



**CUSTOMER EXPERIENCE AND CUSTOMER ENGAGEMENT IN
RELATIONSHIP WITH CUSTOMER LOYALTY DURING
BLACK SWAN EVENTS COVID-19**

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Abstract

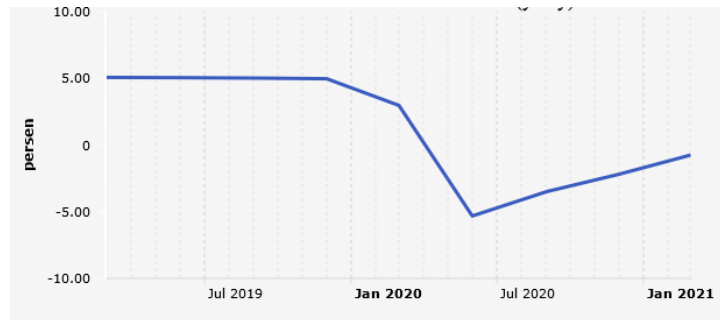
The aim of the research was to determine the effect of customer experience and customer engagement in relationship with customer loyalty during the Black Swan Events Covid-19. The population was visitors at tourist sites in Semilir Village, Semarang Regency, with as many as 100 people. The study used the purposive sampling technique to obtain data. Based on the research, it was found that there was a significant positive effect between the experimental customer variable and the customer engagement variable on the interest in revisiting. The results of the test obtained the score of r square for revisit interest of 0.561, which means that interest in revisiting is influenced by customer experiential and customer engagement by 56.1%.

Keywords: Customer Experience, Customer Engagement, Interest in revisiting

INTRODUCTION

Economic risks in the Covid-19 pandemic have resulted in recessions in all countries, including Indonesia. There was a slowdown in economic growth in the first quarter of 2020 and negative growth in the second and third quarters of 2020.

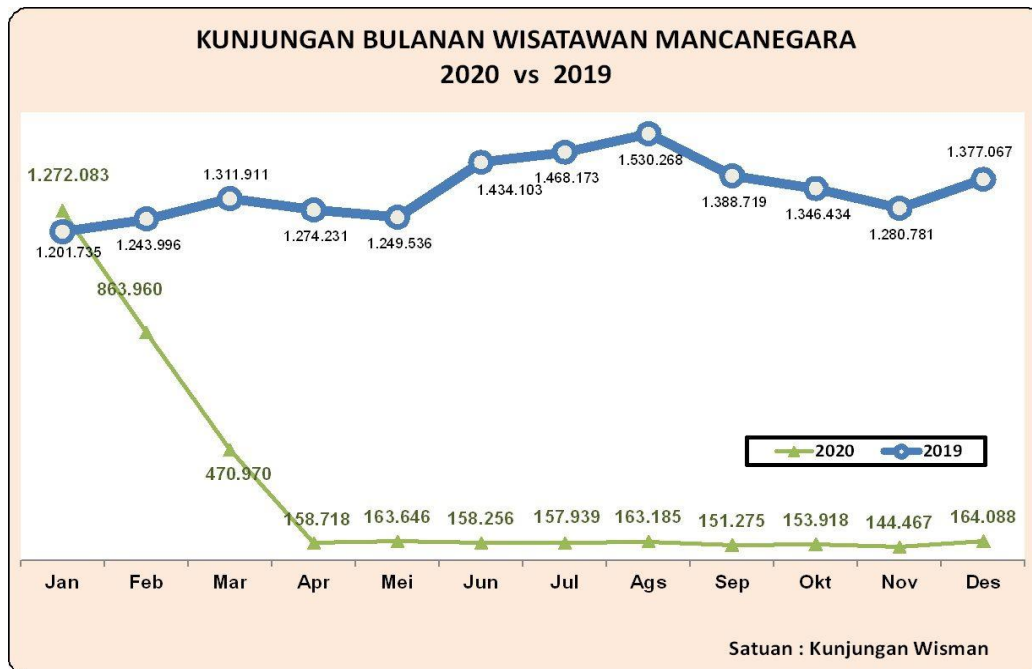
Figure 1
Economic Growth of Indonesia



Source: Katadata.co

The economic slowdown was also felt by the tourism sector. Since the outbreak of the Coronavirus (Covid-19) the number of foreign tourists entering Indonesia has decreased (Daniel, 2020). This is shown in the following figure.

