



Tourist Experience as a Driver of Satisfaction at Kampung Batik Orang Kranggan (OKRA) Surabaya

Abidan Zulfan Fanani ¹, Yudiana Indriastuti ²

¹Tourism Study Program, Faculty of Social Sciences, Culture and Politics, Universitas Pembangunan Nasional "Veteran" East Java, Indonesia, 22045010087@student.upnjatim.ac.id

²Tourism Study Program, Faculty of Social Sciences, Culture and Politics, Universitas Pembangunan Nasional "Veteran" East Java, Indonesia, yudiana_indriastuti.ilkom@upnjatim.ac.id

Corresponding Author: 22045010087@student.upnjatim.ac.id

Abstract:

Background. Kampung Batik Orang Kranggan (OKRA) Surabaya is a community-based cultural tourism destination that integrates batik-making education with the creative economy.

Aims. This study aims to identify and analyze the influence of tourist experience on tourist satisfaction at Kampung Batik Orang Kranggan (OKRA) Surabaya.

Methods. The study used a quantitative method with an explanatory approach. The sample was determined using the Slovin formula with a purposive sampling technique, obtaining 87 respondents from a population of 683 tourists in 2025. Data were collected through a Likert-scale questionnaire and analyzed using simple linear regression with the help of SPSS 25.

Result. The results show that tourist experience has a positive and significant effect on tourist satisfaction, with the regression equation $Y = 1.489 + 0.641X$, a t-count value of $7.709 > t\text{-table } 1.988$ (Sig. $0.000 < 0.05$), and a coefficient of determination (R^2) of 0.411, meaning that tourist experience contributes 41.1% to tourist satisfaction.

Conclusion. These findings confirm the importance of managing educational and interactive tourism experiences in improving tourist satisfaction at community-based cultural tourism destinations.

Keywords: batik village; cultural tourism; educational tourism; tourist experience; tourist satisfaction



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INTRODUCTION

The tourism sector is one of the main drivers of the national economy because it contributes significantly to state revenue and employment absorption. The increasing number of tourist visits in Indonesia shows that tourism is not only oriented toward natural beauty but also toward creating meaningful experiences for visitors (Pratama & Mijianto, 2025). Modern tourists now place greater emphasis on emotional experiences and social

interaction while traveling, making experience-based tourism approaches important for building tourist loyalty and satisfaction (Rosyid & Widiartanto, 2024).

Batik, as a cultural heritage reflecting the aesthetic, philosophical, and spiritual values of Indonesian society, gained increased strategic value after being designated by UNESCO as an Intangible Cultural Heritage of Humanity in 2009. Batik villages have developed as a community-based tourism model that combines cultural preservation with local economic empowerment, as demonstrated by the Laweyan and Kauman areas in Surakarta (Nugraha et al., 2025).

Kampung Batik Orang Kranggan (OKRA) is a new innovation in the development of cultural tourism in Surabaya that combines elements of education, the creative economy, and community participation through batik-making activities and cultural training. Located on Jalan Kranggan Gang VII, Kelurahan Bubutan, Kecamatan Bubutan, Surabaya City, OKRA is an acronym for "Orang Kranggan" ("Kranggan People"), reflecting the identity and participation of local residents in managing the destination. The concept of tourist experience explains how emotional, sensory, and cognitive experiences influence tourist decisions, and experiential elements that touch on feelings, actions, and social relationships have been shown to increase tourist satisfaction (Rosadi et al., 2024).

Previous research on tourist experience has largely focused on natural attractions and modern recreation, while quantitative studies on cultural destinations such as batik villages remain limited. In Surabaya in particular, research on tourist experience at Kampung Batik Orang Kranggan (OKRA) has not previously been conducted systematically (Kristiutami et al., 2020). Tourist visit data for 2025 show fluctuating dynamics with a total of 683 visitors, as presented in Table 1.

