INDONESIAN FAVORITE DESTINATIONS: ANTECEDENT AND CONSEQUENCE DESTINATION EXPERIENCE

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ABSTRACT

Almost all countries in the world try to increase the attractiveness of tourist destinations owned by their countries, including Indonesia. Various strategies have been decided by the stakeholders in the tourism industry to lure tourists to their tourist destinations. The purpose of this study is to develop a model in the tourism industry by analyzing tourist behavior in returning visits to a tourist destination. This study uses a survey method with a quantitative approach. The attitude measurement scale is the differential magnetic scale, the primary data obtained from 502 respondents who had visited Bandung, or Yogyakarta, or Bali. The analytical tool used in this study is Structure Equation Modeling with AMOS 23.0 software. There are six variables examined in this study, namely revisit intention, e-WOM, destination experience, destination identity, destination service quality, and destination natural quality. The results found that revisit intention and e-WOM will be affected by destination experience. A pleasant experience during a visit to a tourist destination can be maintained by the right destination identity and destination service quality. Also, destination experience strengthened by excellent destination natural quality. This research model can be adopted in various tourist destinations to increase the number of tourists visiting.

Keywords: destination identity, destination service quality, destination experience, revisit intention, Electronic Word of Mouth

JEL Classification: Z32, Z33

INTRODUCTION

The tourism industry is one industry that is proliferating and faces intense global competition (Khatri, 2019). Destinations around the world compete to increase the number of tourists and larger investors who will later contribute to the growth and development of them (Keith, 2011). Considering how important a tourist destination element in a destination, then over the past few decades, researchers have tried to produce a theoretical solution and the value measurement model in a place, destination, and travel destinations (De Noni et al., 2018). The core of the tourism industry in the world currently is about the experiences felt by tourists while in tourist destinations (Brent Ritchie et al., 2011). Creating an excellent customer experience emerges as an essential purpose for companies in the tourism industry. Tourism

experience acts as a great start to adjust tourist destination services with the expectations that tourists have (Sugathan and Ranjan, 2019). A tourist destination needs to provide an unforgettable experience to become a thriving tourist destination (Kim et al., 2012). Therefore the development of a tourist destination marketing strategy should no longer only focus on destination attributes but also begin to emphasize aspects of the tourist experience (Wang et al., 2019). Adventure and unforgettable satisfaction of tourists at a tourist destination is one of the most powerful aspects of the decision-making process in the future and raises the desire to revisit the tourist destination (Kim, 2014).

There are some previous studies which find about destination experience. They only focused on destination service quality without considering how identity on a destination in the mind of tourist (Tosun et al., 2015). Order then that, there is a study using the quality of natural destination as an independent variable while that variable is an uncontrollable thing. Therefore, the quality of the natural destination variable must be a moderating variable (Dedeoğlu, 2019). The quality of natural destinations not made by stakeholders, it likes a gift from God. For example, Merapi Mount is one of the natural destinations in Yogyakarta while Lembang has a Tangkuban Parahu Mount, and Bali has Kintamani Mount. The Mountain is not made by a human, so we put Destination Service Quality as a moderating. Another research finds out about motivation and perceived value on destination experience (Prebensen et al., 2013). There is research about destination experience, but it only finds an impact on destination image (Lordanova and Stylidis, 2019). Other than that, research about online destination experience, tourist can give their feedback on the online platform by the sensory, cognitive, and conative model (Jiménez Barreto et al., 2019). This research explained about destination quality on an island (Moon and Han, 2019). The other research finds about the impact of destination experience to place an attachment on a tourist (Vada et al., 2019). Nowadays, research about the tourism industry adds the digital aspect like virtual reality tourism (Bogicevic et al., 2013). There is no study on the quality of destination services that can make the tourist experience also have an impact on the intention of visiting again. Therefore, this research focus on building a model to complete the process of revisit intention from tourists with destination identity. Destination identity is a derivative theory from a brand that is adopted in the tourism scope. Therefore, this research aims to analyze the antecedents and consequences of the destination experience.

