Analysis of The Effect Of Experience and Trust on The Tourism Economy After The Phenomenon of KKN DESA PENARI

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Abstract

The development of the tourism sector in Indonesia has increased significantly. It is due to several factors such as government policies and marketing aspects of the tourism destination managers. This study aims to analyze, test, and determine the impact of experience and trust variables on economic development, especially in the tourism economy. In this study, the tourism economy is seen in revisit intention, which impacts increasing tourist visits. The study was conducted after collecting related data and evidence. The research site is in Banyuwangi, the city where the phenomenon of KKN Desa Penari takes place. The research population and sample were the millennial generations who visited the city of Banyuwangi. The sample calculation employed was Machin's Formula. Therefore, the number of samples was found to be 147 respondents. The sampling technique utilized is accidental sampling. Furthermore, the data collection technique was by distributing online questionnaires. The results showed that Experience and Trust significantly positively affected revisit intention.

Keywords: Experience, tourism economy, trust, revisit Intention.

1. Introduction

Tourism in Indonesia continues to develop. From January to August 2019, the number of foreign tourists visiting Indonesia reached 10.87 million. According to (Harry, 2019) the Head of Statistics Indonesia (BPS), revealed that the number of foreign tourists increased slightly by 2.67% compared to the same period the previous year, which amounted to 10.58 million visits. Wishnutama Kusubandio, the Minister of Tourism and Creative Economy, is no longer determining a target for the number of foreign tourists visiting Indonesia. However, changes were made to target the high-class or quality tourist segment with a higher level of expenditure. It is expected that it can continue to increase the country's foreign exchange earnings in the tourism sector.

Tourism in Indonesia is very much and diverse. It is not spared because Indonesia is the largest archipelagic country in the world, consisting of 17,504 islands with a coastline of 81,000 km and the water area consists of the territorial sea. It is a gift from God to the Indonesian people so that with the island's wealth, Indonesia is known as the country with the most tourism in the world. Indonesia's success in becoming a tourism country is also due to assistance from local governments who can encourage people to be aware of the importance of wealth and God's grace. Hence, each region becomes a tourist area. One area that significantly contributes to the development of the tourism sector in Indonesia is Banyuwangi, East Java.

Banyuwangi is one of the most remote regencies in the east of the island of Java. Banyuwangi is famous for having many attractive tourist destinations. Banyuwangi is also famous for its very high tourism potential. No wonder Banyuwangi is one of the favorite destinations for tourist visits in East Java. Domestic tourists visiting from 2013 to 2018 experienced a significant increase. As evidenced, the number of domestic tourists visiting tourist destinations in Banyuwangi was 1,057,952 people in 2013 and 5,039,934 people in 2018. Not only do domestic tourists visit tourist destinations in Banyuwangi, but foreign tourists have also been attracted by the beauty of tourist destinations in Banyuwangi. The number of foreign tourists visiting tourist destinations in Banyuwangi Regency in 2013 was 10,462 people, significantly increasing to 127,420 people in 2018.

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Banyuwangi is not only famous for having charming tourist attractions. However, Banyuwangi is also known to have many tourism activities. Wishnutama Kusubandio, the Minister of Tourism and Creative Economy, also considered Banyuwangi worthy of being an example of a thriving district developing various tourism activities. Hence, it can attract the attention of the wider public.