Table 1. Tourist Visit Data for Kampung Batik Orang Kranggan (OKRA), 2025

Month	Tourist Visits
January	25
February	58
March	57
April	24
May	33
June	23
July	25
August	33
September	93
October	208
November	59
December	45
Total	683

Source: Kampung Batik OKRA, 2025

The significant surge in visits in September and October indicates seasonal factors, promotions, or particular momentum, while fluctuations in other months show that visit stability remains a challenge for destination management. This condition indicates a research gap regarding the extent to which tourist experience influences tourist satisfaction at Kampung Batik Orang Kranggan (OKRA) Surabaya, making it important to examine further. Based on the above description, the research problem of this study is whether tourist experience has a significant effect on tourist satisfaction at Kampung Batik Orang Kranggan (OKRA) Surabaya. The purpose of this study is to identify and analyze the influence of tourist experience on tourist satisfaction at Kampung Batik Orang Kranggan (OKRA) Surabaya.

Tourist experience is the overall impression obtained by tourists during a visit to a destination, whether through direct or indirect involvement, formed through the service process, management of tourism facilities, and interaction between tourists and both destination managers and other tourists. An enjoyable tourist experience is an important factor in creating tourist satisfaction, and high satisfaction can encourage tourists' intention to revisit (Damayanti et al., 2024). Tourist satisfaction is the result of tourists' evaluation of the extent to which the products or services received meet their expectations. Based on this conceptual framework, the hypothesis of this study is formulated as follows: tourist experience influences tourist satisfaction at Kampung Batik Orang Kranggan (OKRA) Surabaya.

LITERATURE REVIEW

Tourist Experience

Tourist experience refers to the overall impression gained by tourists through their interactions with destinations during their visits. These experiences are formed through various aspects, including attractions, services, facilities, the surrounding environment, and interactions with local communities, all of which influence tourists' perceptions of destination quality (Dewi, 2024). Positive tourism experiences create memorable impressions that contribute to tourists' overall evaluation of a destination and encourage favorable behavioral intentions (Dewi & Musmini, 2023).

In this study, tourist experience is measured using three dimensions: cognitive, affective, and conative. The cognitive dimension reflects tourists' knowledge gained during the visit, the affective dimension represents emotional responses toward the destination, and

the conative dimension describes tourists' behavioral tendencies after experiencing tourism activities. These dimensions provide a comprehensive representation of tourists' experiences during their visit to Kampung Batik Okra Surabaya.

Tourist Satisfaction

Tourist satisfaction is defined as the evaluation of tourism products and services after comparing tourists' expectations with their actual experiences during a visit (Sitanggang et al., 2020). Satisfaction reflects the extent to which a destination successfully fulfills tourists' expectations. Tourists who experience higher levels of satisfaction are more likely to revisit the destination and recommend it to others, thereby contributing to destination sustainability and competitiveness (Isnania & Budiono, 2022). In this research, tourist satisfaction is assessed through four indicators, namely fulfillment of expectations, overall satisfaction, revisit intention, and willingness to recommend Kampung Batik Okra Surabaya to other potential visitors.

Relationship between Tourist Experience and Tourist Satisfaction

Previous studies have consistently demonstrated that tourist experience has a significant positive influence on tourist satisfaction. Kristiutami et al. (2020) found that museum experience positively affected visitor satisfaction at Museum Sri Baduga. Similarly, Rizqita (2024) reported that tourism experience significantly influenced visitor satisfaction at Museum Taruna Abdul Djalil. Furthermore, Puspitasari and Ali (2023) concluded that customer experience positively affects tourist satisfaction and subsequently increases revisit intention. These findings indicate that creating meaningful and memorable tourism experiences is an important strategy for improving tourist satisfaction.

METHOD

This study used a quantitative method with an explanatory approach to examine the causal relationship between the independent variable (tourist experience) and the dependent variable (tourist satisfaction) through hypothesis testing (Sugiyono, 2019). The study was conducted at Kampung Batik Orang Kranggan (OKRA), Kelurahan Bubutan, Kecamatan Bubutan, Surabaya City, from May to June 2026.

The study population totaled 683 tourists based on 2025 visit data. The sample size was determined using the Slovin formula with a 10% margin of error, yielding a sample of

87 respondents. The sampling technique used non-probability sampling with a purposive sampling approach, with the criteria: willing to be a respondent, at least 17 years old, and having visited or currently visiting Kampung Batik Orang Kranggan (OKRA) Surabaya.