LITERATURE REVIEW

Destination Experience, e-WOM and Revisit Intention

The grand concept of destination experience is in line with the understanding of brand experience in marketing. Brand experience defines the experience of both direct and indirect consumers of a brand in the form of sensations, feelings, cognitions, and behavioural

responses arising from brand stimulation itself (Şahin et al., 2011). The refer of direct contact is the experience that is felt directly by the consumer itself with the product or service. In contrast, indirect contact is an experience gained from others. For example, in the form of advertisements, reviews, and recommendations (Taufik and Prabowo, 2018). Experience is not only felt by consumers to a brand but can also happen to a tourist who visits a tourist destination. Destination experience can be created on the condition that tourists have visited the place and felt the experience while there. Destination Experience is a process where a tourist receives choosing to manage and interpret information based on various experiences in a tourist destination to create a picture of the value of tourism (Prebensen et al., 2013). Another definition of destination experience is a collection of products, services, and processes that tourists feel and remember in their memories (Da Costa Mendes et al., 2010). Destination experience is a specific attribute of the satisfaction felt by tourists while visiting a tourist destination with 5 specific types of experience, namely attractions, transportation, accommodation, restaurants, and entertainment (Chung and Petrick, 2013). The importance of destination experience for marketing activities in the realm of tourism when tourists convey their travel experiences to family, friends, colleagues, and people around them directly. This makes the listener or the interlocutor directly realizes their imagination compared to reading or viewing advertisements delivered by the tour manager. This is felt because the interlocutor assumes that conversations among consumers are more realistic than promotions (Guthrie and Anderson, 2010).

Managing experience is considered capable of being a guarantee of customer satisfaction with a record of perceived experience as a positive experience (Nikhashemi et al., 2019). Positive experiences that are felt will have an impact on customer preferences and the desire to reuse the same product or service in the future (Oppewal et al., 2015). Personal experiences stored in consumers' memories of a brand that goes into their subconscious can build brand preference and repurchase intention (Ebrahim et al., 2016; Tsai, 2005). Some previous studies have found that the experience of tourists enjoying walking around a destination makes them feel connected to the destination and uses all their senses to enjoy the sights, sounds, and atmosphere when they move from one place to another (Edwards and Griffin, 2013; Hayllar et al., 2008; Wearing and Foley, 2017). The better the experience felt by tourists, they will make the destination as a choice again when they will do a vacation in the future or even will recommend the tourist destination to others (Chi, 2012).

H$_1$: Destination experience has a positive effect on revisit intention

Brand experience is also considered as one of the marketing communication strategies. Unforgettable positive experiences encourage consumers to spread positive WOM (Klein et al., 2016; Nikhashemi et al., 2019), but when the experience is not following consumer

expectations, the WOM that will emerge is a negative WOM and will ultimately be detrimental for the destinations (Chiosa and Anastasiei, 2018). Furthermore, other studies explain that all forms of emotions that arise from consumer reactions to a product/service in the kind of satisfaction, pleasure, sadness, and anger motivate them to share their emotional experiences with others in the form of post-consumption evaluation and WOM (Serra-Cantallops et al., 2018). WOM in the tourism industry has the potential to become one of the marketing tools to communicate the promotion of a tourist destination (Yusof and Rosnan, 2020). That means that WOM in the tourism industry can be formed the same as WOM in other sectors, namely by providing an unforgettable experience so that consumers want to share their experiences with others.

WOM (Word-of-Mouth) is a form of direct and face-to-face communication between consumers regarding the performance of a product/service that has no relationship with commercial activities (Bansal and Voyer, 2000; Carl, 2006; Gupta and Harris, 2010). But, the world has entered the industrial era 4.0 with the sophistication of WOM technology is no longer only focused on the form of direct communication, WOM can occur through electronic media or in other word, is electronic-WOM (e-WOM). E-WOM is defined as positive and negative statements and informal discussion made by customers regarding the performance of a product or service to many people through internet-based technology (Hennig-Thurau et al., 2004; Litvin et al., 2008). Therefore, modifying WOM into e-WOM is very important for marketing in the internet era because consumers can share their WOM very easily and quickly through social media like Facebook, Instagram, Twitter, etc. (Park et al., 2019).