The development of Banyuwangi tourism cannot be separated from the strong commitment of Abdullah Azwar Annas, Bayuwangu Regent of 2010, who ultimately improved Banyuwangi. Primarily, this development is also driven by the community playing an active role in the development of the tourism sector in Banyuwangi. Therefore, people are not only passive spectators but also active players in improving Banyuwangi.
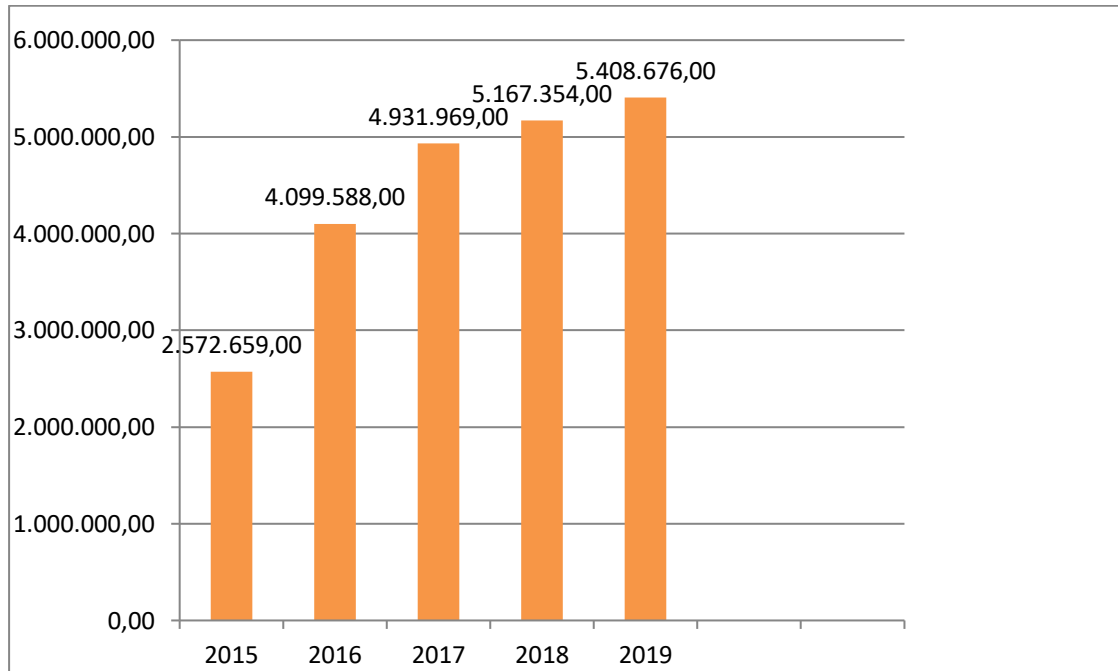
Source: (Https://data.banyuwangikab.go.id/, 2022)
Figure 1. Graph of Tourists Visiting Banyuwangi

Tourists' development in Indonesia is inseparable from the rapid development of technology in Indonesia, especially among social media activists. It is because it is easy for people to access the internet and get information only through social media. In 2018, Indonesia was one country with penetration of 171.17 million internet users. According to data from the Association of Indonesian Internet Service Providers, almost all social media are owned by Indonesian internet users, such as Facebook, Google+, Twitter, YouTube, Instagram, and LinkedIn. (Sembiring, 2021)

Twitter is a social media that gets much attention from the Indonesian people. Based on P.T. Bakrie Telecom, Twitter users in Indonesia reached 19.5 million. This number is predicted to continue to grow. Besides that, Twitter users in Indonesia are considered very attractive and enthusiastic about writing tweets. The chat results in the timeline becoming the Trending Topic or the most discussed topic worldwide (Https://home.baritoselatankab.go.id/, 2022)

In July 2019, Indonesian netizens were shocked by the phenomenon of KKN Desa Penari. Tweet #KKNDesaPenari is one of the hashtags on Twitter that became a trending topic in July and August 2019. Initially, this hashtag appeared because an account, (@SimpleM81378523, 2019) or more familiarly called @SimpleMan, wrote and shared the mystical story on Twitter. This phenomenon tells about a group of unidentified KKN students who experience mystical stories ranging from being haunted by a beautiful dancer, a gondoruwo (one of the Indonesian ghosts), to other unknown creatures. This phenomenon causes many differences of opinion in the community. Hence, people flock to find the facts about this phenomenon. They always find out by comparing several different stories from (@SimpleM81378523, 2019).