The research instrument was a closed questionnaire using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), developed based on indicators of the tourist experience and tourist satisfaction variables. Data were collected through an online questionnaire (Google Form) distributed via social media, supported by documentation and field observation. Validity testing used Pearson product-moment correlation, and reliability testing used Cronbach's Alpha (criterion > 0.60) with the help of IBM SPSS version 25.

Data analysis included classical assumption tests (normality using One-Sample Kolmogorov-Smirnov, multicollinearity using Tolerance and VIF values, and heteroscedasticity using a scatterplot), followed by simple linear regression analysis to test the effect of tourist experience (X) on tourist satisfaction (Y). Hypothesis testing was conducted using the t-test (partial) at a 5% significance level, along with the coefficient of determination (R^2) to measure the magnitude of the independent variable's contribution to the dependent variable.

DISCUSSION

This General Description of the Research Object

Kampung Batik Orang Kranggan (OKRA) is a community-based cultural tourism destination located on Jalan Kranggan Gang VII, RW 01, Kelurahan Bubutan, Kecamatan Bubutan, Surabaya City. The name OKRA is an acronym for "Orang Kranggan" ("Kranggan People"), affirming that the destination is self-managed by local residents as a form of community-based creative economy empowerment. Through batik-making education activities, cultural training, and direct interaction between tourists and craftspeople, OKRA seeks to combine the preservation of batik cultural values with local economic development.

Kampung Batik OKRA was officially inaugurated on 28 December 2022 by the Surabaya City Government as part of the thematic village development program (kampung tematik), aimed at developing culture-based tourism while empowering the community through the creative economy sector. The name OKRA is not only an acronym for Orang Kranggan but was also inspired by the okra plant — an African crop whose leaves, flowers, and fruit serve as motif inspirations, giving Batik OKRA its distinctive character that differentiates it from batik of other regions.

Beyond batik-making classes, the village is adorned with murals and batik-themed ornaments that reinforce the destination's identity and create an immersive cultural atmosphere for visitors.

Respondent Characteristics

The study involved 87 tourist respondents from Kampung Batik Orang Kranggan (OKRA) Surabaya. By gender, respondents were dominated by males (59%) compared to females (41%). By age, the majority of respondents were in the 21–25-year range (62%), followed by 17–20 years (22%) and 26–30 years (16%). By occupation, respondents were dominated by students (53%), private employees (33%), self-employed individuals (11%), and civil servants (2%). By region of origin, the majority of respondents came from Surabaya (83%), while the remainder came from Sidoarjo, Kediri, and several other regions both within and outside East Java Province.

The dominance of male respondents (59%) suggests that this destination also appeals to male visitors, likely due to its educational and creative activity offerings. The majority of respondents in the 21–25 age range (62%) indicates that this group — typically active in seeking cultural and educational tourism experiences through various media — represents the primary visitor profile of Kampung Batik OKRA. The high proportion of students (53%) reflects the destination's strong educational dimension, while the concentration of local Surabaya visitors (83%) indicates that OKRA functions primarily as an urban cultural tourism destination serving the local community.

Details of respondent characteristics by age, occupation, and region of origin are presented in Table 2.

Table 2. Characteristics of Respondents at Kampung Batik Orang Kranggan (OKRA) Surabaya

	Number	Percentage
17-20	19	22%
21-25	54	62%
26-30	14	16%
Total	87	100%

Occupation	Number	Percentage
Student	46	53%
Civil Servant	2	2%
Private Employee	29	33%
Self-Employed	10	11%
Total	87	100%

Region of Origin	Number	Percentage
Surabaya	72	83%
Sidoarjo	8	9%
Kediri	2	2%
Tulungagung	1	1%
Banyuwangi	1	1%
Jombang	1	1%
Gresik	1	1%
Bengkulu	1	1%
Total	87	100%

Source: Primary data processed, 2026

Descriptive Analysis of Variables

The descriptive analysis results show that the majority of respondents gave positive responses (agree and strongly agree) on indicators of tourist experience, such as understanding the batik-making process, knowledge of batik motifs and cultural values, enjoyment during batik-making activities, and the friendliness of the local community and craftspeople. The indicator with the highest positive response was feeling appreciated through the friendliness of the community and craftspeople (82% agree/strongly agree), while the indicator of willingness to spend money on tourism activities received a relatively lower approval percentage (55%) compared to other indicators.