Similar to WOM, e-WOM will form after consumers evaluate their experience while they are using a product or service (Jeong and Jang, 2011), Litvin et al. found that the experience of tourists in the tourism industry was able to create e-WOM and shared with many people through email, websites and blogs, and virtual communities (Litvin et al., 2008). Different from the other research, this research will focus on e-WOM through social media such as Youtube, Facebook, Instagram, and Whatsapp because the number of active social media users in the country of Indonesia reaches 150 million with an average daily access time of 3 hours of social media, 26 minutes with the most frequently accessed social media platforms Youtube, Whatsaap, Facebook and Instagram (We Are Social, 2019). (We Are Social, 2019).

H₂: Destination experience has a positive effect on e-WOM

Destination Identity

Destination experience can be formed from the use of the right destination brand identity. The application of brand identity strategies has been applied widely in several countries by

producing a memorable destination experience (Lin et al., 2011). Therefore the ability to build a strong identity in a brand will result in a positive association between the brand and consumers (Verster et al., 2018). The concept of brand identity and brand image are different concepts, brand identity is something that can be controlled by companies such as brand names, brand logos, brand designs, and slogans or in other words, brand identity is how a brand wants to be interpreted by its customers, while the brand image is how a brand is formed in the minds of consumers (Schlegelmilch, 2016). Brand identity is how a company is identified, and this brand identity is formed by the components of culture, vision, personality, positioning, appearance, relationships, and other things that exist in an entity (Mindrut et al., 2015). Therefore the concept of brand identity can also be applied to a tourist destination entity. Destination Identity is an identity that is trying to be formed by the stakeholders of a tourist destination. The uniqueness of a destination identity that is owned by a tourist destination will make it far superior to other tourist destinations, and this is because tourists want to have the experience of "a sense of place" when visiting tourist destinations (Aaker and Joachimsthaler, 2000). Destination identity is a unique thing that is associated with a tourist place in the attributes or values that can describe or represent these things (Iglesias et al., 2020).

The concept of destination identity begins with the strong interaction between the brand's personality of a destination and its target market. There is a brand proposition with a focus on the value that a destination is trying to give to its tourists, then there is a brand promise, which is a promise that is trying to be offered by tourist destinations to tourists (Hudson and Ritchie, 2009). Measurement indicators for destination identity in this study use the concept of destination brand identity according to Hudson and Ritchie with perfection by the understanding of brand identity according to Sääksjärvi and Samiee, as follows: destination familiarity is how easily tourists know the location of each tourist destination point in a tourist destination; destination differentiation is a uniqueness owned by tourist destinations that are not owned by other tourist destinations; destination offerings is the ability of a destination to offer many alternative tourism options; destination personality is a character or original personality of a destination; destination value proposition, namely the ability of a destination to provide the value of a destination to tourists; destination promise, is a promise that is trying to offer a destination to tourists (Hudson and Ritchie, 2009; Sääksjärvi and Samiee, 2011). (Hudson and Ritchie, 2009; Sääksjärvi and Samiee, 2011). Seeing how important the part of a destination identity in building a tourist experience of a tourist destination and there is still little research that discusses the influence of brand identity on brand experience, this study was conducted to determine how much destination identity has an effect on destination experience.

H3: Destination Identity has a positive effect on a destination experience

Destination Quality

Destination quality is an environmental element that is in a tourist destination consists of two essential aspects namely the physical environment and natural resources elements (Chee-Hua et al., 2016). Perception of a tourist destination quality not only includes the physical quality but also involves the original beauty and natural conditions of a tourist destination (Reitsamer and Brunner-Sperdin, 2015). Destination quality divided into two categories: destination service quality and destination natural quality. He explained this division because destination service quality consists of components that can be created and managed by the tourism industry, while destination natural quality components include of things that cannot be created or managed by tourism industry players (Tosun et al., 2015 and Iglesias et al., 2020).