Figure 2
Data of Tourist Visits to Indonesia



Source: kemenparekraf.go.id

The government also stopped flights which of course greatly affected the Indonesian tourism sector. Many travel and airline companies have suffered losses due to the termination of flights. The current condition of the tourism sector with Covid-19 has experienced a drastic sluggishness due to the reduced number of visitors, both local and foreign tourists. Based on the summary of data in the 2021 Tourism Trends Book, it shows that throughout 2020 the number of foreign tourists who entered Indonesia was only around 4.052 million people. The figure is very concerning, because of the total, only about 25% of the number of tourists who entered Indonesia in 2019 (Olivia, Gibson, & Nasrudin, 2020).

Even though the Covid-19 pandemic can be traced from the past traces throughout human history, it shows something that is unprecedented, which has never happened before in a long span of time, measured in terms of the scale of the economic and health crises caused. A similar Covid-19 outbreak that is often used as a reference for the medical world is the outbreak of the previous corona family, namely SARS (Severe Acute Respiratory Syndrome, 2002) and MERS (Middle East Respiratory Syndrome, 2012). However, the current Covid-19 pandemic is very vicious, far more deadly and far more widespread than SARS and MERS (Yenti Sumarni, 2020).

This phenomenon can be defined by Black Swan Theory. The Black Swan Theory is a metaphor that describes an event that comes as a surprise, has a huge effect. “Black Swan Theory” by (Planellas & Muni, 2019) refers to an unexpected major event with its consequences and its dominant role in history. That events, considered extreme outliers collectively play a much larger role than ordinary events. Technically, in scientific monographs it is called Silent Risk. (Taleb, 2007) mathematically defines the black swan problem as the use of degeneration meta-probability.

Coronavirus (Covid-19) is “Black Swan Incident” that is unexpected and difficult to predict and is not within the normal range of expectations. Nonetheless, this resulted in a severe economic contraction globally in 2020. While the magnitude of the humanitarian tragedy remains unknown and beyond our area of expertise, the economic and financial impacts are starting to show (Bratianu, 2020). The criterion for identifying a black swan event is that it appeared by surprise, had a big impact after it emerged explained by human hindsight. According to Taleb (2007), many scientific discoveries are “black swan”

phenomena – occurring by accident and unpredictability, for example the emersion of the internet, personal computers, World War I, and the accident of September 11th, 2001.

The main key for tourism and creative economy actors to survive in the midst of a pandemic is to have good adaptability, innovation, and collaboration. The reason is, at this time community actors are starting to change, and this is accompanied by a shift in tourism trends. Of course, this can affect the interest in revisiting tourists, especially in the conditions of the Covid-19 pandemic. Efforts that can be made by the manager of tourist attractions are to provide interesting and inherent experiences for tourists and the ability to attract interest in visiting (Simianer & Reimer, 2021).

Customer loyalty is an important role in any form of business. Aspects of visitor loyalty provide opportunities for tourist site managers so that the tourist services offered are more widely known. It is due to the loyalty role of visitors who will make repeat visits, the loyalty of visitors will also make them recommend brands or services to others without being asked. Loyalty of visitors is able to express behavior related to promotions made to tourist sites. Loyalty of visitors is a profitable asset for the manager of tourist attractions, loyal visitors will continue to revisiting and invite those closest to them to feel the same feeling when traveling (Phillips, Roehrich, & Kapletia, 2021).

Building a customer experience is a very important part, especially when you want to increase interest in revisiting. Experience is the main stage to win the hearts of visitors. At this stage, visitors not just get information and promises as in advertisements given by the tourism manager, but visitors feel and experience for themselves the facilities and services provided from a tourist location. Logically, something that touches the experience side will be deeply embedded in people's hearts. Good experiences encourage people to share them with others (Bodström & Hämäläinen, 2018).

According to (Wiweka, Wachyuni, Rini, Adnyana, & Adnyana, 2019), when someone wants to travel, that person will decide that they will travel by looking for information on the place or tourist attraction they are going to in accordance with their past experiences. In (Budhi Pamungkas Gautama, Yuliawati, Nurhayati, Fitriyani, & Pratiwi, 2020) proves that when someone or individuals want to take a vacation, they will take the same vacation in the future. It proves that remembering experience is something that can predict, it will make someone take the same vacation without looking for other places or

attractions to vacation. If someone have an interesting experience, someone will be attracted to the tourist attraction, which is seen from past experiences, the same desire will arise in the future as an interest in visiting the same tourist attraction arises again.