On the tourist satisfaction variable, the majority of respondents also gave positive responses, particularly on the indicator of willingness to recommend Kampung Batik Orang Kranggan (OKRA) Surabaya to others (76% agree/strongly agree), and satisfaction with the tourism experience obtained (75% agree/strongly agree). These results indicate that, overall, tourists are satisfied with their visit experience at Kampung Batik Orang Kranggan (OKRA) Surabaya.

A closer look at individual indicators reveals nuanced patterns. On the tourist experience variable, the indicator "feeling appreciated through the friendliness of the community and craftspeople" received the strongest response (82% agree/strongly agree; 36% strongly agree, 46% agree, with 0% strongly disagree), suggesting that interpersonal

interaction is the most positively perceived dimension of the visit. By contrast, the indicator "willingness to spend money on tourism activities" received the lowest approval (55% agree/strongly agree; 18% strongly agree, 37% agree), with 27% undecided — indicating that perceived value for money remains a key area for improvement.

On the tourist satisfaction variable, the indicator "overall, I feel my decision to visit OKRA was the right one" received very strong affirmation (77% agree/strongly agree; 27% strongly agree, 50% agree). Similarly, "I will invite friends or family to visit" scored 77% (38% strongly agree, 39% agree, with 0% strongly disagree), reflecting a high inclination toward word-of-mouth recommendation.

Instrument Testing

Validity testing was conducted by comparing the r-count value with the r-table. With 87 respondents ($df = 85$), the r-table value at a 5% significance level (two-tailed) is 0.211. All 17 statement items (9 tourist experience items and 8 tourist satisfaction items) produced r-count values exceeding 0.211, ranging from 0.222 to 0.587, confirming that all items are valid. Reliability testing using Cronbach's Alpha produced values of 0.782 for the tourist experience variable and 0.781 for the tourist satisfaction variable, both exceeding the 0.60 threshold, confirming that both instruments are reliable.

Validity Test

The validity test was conducted by comparing the r-count and r-table values. Based on 87 respondents, $df = 85$ was obtained, so the r-table value at a 5% significance level is 0.211. The test results in Table 3 show that all statement items have an r-count value greater than the r-table value.

Table 3. Validity Test Results

Variable	Statement	r-table	r-count	Remarks
Tourist Experience (X)	TE 1	0.340	0.211	Valid
	TE 2	0.428	0.211	Valid
	TE 3	0.418	0.211	Valid
	TE 4	0.411	0.211	Valid
	TE 5	0.575	0.211	Valid
	TE 6	0.540	0.211	Valid
	TE 7	0.411	0.211	Valid
	TE 8	0.304	0.211	Valid

Tourist Satisfaction (Y)	TE 9	0.222	0.211	Valid
	TS 1	0.549	0.211	Valid
	TS 2	0.495	0.211	Valid
	TS 3	0.369	0.211	Valid
	TS 4	0.277	0.211	Valid
	TS 5	0.415	0.211	Valid
	TS 6	0.587	0.211	Valid
	TS 7	0.480	0.211	Valid
	TS 8	0.407	0.211	Valid

Source: SPSS processing, 2026

Thus, all statement items for the tourist experience and tourist satisfaction variables are declared valid and suitable for use as research instruments.

Reliability Test

The reliability test used the Cronbach's Alpha method, with the criterion that a variable is declared reliable if the Cronbach's Alpha value is > 0.60 . The test results are presented in Table 4.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Minimum Threshold	Remarks
Tourist Experience (X)	0.782	0.60	Reliable
Tourist Satisfaction (Y)	0.781	0.60	Reliable

Source: SPSS processing, 2026

Both variables have Cronbach's Alpha values above 0.60, so the research instrument is declared reliable and suitable for use as a measurement tool.

Classical Assumption Test

The One-Sample Kolmogorov-Smirnov normality test results show a significance value of 0.200 (> 0.05) for both variables, so the research data are declared normally distributed, as presented in Table 5.

