

CHAPTER II

LITERATURE REVIEWS

2.1 Previous Research

In carrying out this research, a theoretical basis is needed to support the theory to be proposed; this can also be one of the references as research material. It is hoped that the author can develop the theory proposed earlier to carry out his research:

2.1.1. **Quang and Thuy (2024)**

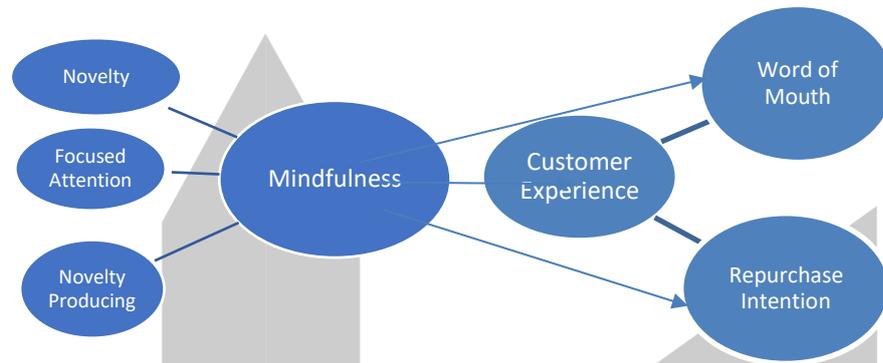
This research is entitled "Mindfulness affecting loyalty with mediating role of customer experience in the context of adventure tourism in Vietnam". The purpose of the study was to provide insights for managers to increase customer loyalty through understanding the importance of mindfulness approaches in marketing strategy and customer experience management in Vietnam adventure tourism.

1. Similarities of current and previous research:

The variable used is Mindfulness, Customer Experience, Word of Mouth.

2. Differences between current and previous research:

The object of previous research on Vietnam adventure tourism, while the current research on Mangrove Nature Tourism Wonorejo Surabaya.



Source: Data processed by Quang and Thuy (2024)

Figure 2.1
Conceptual Framework by Quang and Thuy

2.1.2. Rather and Hollebeek (2021)

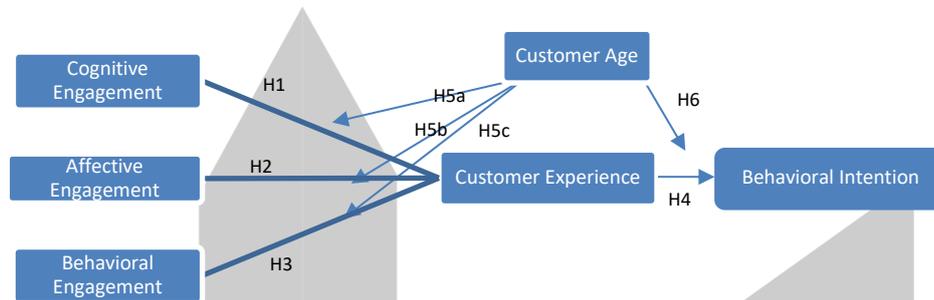
This research is entitled “Customers’ service-related engagement, experience, and behavioral intent: Moderating role of age”. This study aims to investigate the influence of customer experience. The demographics of the 521 respondents were visitors who came for adventure or leisure purposes with a balanced proportion between different age groups. The analysis used SEM with the results showing that a positive customer experience contributes to an increase in customer behavioural intentions.

Similarities of current and previous research:

1. Variables used Customer Experience.
2. This study uses the age, gender of respondents to analyse the data used for visitor experience.
3. Collection through questionnaires to respondents.

Differences between current and previous research:

Current research only uses the Customer Experience variable.



Source: Data processed by Rather and Hollebeek, (2021)

Figure 2.2
Conceptual Framework by Rather and Hollebeek

2.1.3. Shoukat and Ramkissoon (2022)

This research is entitled “Customer delight, engagement, experience, value co-creation, place identity, and revisit intention: a new conceptual framework”. The purpose of this study is to investigate the effect of customer experience on revisit intention. This study uses theory from 34 scientific articles from Web of Science and 27 articles from Scopus. A sample of travellers who have visited a particular destination with positive customer experience results have an effect on revisit intention.