In addition to building the visitor experience, the manager of tourist attractions needs to provide promotions that are able to attract the tourists. This experience will affect the visitor's evaluation of the visit made, use, or satisfaction in direct and indirect contact with tourist attractions. To keep visitors on brand trust, efforts are needed to manage customer engagement with tourist attractions.

REVIEW OF LITERATURE

Customer Loyalty

Loyalty is a measure of the relationship of visitors to a product or service. This measure is able to describe whether or not visitors may switch from one tourist spot to another (Srivastava & Rai, 2018). Profits and visitor loyalty will have an impact on reducing the influence of attacks and competitors from managers of similar tourist attractions, not only competition in terms of perception (Kurniawan, 2022). Olson argues that visitor loyalty is a behavioral impulse to make repeated purchases and to build visitor loyalty to a product or service produced by the business entity which takes a long time through a buying process that occurs repeatedly (Kusumawati & Rahayu, 2020). Engel, Blackwell, Ininiard suggests that visitor loyalty is a behavioral habit of repeat purchases, related and high involvement in the choice, and is characterized by external information seeking and evaluation of alternatives (Iglesias, Markovic, Bagherzadeh, & Singh, 2020).

According to (Kotler & Keller, 2016) the indicators of loyalty visitors are: a) **Repeat Purchase (loyalty in product purchases)**. Repeat purchase is a situation where a consumer buys certain goods or services to replace the similar goods or services he has previously purchased. Usually, repeat purchases are made by consumers who already know a particular brand or product; b) **Retention** (resistance to negative influences on tourist attractions). Retention program is a series of activities or initiatives undertaken by a company to retain its customers. Retention programs help increase customer value and encourage customers to continue doing business with the company (repeat orders); c) **Referrals** (totally reflecting the existence of tourist attractions). Referral is a marketing

strategy that can encourage customers to invite other new customers. The invitation can be in the form of creating an account, sharing content to an invitation to buy a product.

Customer Experience

Customer Experience can be interpreted as a visitor's interpretation of the total interaction carried out with tourist attractions (Becker & Jaakkola, 2020). And the ultimate goal of applying this concept is to create a good relationship with visitors and build loyalty with visitors. The customer experience concept is a concept where visitors make visits to tourist attractions. But when a visitor comes to a tourist place to present an experience, the visitor pays to spend time on an unforgettable opportunity or experience and make a tourist place known in a different way (Pine dan Gilmore dalam Barbu et al., (2021).

The indicators of experience according to Holjevac, Marković, (2017), there are 5 (five) indicators that can be explained, such as:

Sense. Sense (sensory experience) is an attempt to create an experience related to the five senses through sight, sound, touch, taste and smell. The goal is to be a differentiator and a motivator;

Add Value. In this case, sensory experience aims to combine all components related to the five senses (attributes, styles and themes) as part of sense strategies (cognitive consistency/sensory variety). Therefore, in providing unique value in the visitor experience, every tourist destination must be able to understand the type of sense that visitors want;

Feel. Feel (affective experience) is a strategy and implementation to influence tourist visit services to visitors through communication (advertising), products (packaging and contents), product identity (cobranding), environment, websites, people who offer products. Every tourist spot must have a clear understanding of how to create feelings through the visiting experience that can move the imagination of visitors so that visitors are expected to make the decision to come back;

Think. Think (creative cognitive experience) is carried out to encourage visitors to be interested and think creatively so that they can re-evaluate the tourist attractions they have visited. This experience is more focused on the future, value, quality and development, and can be displayed through things that inspire, technology and surprises;

Act. Act (physical experience and lifestyle) is an effort to create visitor experiences that relate to the physical body, behavior patterns, and lifestyles in the long term, based on experiences that occur from interactions with other people. Where the lifestyle itself is a pattern of individual behavior in life which is reflected in actions, interests and opinions.

Relate. Relate (social identity experience) is a combination of the four aspects of experiential marketing, they are: sense, feel, think and act. The experience of social identity is demonstrated through relationships with other people, other groups (example, occupation, lifestyle) or broader and abstract social communities (example, country, society, culture). In this case, the goal of creating a social identity experience is to connect visitors with the culture and social environment that is reflected by the product or service.