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

One-Sample K-S Test	Tourist Experience	Tourist Satisfaction
N	87	87
Mean	3.7723	3.9054
Std. Deviation	0.58856	0.58788
Test Statistic	0.064	0.080
Asymp. Sig. (2-tailed)	0.200	0.200

Source: SPSS processing, 2026

The multicollinearity test results show a Tolerance value of 1.000 and a VIF value of 1.000, which meet the criteria of $\text{Tolerance} > 0.10$ and $\text{VIF} < 10$, indicating that the regression model does not exhibit multicollinearity, as presented in Table 6.

Table 6. Multicollinearity Test Results

Model	Tolerance	VIF
Tourist Experience	1.000	1.000

Source: SPSS processing, 2026 (Dependent Variable: Tourist Satisfaction)

The One-Sample Kolmogorov-Smirnov test yielded an Asymp. Sig. (2-tailed) value of 0.200 for both variables, exceeding the 0.05 threshold. This confirms that the research data are normally distributed.

The multicollinearity test produced a Tolerance value of 1.000 and a VIF value of 1.000 for the tourist experience variable. Since $\text{Tolerance} > 0.10$ and $\text{VIF} < 10$, the regression model is free from multicollinearity.

The heteroscedasticity test using a scatterplot in Figure 1 shows that the data points are randomly scattered without forming a particular pattern, indicating that the regression model satisfies the assumption of homoscedasticity.

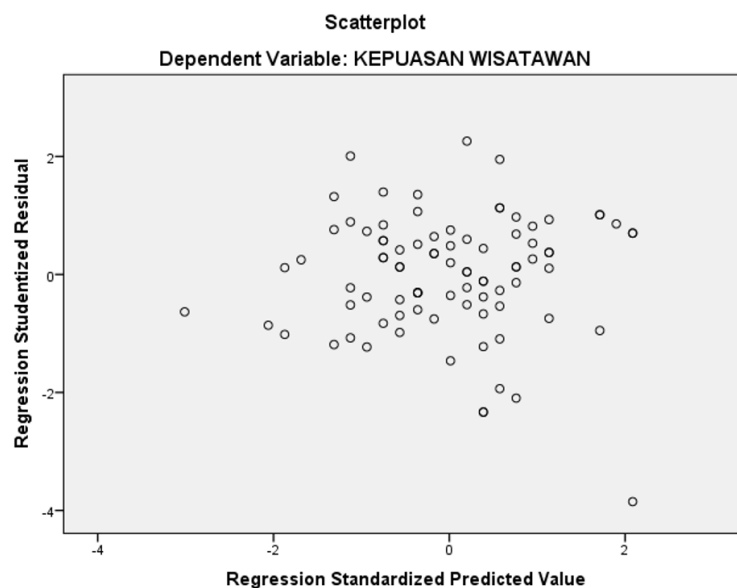


Figure 1. Scatterplot Test Results

Source: SPSS processing, 2026

Simple Linear Regression Analysis

Simple linear regression analysis was used to determine the effect of tourist experience on tourist satisfaction. The results of the analysis are presented in Table 7.

Table 7. Simple Linear Regression Analysis and Partial Test (t-Test) Results

Model	B	Std. Error	Beta	t	Sig.
(Constant)	1.489	0.317	-	4.691	0.000
Tourist Experience	0.641	0.083	0.641	7.709	0.000

Source: SPSS processing, 2026 (Dependent Variable: Tourist Satisfaction)

Based on the analysis results, the regression equation $Y = 1.489 + 0.641X$ was obtained. The constant value of 1.489 indicates that if the tourist experience variable is zero, tourist satisfaction is estimated at 1.489. The regression coefficient of 0.641 indicates that every one-unit increase in tourist experience will increase tourist satisfaction by 0.641 units. The positive regression coefficient value indicates that tourist experience has a positive effect on tourist satisfaction at Kampung Batik Orang Kranggan (OKRA) Surabaya.

Hypothesis Testing and Coefficient of Determination

The partial test (t-test) results in Table 7 show a t-count value of 7.709 with a significance of 0.000. The t-table value at a 5% significance level with $df = 85$ is 1.988.