Destination Service Quality (DSQ)

This service quality measurement model has been used widely in various business sectors including tourism businesses (Albacete-Sáez et al., 2007). The concept of destination service quality is a form of tourist evaluation of the performance of destination for service quality with measurements adapted from the idea of service quality. The following are dimensions and indicators of destination service quality measurements from several previous studies for example amenities, accessibility and logistics, core-tourism experience, hygiene, information, security, value for money, and hospitality (Chang et al., 2012; Rajaratnam et al., 2014; Tosun et al., 2015), personal interaction, physical environment, technical quality, and access quality (Chen et al., 2011), accommodation, local transport, cleanliness, hospitality, activities, language-communication, and airport services (tosun et al., 2015).

Service quality is one of the determinants of rural tourist satisfaction in Malaysia with a moderated tourist experience (Rajaratnam et al., 2014) can even create a desire to revisit and recommend these tourist attractions to others (Chen et al., 2011). Service Quality is one of the variables that affect destination affective image and has an impact on Revisit Intention (Tosun et al., 2015). In the concept of brand experience, affective is one of the dimensions in measuring consumer experience (Brakus et al., 2009; Holbrook and Hirschman, 1982). This means that the effect of destination service quality is not directly on revisit intention but instead has to go through consumer experience. Gronroos explained that consumer experience depends on two main dimensions: technical and functional quality. In this case, quality is related to service quality (Gronroos, 1982), Furthermore, Gronroos also explained that the consumer experience of a service is expected to be able to influence the post-consumption evaluation of the quality of service that they have experienced (Grönroos, 1984). Therefore, this study will discuss the importance of the part of service quality in building tourist experiences that will later have an impact on revisit intention in a tourist destination,

and this study was made to determine how much influence the destination service quality has on the destination experience.

H₄: Destination Service quality has a positive effect on a destination experience.

Destination Natural Quality (DNQ)

Destination natural quality is defined as the overall elements of culture and the natural conditions of a naturally formed tourist destination, such as cultural attractions, climate, scenery, and cultural exchange (Dedeoğlu, 2019). The existence of natural attractions, cultural heritage, and authentic culture of a tourist destination can provide a very great experience for tourists (Cohen, 1988; Murphy et al., 2000; Prentice, 2009; Ryglova, 2013). Besides it, destination's natural quality, such as rural, inland, and tropical rain forests offer a unique holiday experience and make tourists want to extend their vacation time (Hamzah, 2004). Three factors that become an attraction for a destination, namely kinship or cultural affinity, history, and heritage, as well as views and outdoor activities that can provide local experiences and atmosphere like ancestral home/ancestors (Aslan et al., 2015). The element in destination natural quality is considered to be a determining factor in assessing the good and bad of tourist's experiences in a destination. If the experience of destination natural quality is good, the impact that will be obtained is the emergence of revisit intention and positive WOM (Dedeoğlu et al., 2019).

This study makes DSN a moderator variable, and this is because the indicators in DNQ are components that cannot be controlled by the tourism industry. The natural quality is a "gift" owned by a destination that cannot be created. Therefore DNQ becomes a moderator variable that will strengthen or weaken the relationship between destination identity and destination experience and the relationship between DSQ and destination experience.

H₅: DNQ moderates the relationship between destination identity and destination experience

H₆: DNQ moderates the relationship between DSQ and destination experience

RESEARCH METHODS

This study used a differential semantic scale with a 10 point measurement scale, and a differential semantic scale is an attitude measurement scale created by (Osgood, Suci, and Tannenbaum, 1957). This scale used a continuum with a very negative value on the left and a very positive value on the right (Suliyanto, 2011). The research variables consist of 6 variables includes: revisit intention consist of 4 measurement items, e-WOM consists of 5 measurement items, destination experience consists of 6 measurement items, destination identity consists of 6 measurement items, DSQ consist of 13 measurement items, and DNQ consists of 6 measurement items. This research supported by several previous studies includes: revisit intention (Dedeoğlu, 2019), e-WOM (Dedeoğlu, 2019; Jeong and Jang, 2011),