Customer Engagement

Engagement involves turning on a prospect to brand ideas enhanced by the surrounding context which means engagement is to relate to people emotionally and cognitively. When visitors connect emotionally and cognitively with the content of a tourist place they have visited, they become more attentive and prefer to visit again (Harrigan, Evers, Miles, & Daly, 2017).

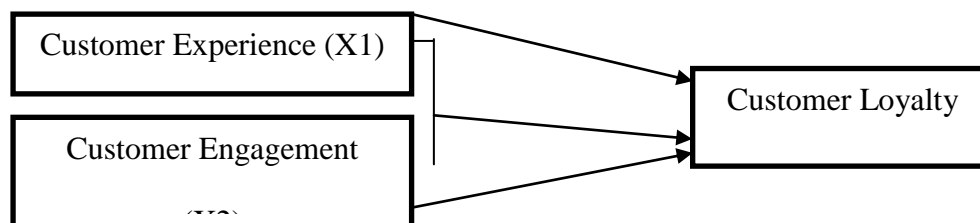
Whereas, de Oliveira Santini et al., (2020) defines customer engagement as: “The intensity of an individual’s participation and individual relationship with the organization’s offerings and/or activities of the organization, be it the visitor or the initiating organization”. With customer engagement, brands focus on satisfying visitors by giving them more or superior value than competitors to build trust and commitment to long-term relationships (Kumar, Rajan, Gupta, & Pozza, 2019).

According to (Monferrer, Moliner, & Estrada, 2019), building a relationship with visitors on social media is not enough just to get the attention from fans & followers, brands must be able to keep their attention and get them to take action. (Adzimaturrahmah, Wibowo, & Lisnawati, 2019) state that there are 5 (five) customer engagement dimensions: a) Absorption, pleasant state that describes the visitor’s feelings, such as feeling happy when using a brand; b) Enthusiasme, a strong feeling of enthusiasm for the object; c) Attention, level of visitors attention to a tourist place; d) Identification, identification can

help explain the visitor's relationship with the brand. A strong tourist attraction visitor relationship depends on the visitor's identification with the tourist site; e) Interaction, exchange thoughts, ideas and feelings with others.

Research Framework

Figure 3
Empiric Model



Source: Adapted from (Permadi & Silalahi, 2021)

Hypothical Design

- H1 : Customer Experience effect on Customer Loyalty
- H2 : Customer Engagement effect on Customer Loyalty
- H3 : Customer Experience and Customer Engagement together effect on Customer Loyalty

RESEARCH METHOD

Research Design

The research use a quantitative approach. Primary data is obtained from a survey by using a questionnaire as a tool to collect data (Prajitno, 2008). The research is confirmatory research because it will test a theory or hypothesis by using appropriate procedures and specific data sources. The results can support or reject a theory or hypothesis from previous studies. Considering that this research is conducted only once at a time, it is classified as a cross-sectional study (Sugiono, 2016).

Population and Sample

The population in this study were visitors at tourist sites in Semilir Village, Semarang Regency. Purposive sampling is a sampling technique used in this study with the following criteria: a) Tourists who have recently visited tourist sites; b) Travelers who have revisiting

The selection of the number of samples refers to (Ghozali, 2016) where the number of samples used ranges from 30 to 100 samples and Ferdinand (2005) states in the research SEM (Structural Equation Modeling) is 100 samples minimum. Considering this, the number of samples used in this research was 100 respondents. This amount corresponds to the minimum allowed for research using SEM-PLS analisis analysis.

Analysis Technique

Partial Least Square

This research used Partial Least Square (PLS) as an analytical tool that uses the optimal least square fit calculation on the correlation or matrix. As a form of analysis, SEM (Structural Equation Model), PLS testing the relationship between the dependent variable (endogenous) with several independent variables (exogenous). Factors or constructs in the form of indicators in these variables will be observed or measured directly (Baah, Acquah, & Ofori, 2022).

RESULTS AND DISCUSSION

Outer Model Analysis

Validity Test

Validity test is used to measure the valid or invalid of a questionnaire. In this research, validity test is carried out using convergent validity and AVE. The instrument is declared valid if the AVE value > 0.05 and the outer loading value (> 0.6) (Dianova & Nahumury, 2019).