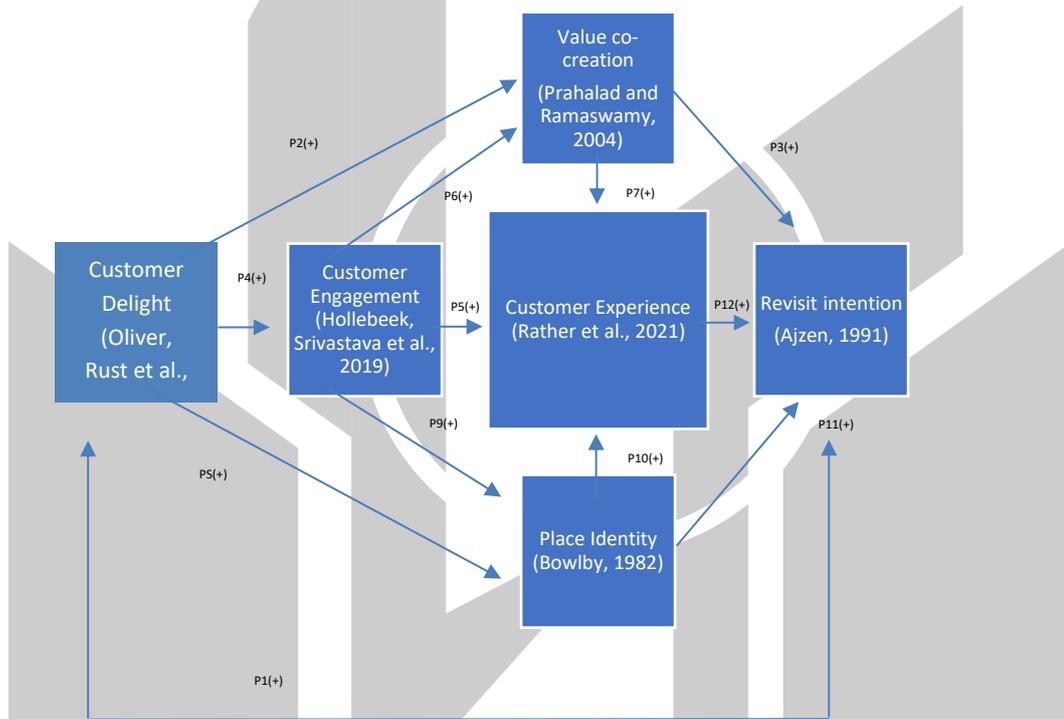
Current and previous research similarities:

The variable used is Customer Experience dan Revisit Intention.

Differences between current and previous research:

1. Previous research used existing literature to develop and propose a new conceptual framework supported by cognitive appraisal theory, planned behaviour theory, and attachment theory, while the current research only uses Customer Experience and Revisit Intention.

2. The previous study only included theories from 34 scientific articles from Web of Science and 27 articles from Scopus, while the current study used a questionnaire.



Sumber: Data processed by Shoukat and Ramkissoon (2022)

Figure 2.3

Conceptual Framework by Shoukat and Ramkissoon

Table 2. 1
Summary of Previous Research

No	Name and Year	Research Topic	Research Variables	Research Sample	Analysis Technique	Research Results
1	Quang and Thuy (2024)	Mindfulness affecting loyalty with mediating role of customer experience in the context of adventure tourism in Vietnam.	<ol style="list-style-type: none"> 1. Variabel Dependend Repurchase intention and Word of Mouth 2. Variabel Independend Mindfulness (Novelty Seeking, Novelty Producing, Focused Attention) 	388 Adventure tourism customer respondents.	<ol style="list-style-type: none"> 1. Exploratory factor analysis (EFA) 2. Confirmatory factor analysis (CFA) 3. Structural equation modelling (SEM). 	Mindfulness Effect: Significant contributions of NOP, NOS, and FAT to mindfulness. Mindfulness has a positive influence on customer experience, intention to give, and word of mouth.
2	Rather and Hollebeek (2021)	Customers' service-related engagement, experience, and behavioral intent: Moderating role of age	<ol style="list-style-type: none"> 1. Variabel Dependend Customer Experience (CX), Sense, Feel, Act, Think, Relate, customer behavioural intentions. 2. Variabel Independend Customer Engagement (CE). 	521 respondents through surveys at Jammu and Kashmir tourist sites	Structural Equation Modeling (SEM) Approach	A positive customer experience contributes to increased customer behavioural intentions.
3	Shoukat and Ramkissoon, (2022)	Customer delight, engagement, experience, value co-creation, place identity, and revisit intention: a new conceptual framework.	<ol style="list-style-type: none"> 1. Variabel Dependend Revisit Intention 2. Variabel Independend Customer delight, Customer engagement (CE), Customer experience (CX), Value co-creation, Place Identity 	Sample of travellers who have visited a particular destination.	<ol style="list-style-type: none"> 1. Cognitive Appraisal Theory (CAT) for customer delight and customer engagement 2. Attachment Theory (AT) for the relationship between customers 3. Experience and place identity Theory of Planned Behavior (TPB) for behavioral intention 	Customer experience has a positive effect on revisit intention.

