

CHAPTER I

INTRODUCTIONS

1.1 Background

The tourism industry plays an important role in Indonesia's economic growth especially after the pandemic. The government and tourism managers are endeavoring to improve facilities and increase destination promotion to attract tourist visitors. Tourist visits in Indonesia have increased rapidly. According to data from Badan Pusat Statistic (2024), the number of local tourists in East Java Province in 2022 was recorded at 200,548,137 people. In 2023, this figure has increased, reaching 207,104,573 people. It shows that tourism has a significant role in economic recovery. It contributes greatly to regional income and employment opportunities for local communities. One of the prominent attractions is mangrove nature tourism.

Wonorejo Surabaya Mangrove Ecotourism has won various awards. In 2022 at the Surabaya Tourism Awards event, mangrove nature tourism was awarded 1st Place Entrepreneurial Impacts and third place in 2023 (Ekowisata Mangrove Wonorejo, 2024). According to Sigmon, (2023), the challenges faced relate to inadequate facilities and service quality that needs attention. Addressing these challenges, it is important to understand the characteristics of tourists visiting Wonorejo Mangrove Destination Surabaya. Mindfulness plays an important role in fostering full awareness of the present moment and helps to improve the quality

of the customer experience to reduce stress and strengthen the connection with the surrounding environment (Richter & Hunecke, 2021).

Pleasant experiences are influenced by mindfulness which results in increased word of mouth recommendations. Word of mouth is an effective form of promotion. Information provided by visitors tends to be more trusted than information from managers (Mahmudi Rosid Heri Pratikto., 2020). A well-managed word of mouth promotion will ease the company's budget. Customer experiences that focus on mindfulness can drive revisit intention to return and share positive experiences with others.

There is a lack of literature on the impact of mindfulness on customer experience and how it affects word of mouth and revisit intention. Previous studies have focused on independent variables such as customer experience or loyalty in adventure tourism (Quang & Thuy, 2024). The research conducted aims to determine the effect of mindfulness on customer experience, as well as its effect on word of mouth and revisit intention in mangrove natural tourist destinations. In an effort to provide deeper insights for destination managers.

1.2 Problem Statements

Based on the background above, the problem formulations in this research are:

1. Does mindfulness significantly influence the customer experience?
2. Does customer experience significantly influence the word of mouth?
3. Does customer experience significantly influence the revisit intention?

1.3 Research Objectives

Based on the problem formulation of the problem, the objectives of this study are:

1. To analyze the significance of the influence of mindfulness on the customer experience.
2. To analyze the significance of the influence of customer experience on the word of mouth.
3. To analyze the significance of the influence of customer experience on the revisit intention.

1.4 Research Significance

Upon achieving the research objectives, the expected outcomes are anticipated to provide the following benefits:

1. For Researchers

The results of this research can serve as valuable insights for researchers regarding the role of management in enhancing understanding to attract interest in visiting Mangrove Nature Tourism in Surabaya.

2. For the Community

The findings of this research are expected to benefit the community by fostering a positive image effect, thereby increasing the visitor attraction to Mangrove Nature Tourism.

3. For Destination Managers

The research results are anticipated to contribute thoughtful insights to destination managers, particularly in Mangrove Wonorejo and generally in nature tourism, from the perspective of marketing enhancement.

1.5 Writing Systematics

To facilitate the overall work on the influence of mindfulness with the mediation of customer experience through word of mouth creating revisit intention. which is the content of this writing, the arrangement and sequence in each chapter are outlined as follows:

CHAPTER I : INTRODUCTIONS

This chapter contains the background of the problem, problem formulations, research objectives, research benefits, and the structure of the research writing.

CHAPTER II : LITERATURE REVIEWS

This chapter includes a literature review of the literature on the research object, the theoretical framework, and the social work perspective on the research.

CHAPTER III : RESEARCH METHOD

The research design, study limitations, variable identification, operational definitions, sampling techniques, and measurement scales constitute the content of this chapter.

**CHAPTER IV : DESCRIPTION OF RESEARCH SUBJECTS AND
DATA ANALYSIS**

This chapter describes the general description of the research subject, data analysis and discussion of the results of the research that has been conducted

**CHAPTER V : CONCLUSIONS,LIMITATIONS,AND
SUGGESTIONS**

This chapter explains the conclusions of the research which contain answers to the formulation of problems and proof of hypotheses, research limitations and suggestions.