Some public speculations assume that the phenomenon of KKN Desa Penari occurs in Banyuwangi. It is because the story tells that the KKN takes place in a city with the initial B. Therefore, the strongest candidates having initial B's are Banyuwangi and Bondowoso. Still, in detail, from the forest's location to the story's interior, a lot leads to Banyuwangi. Thus, people in Indonesia conclude that the phenomenon of KKN Desa Penari occurs in Banyuwangi. This phenomenon

impacts tourists' enthusiasm to visit and return to some tourism in Banyuwangi because they want to know what has been a mystery in Indonesia about KKN Desa Penari.

Source: (www.bogor.tribunnews.com, 2019)
Figure 2. Trending Topic of #kkndesapenari

Various news also spread that the story of the KKN Desa Penari will be filmed on the big screen starting from the initial flow of the student leaving until several students died due to mystical stories after they were KKN. It is good news for the people of Indonesia who are still curious about the story so that the thoughts or fantasies of the public can be answered, even though it is not 100% authentic to the stories that have been circulating before. M.D. Pictures are one of the film producers that will screen the film. As we know,

M.D. Pictures has always been successful in horror films, such as Danur, Perjanjian Dengan Iblis, Kembang Kantil, and others. The film will reportedly be shown in Indonesian cinemas in mid-2020. The phenomenon of KKN Desa Penari is interesting to study because the truth is not yet known. In this study, researchers will reveal the experiences of tourists, which will later affect Trust and interest in visiting tourist destinations in Banyuwangi after the story of KKN Desa Penari. Therefore, the researcher is interested in exploring the truth of this phenomenon. It was done by conducting a study entitled "The Effect of Experience on Trust and Revisit Intention (a survey on millennial Tourists visiting Banyuwangi after the phenomenon of KKN Desa Penari). This study examines several antecedents in tourism economic development. Some of these antecedents are Experience and Trust. While the tourism economy, in this case, is revisiting Intention.

2. Literature Review

2.1. Tourist

Tourists are people who do tours. Tourists are also people who come to visit a place or country. They are usually referred to as visitors consisting of many people with various motivations for visiting, including in it. (Law No. 10 of 2009). While the definition of a tourist, according to the World Tourism Organization (WTO), is every person residing in a country, regardless of his nationality, visiting a place in the same country for more than 24 hours whose purpose of travel can be classified in one of the following:

1) Utilizing free time for creativity, vacation, health, education, religion, and sports.
2) Business or visiting family.

(Soekadijo, 2000) argues that a tourist is every person who comes from a foreign country, whose reason is not to stay or work there regularly, and who stays in the country where he lives temporarily to spend money. Various types of tourist typologies have been developed using various classification bases. With an interaction approach, (Cohen et al., 1972) classify tourists based on the level of familiarization with the area to be visited, as well as the level of organization of the tour into four, namely:

1) Drifters are tourists who want to visit completely unknown areas and travel in small numbers.
2) Explorers are tourists who travel by arranging their own trips. They do not want to follow the usual tourist paths

and look for things that are not common. Such tourists are willing to take advantage of facilities with local standards, and the level of interaction with local communities is also high.

3) Individual mass tourists are tourists who submit their travel knowledge to travel agents and visit well-known tourist destinations.

4) Organized mass tourists are tourists who only want to visit tourist destinations that are already known, with facilities such as those they can find at their place of residence, with their journeys always being guided by a tour guide that they find elsewhere.

Meanwhile, millennial tourists are meant in this study are tourists who use technology as a source of information and communication to convey or know something. Millennial tourists travel to destinations in Banyuwangi based on the information about tourism obtained from technology and the encouragement of news after the KKN Desa Penari.

2.2. *Experience*

(Walter et al., 2010) explain that customer experience is the Experience that consumers get either directly or indirectly regarding the service process, company, facilities, and how a consumer interacts with the company and other consumers.