destination experience (Dong and Siu, 2013; Otto and Ritchie, 1996), destination identity (Hudson and Ritchie, 2009; Sääksjärvi and Samiee, 2011), DSQ (Narayan et al., 2009; Tosun et al., 2015), DNQ (Dedeoğlu et al., 2019; Tosun et al., 2015). The measurement of tourism experience by Dong and Siu by dividing experience into three measurement dimensions: service experience evaluation, experience intensification, and experience extension (Dong and Siu, 2013). While Otto and Ritchie subdivide service experience into several dimensions of measurement includes hedonic, interactive, novelty, comfort, safety, and stimulation (Otto and Ritchie, 1996). Seeing how important destination experience is in creating revisit intention and e-WOM, which has an impact on increasing the number of tourists in a destination, this study will focus on things that can contribute to the tourist experience.

The three most visited tourist destinations in Indonesia will be the object of this study, including Bali, Yogyakarta, and Bandung (Masterseo.id, 2019). Each of the three destinations has a different destination identity and a unique tourist destination character that is very relevant to study relating to destination identity. The research data collected through a questionnaire and respondents were selected using a purposive sampling technique. The criteria are respondents who are over 18 years old, and they have visited one of the three tourist destinations with a frequency of two times until four times between 2017 until 2019. The number of respondents used in this study was 502 respondents. This number had fulfilled the minimum amount of respondents which is five times the estimated parameter, with 445 respondents in total. From a total of 584 respondents, we only have 86% filled questionnaires. Respondents can give an expression on a questionnaire with a differential semantic scale with a 10 point. This was chosen because when respondents expressed their expressions, they actually could not doubt what they felt when filling out the questionnaire. There is a tendency while feeling about something. For example, if tourist feels happy but in the scale their happiness only 6 points, the tendency of this respondent is close to satisfied. The data analysis tool used in this study is Structure Equation Modelling (SEM). This research did a validity test and reliability test with pilot studies to 30 respondents to verify to what extent validity and reliability statement in a questionnaire. The result of the pilot test is a questionnaire fit to use.
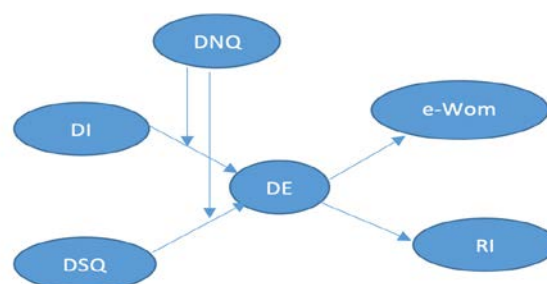

Figure 1.

Research Model

RESULTS AND DISCUSSION

Respondents Demographic

Based on the results of the study, the number of respondents dominated by respondents at the age of 30-35 years old. It assumed that respondents are already in a stable financial condition so that they can travel to various tourist destinations including three tourist attractions in this study. Besides, at the age of 30-35 years, respondents have a healthy physical condition so that they are still able to travel to places far from their domicile.

The results also showed that respondents were dominated by male gender respondents, with a percentage of 58.1%, while the remaining 41.9% were female respondents. The dominance of the number of male respondents is due to the more frequent men to travel because it is easier for men to go outside the destination in terms of safety and income. At the same time, respondent's occupations were dominated by state-owned company employees with a percentage of 26.7 percent, then followed by private employees as much as 24%, then civil servants as much as 19%, entrepreneurs 8.1%, and the rest with other jobs. The number of respondents who are dominated by BUMN employees and private employees is related to the amount of annual leave obtained by these two jobs because they have more time and more flexibility in managing leave time compared to other jobs.

Goodness of Fit

Table 1

Goodness of Fit Test

No.	Congruence Model Index	Cut of Value	Analytical model	Information
1	$\chi2$ – Chi Square	< $\chi2$ 143,25 (p0,05; df 113)	431,366	Marginal
2	Probability	> 0,000	0,000	Marginal
3	CMIN/DF	< 2,00	1,774	Good
4	RMSEA	< 0,08	0,025	Good
5	GFI	> 0,90	0,953	Good
6	AGFI	> 0,90	0,855	Marginal
7	TLI	> 0,95	0,905	Good
8	CFI	> 0,95	0,953	Good

Source: Primary Data

The goodness of fit test was carried out to ensure that the research model is good and can be used in other studies. Model suitability test can be seen by comparing the results of Chi-Square, Probability, CMIN / DF, GFI, AGFI, TLI, CFI, and RMSEA analysis results with cut off values. Then, the suitability test of this model can be accepted, or the model is categorized as a fit model if met a minimum of 5 criteria (Hair and et al., 2010). The results of the suitability test shown in Table 1. Based on table 1, it appears that there are five criteria for testing the

suitability of the models that fall into the good category. That means that the model in this study belongs to the category of models that are very fit or an excellent model.

