Research

a. Further research can be carried out in other regions, besides Batu City, such as Bali, Bogor, Bandung, or other regions that have lodging with a glamping model.
b. Further research on glamping that replicates this model can use customer experiential quality variables with different indicators.
c. Further research can also add other variables that have not been examined in this study, such as variables of satisfaction, loyalty, motivation, and hotel image.
d. The results obtained in this research still need to be enriched by further studies with the addition of the number of respondents as research samples because the larger number of research samples is expected to provide better research results.

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