2.2 Theoretical Foundations

This sub chapter explains the theoretical basis related to this research, namely:

2.2.1. Mindfulness

Mindfulness is important in tourism marketing. Mindfulness is defined as a visitor's concentration on the present moment without thinking about the past, future, and judging other visitors about the destination (Alvear et al. 2022; Iacob et al., 2024). Mindfulness plays a role in increasing awareness, calmness and creating a good relationship between visitors and the environment (Baloch et al. 2023). The engagement fostered by mindfulness can influence customer experience of tourism. This strategy not only adds to the memorable experience, but can increase the intention to revisit and share positive information through word of mouth.

Mindfulness has been widely researched in various contexts. Previous research by Iacob et al., (2024), analyse the influence of mindfulness on customer engagement in the context of tourism experiences. Mindfulness applied in the tourism experience not only has a positive impact on travellers but also helps to create a better relationship between travellers and the destination environment. According to Chen et al. (2017), Customer experience enhanced by mindfulness can generate benefits such as increased revisit intention and promotion through word of mouth. Mindfulness is an effective strategy to enhance the sustainability of the tourism industry.

2.2.2. Customer Experience

Understanding the impact of customer experience is very important for tourism managers. Customer experience is the experience felt by tourists during a

visit (Kumar et al. 2022). This experience includes services, atmosphere, and understanding of the destination that tourists have never experienced before (Doyle & Kelliher, 2023). Interactions built from revisit intention can encourage visitor loyalty and increase positive word of mouth promotion. A pleasant experience can differentiate a destination from competitors and encourage repeat visits.

Customer experience has been a topic of previous research. Rahman, (2014) examines the influence of customer experience after gaining satisfaction through the application of mindfulness in tourism activities. Travellers who have a memorable experience tend to be more satisfied with the tourist services and activities in the destination. This satisfaction not only enriches personal experiences, but also motivates travellers to share positive experiences through word of mouth to others. Referring to this research, this study was conducted to measure the effect of customer experience on positive word of mouth intentions about tourism activities that have been undertaken.

2.2.3. Word of Mouth

Word of Mouth is an important variable for information dissemination in the tourism industry. Word of mouth looks simple yet impactful. This is because visitors tend to trust information from other travellers compared to information conveyed by destination managers (Wiratama et al., 2022). Visitors feel that information from the company tends to focus more on business profits rather than providing satisfaction to visitors. Therefore, tourism companies should focus on improving pleasant experiences in order to utilise word of mouth to support a destination's marketing strategy.

Word of mouth has become an interesting research topic in tourism studies. According to Foroudi et al., (2021), Traveller satisfaction gained from a positive customer experience can influence word of mouth. Travellers tend to share their experiences with others when they feel satisfied with the services or activities a destination offers. Positive word of mouth can encourage potential tourists to visit the destination as well as increase tourists' intention to revisit intention. This study aims to analyse the effect of customer experience on word of mouth in the context of tourist activities that have been experienced.

2.2.4. Revisit Intention

Revisit intention is a key variable in the tourism industry. According to Sukaatmadja et al. (2021), revisit intention studies company relationships that can influence customers to visit again. Tourism managers can devise effective strategies to strengthen the appeal of a destination. Factors such as experience quality, service satisfaction and the emotional connection formed during the trip (Hossain et al., 2023). Therefore, revisit intention is very important in the tourism industry because tourism destinations rely heavily on return visits (Sharma et al., 2022).

Revisit intention is an important indicator in the tourism industry. According to research, Abbasi et al., (2021) and Ketter & Avraham (2021), defines revisit intention as an individual to make a repeat visit and can increase the competitiveness of a destination. Positive memories of previous travel experiences have a significant role in encouraging tourists to visit again (Qu et al. 2022). The intention to return is often influenced by pleasant customer experiences during the initial visit, such as service quality, destination appeal, and interactions with locals.

These satisfying experiences not only strengthen travellers' emotional connection with the destination, but also encourage them to recommend it to others through word of mouth. Positive experiences can create long-term memories that increase return visit intentions (Metasari et al., 2023)

2.3 Variable Relationship

This section presents the core of the analysis by proving the relationship between the independent and dependent variables and providing an understanding of the strength of the relationship between the two variables.