Hypothesis Test

Hypothesis testing is a step to test whether the research hypothesis can be accepted or rejected. Hypothesis testing in SEM analysis done by comparing the value of t table with t value (CR) or t table < t value analysis results in the calculation of the relationship between independent variables with the dependent variable. For more details, can be seen in Table 2.

Table 2

Research Hypothesis Test Result

Research Hypothesis	Value of T Value	Value of T Table	P	Hypothesis test result	Hypothesis Number
Destination Experience → Revisit Intention	9,2826	1,971	0,0000	Accepted	H1
Destination Experience → e-WOM	10,6199	1,971	0,0000	Accepted	H2
Destination Identity → Destination Experience	7,8186	1,971	0,0000	Accepted	H3
DSQ → Destination Experience	8,6789	1,971	0,0000	Accepted	H4

Source: Primary Data

Table 2 shows that H1, H2, H3, and H4 are accepted. That means that destination experience influences revisit intention and e-WOM. In contrast, destination experience itself is affected by destination identity and destination service quality. This means that the better destination identity and destination service quality offered and provided by a tourist destination, the tourist experience will be more impressive, which will eventually lead to a desire to return to the place again and make tourists want to share their memorable experiences through the media electronic or online.

Table 3 shows that H5 and H6 are accepted. This shows that destination natural quality can strengthen the relationship between destination identity and destination experience variables and the relationship between destination service quality and destination experience. The better the destination natural quality offered by a destination will strengthen the positive impression obtained by tourists.

Table 3

Moderation Variables Test Result

Research Hypothesis	Value of CR	Value of t Table	P	Test Result Hypothesis	Hypothesis Number
DNQ moderating a correlation between Destination Identity and Destination Experience	11,2559	1,971	0,0000	Accepted	H5
DNQ moderating a correlation between DSQ and Destination Experience	28,7657	1,971	0,0000	Accepted	H6

Source: Primary Data

Discussion

Based on the results of the study found that destination identity has a positive effect on destination experience. That means that the better the destination identity offered by a tourist destination, the better the experience gained by tourists during a vacation at the tourist destination. From the six destination identity indicators used in this study, there are three indicators with the highest loading factor value, including destination offerings, destination value propositions, destination promises. Destination offering is various alternative tourism choices offered by Bandung, Yogyakarta, and Bali. The results show that according to tourists, the three tourist destinations were able to offer many alternative tourism options, for example: Bandung with a choice of mountain tourism (Lembang) and shopping tour, Yogyakarta with a selection of historical and cultural tourism as well as shopping tourism, and Bali Island with a choice of beach tourism, history and culture also mountains.

The destination value proposition relates to the comparison between the benefits that tourists get from a tourist destination with the cost or sacrifice incurred by tourists when visiting the tourist destination. The results show that tourists feel the real benefits of the three tourist destinations. Tourists consider that the benefits they get are proportional to the sacrifices incurred. The more comparable between the benefits obtained with the costs incurred, it will strengthen the identity of a tourist destination. A strong identity will be an advantage of a destination and can give an effect to the destination experience.

Destination promises relate to promises offered by a tourism destination. If the promise is the same as the tourists feel, such as "Yogyakarta Istimewa" and Yogyakarta provides privileges when tourists visit it will further reinforce the identity of the destination Yogyakarta as a unique destination. That means that if a tourist destination wants to have a strong identity that will ultimately be able to form a memorable experience for tourists, then every promise offered by a destination must be fulfilled genuinely. The destination identity concept is a new concept that is adapted from the brand identity concept. Brand identity is one concept that can build customer experience (Konecnik and Go, 2013). This study complements previous research to be a more comprehensive model.