In service marketing management (Zeithaml, 2000), there is a focus on consumer behavior, which consists of three schemes: Customer choice, Customer Experience, and post Experience evaluation. The concept of service marketing is simply an effort to bring together products or services produced by a tourist attraction manager with potential visitors who will use these services. Therefore, the services and products produced by a tourist attraction must be able to meet the needs and desires of tourists. Kotler and Keller (Tjiptono, 2014) argue that services are actions that can be offered by one party to another, which are essentially intangible. Furthermore, according to (Zeithaml, 2000), all services are experiences; some are long duration, some are simple, some are ordinary, while some are fun and unique.

(Rageh et al., 2013) mention that there are eight dimensions of Customer Experience, but the author only examines six dimensions related to the research object. The six dimensions are comfort, educational, hedonic, novelty, beauty, and safety, which are explained as follows:

1) Comfort. Qualitative studies indicate that consumer decisions in determining destinations travel are closely related to the desire to get relaxation. Consumers refer to the basic amenities DTW provides to ensure comfort and relaxation. This finding follows the theory presented by (Crompton, John, 1979; Otto and Ritchie, 1996)

2) Educational. Educational Experience, or "learning by playing," as stated by (Packer, 2006), is a mixture of investigation, exploration, mental stimulation, and enthusiasm. It is also voluntary when learners have real choices about what, where, when, how, and with whom they learn. It is stimulated by the needs and interests of that person (Packer, 2006). It has been indicated that there is strong evidence to suggest that the educational experiences consumers seek are already available in the tourism industry.

3) Hedonic. The hedonic dimension symbolizes enthusiasm and enjoyment and is easy to remember(Otto & Ritchie, 1996).

4) Novelty. The need for innovation leads to the desire to go from familiar places to unfamiliar places or to seek new experiences, sensations, and adventures. The study identifies four dimensions of the Novelty paradigm: changing from routine, thrill, and boredomal levitation and surprise. (Lee & Crompton, 1992).

5) Safety. In the tourism literature, there is agreement that there is a relationship between crime and tourism, and in fact, the crime rate is higher in tourist areas (Fujii and Mak, 1980); (Walmsley *et al.*, 1983; Pizam, 1982 Pizam & Mansfeld, 1996).

6) Beauty. Beauty is "an aspect of the idealized experience in which objects, sounds, and concepts are believed to have the qualities of formal perfection." (Hagman, 2002).

2.3. *Trust*

Soegoto et al., (2013) states that Trust is related to emotional bonding, namely the ability of a person to entrust a company or a brand to carry out a function. Therefore, it can be estimated that Trust will have a positive relationship with repurchase interest and loyalty.

Morgan & Hunt, (1994) explained that Trust and commitment primarily determine the relationship between companies and consumers. It is reinforced by the opinion of (Lau & Lee, 1999), who state that the trust factor for a brand is crucial in the formation of loyalty. The willingness of consumers to trust or rely on products/services is related to consumer expectations that the product/service in question will give positive results (Soegoto et al., 2013).

The dimensions used in this study are the dimensions proposed by Baker in Crompton in (Lin, 2012). There are also two dimensions, namely:

1) Intention to Recommend (the desire to recommend to others)
2) Intention to Revisit (the desire to return to visit)

To measure the extent to which tourist attitudes mediate the impact of certain factors on Intention to revisit. The dimensions used in this study are the dimensions proposed by Baker in Crompton in (Lin, 2012).

Based on the description, it can be seen that the dimensions of the Revisit Intention can be affected by various factors, one of which is the willingness to revisit the same destination in the future (the desire to visit again in the future) and recommend it to others. The indicator from (Mat Som et al., 2012) is deemed able to measure the Revisit Intention appropriately. In addition, these dimensions follow the conditions of the research object being studied by the author at this time.

3. Methods

This study employs a quantitative approach with the associative method and aims to find a causal relationship between the variables proposed in the research hypothesis. This study was conducted in Banyuwangi, or the location of the KKN Desa Penari. It is due to some data and analysis related to the accuracy of the location (Pratiwi & Adhi, 2019).