Table 1
Validity Test Result

Variables	Indicator	AVE	Outer Loading	Valid
Customer Experience (X1)	X1.1	0.578	0.793	Valid
	X1.2		0.758	Valid
	X1.3		0.710	Valid
	X1.4		0.791	Valid
	X1.5		0.745	Valid
	X1.6		0.800	Valid

Customer Engagement (X2)	X2.1	0.581	0.755	Valid
	X2.2		0.717	Valid
	X2.3		0.794	Valid
	X2.4		0.745	Valid
	X2.5		0.792	Valid
Customer Loyalty (Y)	Y1.1	0.658	0.802	Valid
	Y1.2		0.830	Valid
	Y1.3		0.794	Valid

Source: Researcher proceed data (2022)

Reliability Test

Researchers used 2 types of reliability tests, namely the Cronbach Alpha test and the Composite Reliability test. Cronbach Alpha measures the lowest value (lowerbound) reliability. The data is declared good if the data has a Cronbach alpha value > 0.7 . Meanwhile, composite reliability measures the actual reliability value of a variable. Data is declared to have high reliability if it has a composite reliability score > 0.7 .

Table 2
Reliability Test Result

Varuables	Cronbach's Alpha	Composite Reliability
Customer Engagement (X2)	0.880	0.906
Customer Experiental (X1)	0.817	0.872
Customer Loyalty (Y)	0.827	0.885

Source: Researcher proceed data (2022)

Hypothesis Test

Hypothesis testing is a decision-making method based on data analysis, both from controlled experiments, and from observations (uncontrolled). In statistics, a result can be said to be statistically significant if the results of p-values are less than 0.05. The results of hypothesis test are written in the following table.

Table 3
Hypothesis Test

Variables	Original Sample (O)	T Statistics (O/STDEV)	P Values
Customer Engagement (X2) -> Customer Loyalty (Y)	0.306	3.922	0.000
Customer Experiential (X1) -> Customer Loyalty (Y)	0.530	7.120	0.000

Source: Researcher proceed data (2022)

R-Square Test

The R-Square Coefficient determination (R-Square) test is used in the measurement to measure how much the endogenous variable is influenced by other variables. Based on data analysis carried out using the smartPLS program, the R-Square value is obtained as shown in the following table:

Table 4
R-Square Test

Variable	R Square	R Square Adjusted
Customer Loyalty (Y)	0.561	0.552

Source: Researcher proceed data (2022)

Based on the test results, the r-square score for Revisit Interest is 0.561, which means that revisit interest is influenced by Customer Experiential and Customer Engagement by 56.1% and the other 43.9% is influenced by variables that have not been explained in this study.

The Effect of Customer Experiential (X1) on Customer Loyalty (Y)

The results of hypothesis test about the influence of experimental customers on customer loyalty is obtained by a positive beta score ($p = 0.306$) with p values of 0.000 ($p < 0.05$) with a t statistic of 3.922 ($p > 1.96$) indicating that there is a significant positive effect between experimental customer variables on interest revisit. The better the experimental customer, the higher the revisit interest. Building a customer experience is a very important part, especially when you want to increase interest in visiting again. Experience is the main stage to win the hearts of visitors. The emotional experience of visiting will have a positive impact on the customer revisit interest. It is in line with research conducted by (Merdiani & Suryaningprang, 2019).

The Effect of Customer Engagement (X2) on Customer Loyalty (Y)

The results of hypothesis test about the influence of customer engagement on customer loyalty is obtained by a positive beta score ($p = 0.530$) with p values of 0.000 ($p < 0.05$) with a t statistic of 7.120 ($p > 1.96$) indicating that there is a significant positive effect between the variables of customer engagement on interest revisit. The better the customer engagement that is built, the higher the interest in repeat customer visits. It is in accordance with the theory expressed by the better the customer engagement that is built, the higher the revisit interests. This is in accordance with the theory expressed by Harrigan et al., (2017) that customer engagement can affect the psychological state of consumers and foster a certain perception. It is in line with research conducted by (Anindyaputri, Rusmana, & Komariah, 2020).

CONCLUSION

At last, we conclude there is a significant positive effect between the experimental customer variables on the customer royalty and a significant positive effect between the customer engagement variables on the interest in revisiting. The test results obtained an r square score for revisit interest of 0.561 , which means that revisiting interest is influenced by customer experience and customer engagement by 56.1% and the other 43.9% is influenced by variables that have not been explained in this study. Further research should be able to add other independent and dependent variables or use other research methods so that the results obtained are more coherent.

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