The results of this study indicate that DSQ has a positive effect on the destination experience. The better DSQ offered by a tourist destination will create a pleasant tourist experience for tourists. Based on the calculation, the DSQ indicator, which has the highest loading factor value, is the number of choices of tourist activities, tourist destination infrastructure, and the number of culinary tourism choices.

The tourist activity intended in this study is a tourist destination that must have many choices of tourist activities for all family members on vacation. Such as educational tours for child tourists such as Taman Pintar in Yogyakarta, Bosscha Observatory in Bandung, and Bali Bird Park in Bali. Shopping tourism for tourists with the purpose of a vacation is shopping. The availability of shopping centers in tourist destinations can be an attraction for tourists, such as the Malioboro area in Yogyakarta, Pasar Baru in Bandung, and Sukawati Art Market in Bali. Natural tourism for tourists who want a tour with mountain atmosphere, countryside, beaches, and other natural attractions such as the Lembang area in Bandung, the beach area in Gunung Kidul in Yogyakarta, Kuta Beach, Seminyak and Sanur in Bali. Historical and cultural tourism for tourists who intend to learn the history and culture of the tourist destinations they visit, such as the Ngayogyakarta Hadiningrat Palace in Yogyakarta, Saung Angklung Udjo in Bandung, and Besakih Temple in Bali.

Another thing that is capable of the size of the DSQ value of a tourist destination is the infrastructure of the tourist destination. The better the infrastructure provided by a tourist destination, the higher the DSQ value will provide a memorable holiday experience for tourists. Also, the many choices of culinary tourism destinations become a determinant of the small DSQ value of a tourist destination. Currently, culinary tourism started to become a lucrative tour for many tourists. The reason is, it is not uncommon for tourists who carry out tourist activities want to try special foods when they are traveling, such as Shake Noodles and Colenak from Bandung, Bakpia, and Gudeg from Yogyakarta, Bebek Betutu and Nasi Jinggo from Bali. This study adds a variety of new indicators about the quality of destination services that are more comprehensive than previous studies. In the previous studies, the indicators still fragmented (Albacete-Sáez et al., 2007; Chang et al., 2012; Murphy et al., 2000; Narayan et al., 2009; Rajaratnam et al., 2014; Tosun et al., 2015) (Chen et al., 2011) (Tosun et al., 2015), with this gap, researchers combine indicators from previous studies. The indicators are amenities, accessibility, logistic, core tourism, hygiene, information, security, value, hospitality, language, the physical environment, and technical quality.

Based on the results of the study found that the destination experience felt by tourists has a positive effect on revisit intention and e-WOM. That means that the better the experience felt by tourists during a tour, the greater their desire to return to the tourist destination and share their pleasant experiences during the tour with others through electronic media. The results show that of the six destination experience indicators, there are three indicators with the highest value, enjoying, memorizing, and relaxing. The enjoying indicator relates to the feelings that arise due to enjoying every moment when vacationing in a tourist destination. The more tourists enjoy every moment of their vacation, the more pleasant experience of the

tourist attraction will be better so that it can increase the desire to return to the tourist destination and share its enjoyable experiences with many people through social media.

The memorizing indicator is an indicator relating to a memorable and unforgettable experience gained by tourists during a vacation at a tourist spot, and this unforgettable impression is good. Unforgettable and better impressions can provide a pleasant experience for tourists at a tourist destination. So, it can have a positive effect on the intention or desire to revisit the tourist destination. Besides that, this pleasant experience can make tourists share their unforgettable experiences with others via electronic media.

The third highest indicator of destination experience variables is relaxing. Relaxing is a feeling of calm during a vacation in a tourist destination because basically, a person doing tourism activities is to get peace from the drab daily activities, whether working, studying, or others. If a tourist destination can provide tranquillity for tourists visiting the place, the better experience gained from tourism activities. That means that if a tourist destination can provide tranquillity, then the tourist destination can provide a pleasant experience for tourists, which in turn will cause the desire to revisit the tourist destination and share the fun experiences with others through electronic media. In some previous studies, destination experience can affect destination image and tourist attachment (Lordanova and Stylidis, 2019) (Vada et al., 2019). While, this study find that destination experience can affect revisit intention and e-WOM.