The research population is the millennial generation who visit tourist destinations in Banyuwangi. It is due to the viral story related to KKN Desa Penari starting from the author, content creators, to viewers carried out by the millennial generation. Furthermore, the study's sample determination used the Machin formula (Machin & Campbell, 1987). This formula was used due to the unlimited number of samples to be tested in the study. Hence, the calculation was seen from the side of the independent variables to be tested.

In this study, there is a variable "X," namely Experience (X1), and two variables "Y," namely Trust (Y1) and Revisit Intention (Y2). The size of the sample is determined by using the formula stated above, with the following conditions:

- The researcher suspects that the variable "X" is at least 10% determined by the two variables "Y." Therefore, it is known that the magnitude = 0.1 or = 0.2.
- The level of confidence is 94%, so = 0.04 and the power is 90% (= 1- 0.96 = 0.04. Therefore, the magnitude (for = 0.04) is 1.644 (linear interpolation result), and the magnitude (for = 0.04) is 1.644 (linear interpolation result).
- Perform iterations:

$$U^1\rho = \frac{1}{2}\ln\left(\frac{1+0.2}{1-0.2}\right) = 0.154759802$$

1) First iteration

$$n = \frac{(1.644+1.644)^2}{(0.154759802)^2} + 3 = 112.9836$$

2) To calculate the second iteration, first look for:

$$U^2\rho = \frac{1}{2}\ln\left(\frac{1+0.2}{1-0.2}\right) + \frac{0.2}{2(112-1)} = 0.154076$$

3) Second iteration

$$n = \frac{(1.644+1.644)^2}{(0.154076)^2} + 3 = 112.0866$$

4) To calculate the third iteration, first look for:

$$U^3\rho = \frac{1}{2}\ln\left(\frac{1+0.2}{1-0.2}\right) + \frac{0.2}{2(112-1)} = 0.154087$$

5) Third iteration

$$n = \frac{(1{,}645 + 1{,}645)^2}{(0{,}156087)^2} + 3 = 111{,}0701$$

Based on the consideration that the lowest r value obtained through this writing is $\alpha = 0.04$ in the two-way test and $\beta = 0.04$, it is obtained n (minimum) = 112; then the researcher rounds up to. Hence, the sample in this study was 112 people. The sampling method or technique employed in this study is accidental sampling. It is a technique of determining the sample based on chance, i.e., any respondent who coincidentally meets the researcher and is included in the population category can be used as a sample or data source (Sugiono, 2013).

Data collection in this study employed a survey questionnaire with a base of 5 scales. It was distributed online by contacting respondents via WhatsApp and distributing them to other social media. Furthermore, the inferential statistical analysis utilized is Partial Least Square (PLS) analysis with the SmartPLS 3.0 application. Professional According to (Abdillah, Willy & Hartono, 2015), PLS is a variant-based SEM analysis that can simultaneously test the measurement and structural models. PLS aims to predict the model for theory development.

The reason for using PLS in this study is because PLS is a reliable tool for testing predictive models. Another reason is that PLS can simultaneously measure data at different scales and can be used for small sample sizes. The resulting information is efficient and easily interpreted, especially on complex models. Furthermore, the conceptual model in this study is as follows:
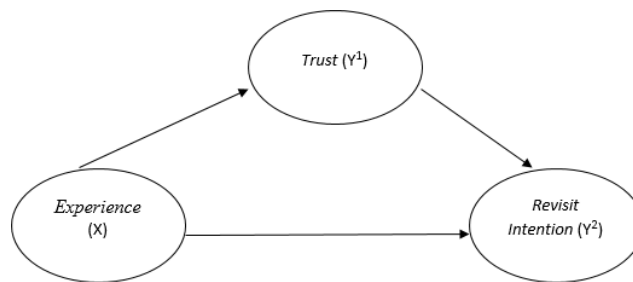
Source: Processed by researchers, 2022
Figure 3. Conceptual Framework

From the conceptual framework that has been designed, the following are research hypotheses:

H1 Experience has a significant positive effect on Trust.
H2 Experience has a significant positive effect on revisit intention.
H3 Trust has a significant positive effect on revisit intention.