2.3.1. The effect of Mindfulness on Customer Experience

Understanding more about the relationship between mindfulness and customer experience is important. From the results of the SEM model study Quang & Thuy, (2024), shows that perceived mindfulness has a significant impact on customer experience with a regression weight of 2.22. The higher the mindfulness the more positive the perceived customer experience. Mindfulness not only enhances customer experience, but also encourages intention to return. Efforts to increase awareness and loyalty are effective in marketing in the adventure tourism sector.

This research argues that mindfulness affects customer experience. According to Quang & Thuy, (2024), This study tests a model in which mindfulness affects loyalty (return intentions and word of mouth) with the mediating role of customer experience. The results show that mindfulness positively affects customer experience, which in turn increases their loyalty. The application of mindfulness during travel allows visitors to more deeply enjoy and appreciate the travel

experience. In addition, a positive and pleasant travel experience will create a lasting impression for visitors. The combination of mindfulness and quality tourism experience will be a success factor for destination managers in building a strong image, thereby increasing tourists' intention to visit again (Loureiro et al., 2020).

Refers to the arguments above, this study formulates the following hypothesis:

H1: Mindfulness has a significant influence on the customer experience

2.3.2. The effect of Customer Experience on Word of Mouth

A positive customer experience is very important to increase word of mouth. Research conducted, Quang & Thuy (2024), found that the total effect of customer experience on word of mouth has a regression weight of 0.630. This means that the higher the customer experience, the higher the intention to recommend. Visitors who have a satisfying experience during their visit tend to provide positive word of mouth. The importance of emphasising quality experiences in building effective word of mouth promotion.

This study argues that customer experience has an effect on word of mouth. Based on research Nabilla et al., (2023) stated that customer experience and positive word of mouth can contribute to customer repurchase intentions. Positive customer experiences create deep satisfaction and loyalty. In addition, the emotional, sensorial, and social factors in such experiences are instrumental in encouraging customers to voluntarily share their experiences. Therefore, service managers need to focus on providing memorable experiences through quality services, adequate facilities, and satisfying interactions to enhance positive word-of-mouth communication (Nasution et al., 2022).

H2: Customer experience has a significant influence on word of mouth

2.3.3. The effect of Customer Experience on Revisit Intention

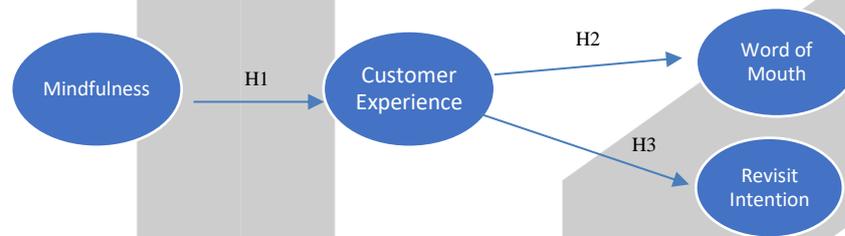
The importance of understanding the influence of customer experience on revisit intention is indispensable. Shoukat & Ramkissoon (2022), Researching customer experience influences the desire of tourists to visit again. A positive experience will create good memories and increase customer satisfaction. When expectations are met, customers will return again. Customer experience not only triggers return visits, but also increases customer loyalty and promotion.

This study argues that customer experience affects revisit intention. Based on research Yuniawati, (2016) states that customer experience has a significant influence on revisit intention. Positive experiences felt by visitors can build higher levels of satisfaction and increase loyalty to the destination. Satisfaction and loyalty that is built will increase visitors to return to visit the destination in the future. By creating a satisfying experience, managers can encourage visitors to return and recommend destinations to others.

H3: Customer experience has a significant influence on revisit intention

2.4 Research Framework

Based on the results of previous research, the framework of the research to be carried out is listed in the figure:



Source: Quang and Thuy (2024), Rather and Hollebeek (2021), Quang and Thuy (2024), Shoukat and Ramkissoon (2022)

Figure 2.4
Current Conceptual Framework

2.5 Research Hypothesis

The discussion and picture of the framework above underlie this research to formulate the following hypothesis:

- H1 : Mindfulness has a significant influence on customer experience.
- H2 : Customer experience has a significant influence on word of mouth.
- H3 : Customer experience has a significant influence on revisit intention.