Based on the results show that DNQ moderates the relationship between destination identity and destination experience. That means that a good destination identity will more strongly influence the destination experience when it has a good DNQ. A good DNQ can be in the form of attractive cultural attractions, beautiful natural scenery, a climate suitable for tourism activities, strategic and easily accessible tourist sites, and has strong cultural values. The previous study explains that Destination Natural Quality is a variable that impacts to revisit intention and e-WOM (Dedeoğlu, 2019). In this study, we put the destination experience in between destination natural quality and revisit intention, because tourists cannot do a revisit intention directly, but they will feel the experience formerly at the destination place.

Based on the results show that DNQ moderates the relationship between DSQ and destination experience. That means that a good DSQ will more strongly influence the destination experience when it has a good DNQ. A good DNQ can be in the form of attractive cultural attractions, beautiful natural scenery, a climate suitable for tourism activities, strategic and easily accessible tourist sites, and has strong cultural values. In the previous study, DNQ is one factor that destination has competitiveness (Ryglova et al., 2015). In this study, we found that destination natural quality can affect the destination experience

as a complementary factor in the tourism industry. If the destination has a natural quality that delivers to tourists, their experience will increase to support the destination service quality.

CONCLUSION

This study aims to analyze the antecedents and consequences of the destination experience. The grand theory of customer experience started by Bernd Schmitt (Schmitt, 2003), furthemore, the concept develops not only focused on generic products or services but into the tourism industry. To build tourist's desire to revisit tourist destinations and invite others to come to the tourist destinations they have visited, a memorable destination experience is needed. This research found that to create a pleasant and memorable experience for tourists, a strong destination identity is needed, a tourist destination that has a uniqueness that is not shared by other tourist destinations to create a unique experience for tourists. Establishing the identity of this unique tourist destination can be done by offering many alternative tourism options, providing benefits to visitors in accordance with the costs they sacrifice, and keeping promises as promised by a tourism destination to promote their tourist destinations greatly.

Besides destination identity, good destination service quality is also able to create a pleasant experience for tourists while visiting a tourist destination. Destination service quality is an overall service package for a tourist destination. This study found that the many choices of tourism activities, adequate infrastructure, and the many choices of culinary tourism are the determining factors for tourists in assessing whether or not the destination service quality of a tourist destination. The results of this study also found that another thing that can strengthen the influence of destination identity with destination service quality on destination experience is destination natural quality. This natural quality destination is an advantage that cannot be created by a tourist destination because DNQ is formed by itself. This is a natural condition that cannot be changed or created, such as beautiful natural scenery, a climate suitable for tourism activities and strategic tourist locations, and easy to reach. Destination identity adds new insight about antecedent and consequence in research about tourism.

This research model can be used in all tourist destinations around the world (Tosun et al., 2015) (Dedeoğlu, 2019). The results of this study found that a tourist destination can develop rapidly by bringing in a large number of tourists by providing a pleasant tourist experience due to the three things previously discussed. So, that repeated tourist visits and happy tourists can be a promotional medium for tourist destinations. Each tourist destination has advantages and disadvantages, but that is not a reason not to develop. All stakeholders in the tourism industry need to create quality destination services and the right destination identity to create a great destination experience. It can attract many tourists to visit which

the impact can develop the tourism industry better. Both the government as a regulator that makes policies must support a good tourism climate. Local people help provide a pleasant tourist experience by providing services and hospitality as a local citizen, as well as tourism entrepreneurs who can provide what is needed by tourists while traveling in a destination tour. If these three components can carry out their duties and work well together, it will create a healthy tourism climate and able to improve the regional economy which will ultimately have an impact on the overall economy of the country. There may be some possible limitations in this study, the first is respondent who used as a sample only domestic tourist, and the second is the measurement of destination service quality can develop to be second-order by involving dimension and indicator.

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