Because $t\text{-count} (7.709) > t\text{-table} (1.988)$ and the significance value $0.000 < 0.05$, H_0 is rejected and H_1 is accepted, indicating that tourist experience has a positive and significant effect on tourist satisfaction at Kampung Batik Orang Kranggan (OKRA) Surabaya. The coefficient of determination (R^2) in Table 8 of 0.411 indicates that tourist experience contributes 41.1% to tourist satisfaction, while the remaining 58.9% is influenced by other factors outside this research model, such as service quality, facility quality, tourist attraction, destination image, accessibility, and perceived value.

Table 8. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.641 ^a	0.411	0.405	0.45365	2.160

Source: SPSS processing, 2026 (a. Predictors: (Constant), Tourist Experience; Dependent Variable: Tourist Satisfaction)

DISCUSSION

The research results show that the experience gained by tourists during their visit to Kampung Batik Orang Kranggan (OKRA) Surabaya is able to shape their level of satisfaction after the visit. This experience is obtained through various activities, such as observing the batik-making process, learning about the philosophy of batik motifs distinctive to Surabaya, directly participating in batik-making activities, and interacting with craftspeople and the local community. These activities provide an educational, interactive, and memorable experience capable of meeting tourist expectations.

This finding is consistent with the conceptual foundation explaining that tourist experience is the overall impression obtained by tourists through service, management of tourism facilities, and interaction with managers and other tourists, and that a tourist experience that leaves a positive impression will increase tourist satisfaction (Damayanti et al., 2024).

This research also aligns with the findings of Prakoso et al. (2020), which showed that tourist experience has a positive and significant effect on satisfaction, trust, and intention to revisit at the Posong Temanggung Nature Tourism site. Similar findings were also reported by Martalia et al. (2022) at Baluran National Park, Kristiutami et al. (2020) at the Sri Baduga Museum, Rizqita (2024) at the Taruna Abdul Djalil Museum in Magelang City, and Puspitasari and Ali (2023) on Pahawang Island, Lampung, all of which showed that

tourist experience plays an important role in shaping visitor satisfaction. The consistency of these findings across various tourism contexts underscores that tourist experience is a fundamental driver of satisfaction regardless of destination type. For Kampung Batik OKRA specifically, the relatively lower score on the willingness-to-spend indicator suggests that managers should focus on increasing the perceived value of the tourism activities offered — for example, by diversifying educational batik packages, providing more interactive batik-making experiences, and communicating more clearly the cultural and educational benefits tourists can expect from each activity. Sustaining and enhancing these experiential qualities will not only improve tourist satisfaction but also support the long-term sustainability of OKRA as a community-based cultural tourism destination in Surabaya.

CONCLUSION

Based on the research results, it can be concluded that tourist experience has a positive and significant effect on tourist satisfaction at Kampung Batik Orang Kranggan (OKRA) Surabaya, so the research hypothesis is accepted. Tourist experience is reflected through involvement in educational tourism activities, such as learning about the batik-making process, studying batik motifs distinctive to Surabaya, participating in batik-making activities, and interacting with craftspeople and the local community. Tourist experience contributes 41.1% to tourist satisfaction, while the remaining 58.9% is influenced by other factors not examined in this study.

For the managers of Kampung Batik Orang Kranggan (OKRA) Surabaya, it is recommended to continue improving the quality of the tourism experience through the development of educational tourism activities, improvement of service quality, and optimization of supporting facilities, particularly improving the value for money of the tourism activities offered. For future researchers, it is recommended to add other variables that may potentially influence tourist satisfaction, such as service quality, facility quality, tourist attraction, destination image, accessibility, and perceived value, as well as to expand the research object and the number of respondents.

IMPLICATION

The findings of this study contribute to the academic literature by providing empirical evidence that tourist experience has a positive and significant influence on tourist satisfaction in cultural tourism destinations. Practically, the results can serve as a reference

for tourism destination managers, particularly Kampung Batik Okra Surabaya, in improving visitor experiences through better educational activities, service quality, and tourism facilities. Furthermore, this study supports efforts to strengthen community-based cultural tourism, preserve local cultural heritage, and enhance the competitiveness of tourism destinations at both the national and international levels.

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