

## CHAPTER V

### CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

#### 5.1 Conclusion

The following conclusions can be drawn based on the results of statistical and descriptive research conducted by researchers, namely:

1. The first hypothesis shows that mindfulness has a significant effect on customer experience. This relationship shows that visitor awareness, especially in terms of new and memorable experiences, will affect the visitor experience of these tourist destinations.
2. The second hypothesis shows that customer experience has a significant effect on word of mouth. This relationship shows that if the destination they visit promises an interesting and memorable experience, they will share recommendations with the closest people in their environment through word of mouth.
3. The third hypothesis shows that customer experience has a significant effect on revisit intention. This relationship shows that the positive experience visitors get will create good memories and increase satisfaction, thus encouraging interest in visiting again.

#### 5.2 Limitations

This research still has some limitations in data collection, which are as follows:

1. This study used a questionnaire that was partly distributed via Google form on social media, so that researchers could not find out the difficulty or incomprehension of respondents in filling out the questionnaire.
2. Research respondents must have experience visiting Mangrove nature tourism.
3. The limitation of research to only one location (Mangrove Nature Tourism) may not cover all the diversity and cultural differences that can affect visitor experience, word of mouth factors and intention to visit again.

### **5.3 Suggestion**

Based on the results of the research that has been done, the suggestions shared are as follows:

1. For Mangrove Nature Tourism, It is better to increase visitors' enjoyment of Mangrove nature tourism by providing good service quality and adequate facilities so that visitors get services according to their expectations. This will have an impact on the visitor's experience which is getting better and encourages interest in visiting again. In addition, based on the results of the questionnaire, the indicator with the lowest score is "I feel I served as a very important person in this tour to Mangrove". Therefore, tour managers are advised to increase personalisation of services, such as providing more interactive tour guides, providing a warm welcome to visitors, or holding special programmes for certain tourists. This step aims to make visitors feel more valued and have a memorable experience, thus triggering the intention to visit again and share positive experiences through word of mouth.

2. For the next researcher, further researchers should be able to increase knowledge and include other variables that can affect the visitor's experience of natural tourist destinations, conduct research on all tourist objects not only on natural tourism but also on other tours in order to get maximum results, and increase the number of variables so that they are more varied and can be formulated better.

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