Table 1. Definition of Operational Variables

Variable	Definition	Indicator	References
Customer Experience	The Experience gained by consumers, either directly or indirectly, regarding the service process and the facilities provided	Comfort Educational Hedonic Novelty Beauty Safety	(Rageh et al., 2013)
Trust	The feeling of being able to trust others for the services provided	Benevolence Integrity Competence	(McKnight et al., 2002)
Revisit Intention	The possibility that customers will return to repeat activities or revisit a destination	Intention to Recommend Intention to Revisit	(Baker & Crompton, 2000; Lin, 2012)

Processed by researchers, 2022

4. Result and Discussions

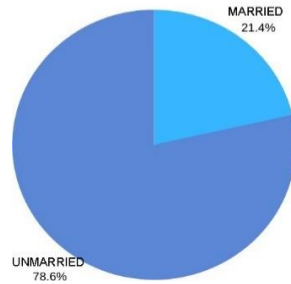### 4.1. Description of respondents by Gender

Figure 4. Graph Description of Respondents by Gender

Based on Figure 4, it is known that most of the respondents are female, with a total of 61 and a percentage of 54.5% obtained, and the rest are 51 male respondents or 45.5% of the total number of selected respondents as many as 112 people.

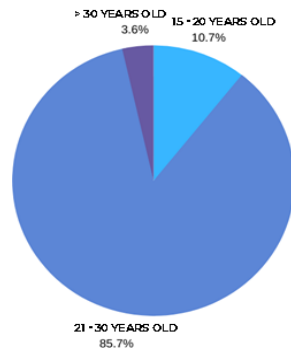### 4.2. Description of Respondents by Age

Figure 5. Graph Description of Respondents by Age

The results showed that most respondents were 21-30 years old. Due to the system of distributing this questionnaire through friends on social media due to the Covid-19 condition, the results were obtained: respondents aged 15-20 years were 12 people or 10.7 %; those aged 21-30 were dominant in this study by showing 96 people or 85.7%; those aged >30 years were 4 people or 3.6%.

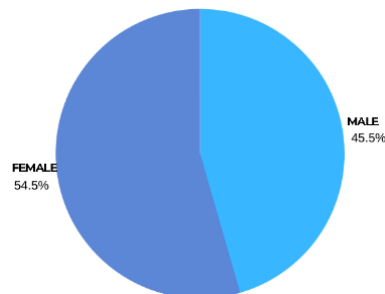### 4.3. Description of Respondents by Status

Figure 6. Graph Description of Respondents by Status

This study resulted in a large number of unmarried respondents with a total of 88 people or 78.6%, and married respondents were 24 or 21.4%. It happened because the respondents who became the research subject were in the age range of 21-30 years, in line with the results of the age classification described above.

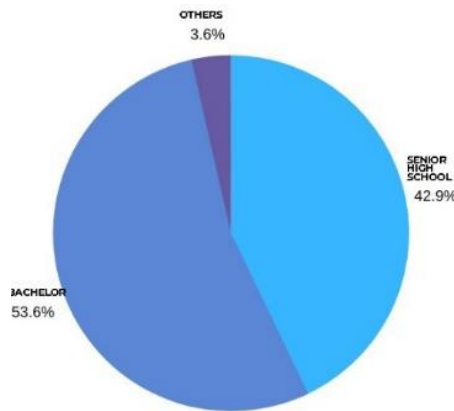## 4.4. Description of Respondents by Last Education

Figure 7. Graph Description of Respondents by Last Education

The results of this study explain that the education level of the respondents in this study varied. Most of them graduate from higher education (bachelor's degree), which obtained data of 60 people or 53.7%. Then respondents with high school degrees were 48 people or 42.9%, and respondents with other degrees were 4 people or 3.6%.

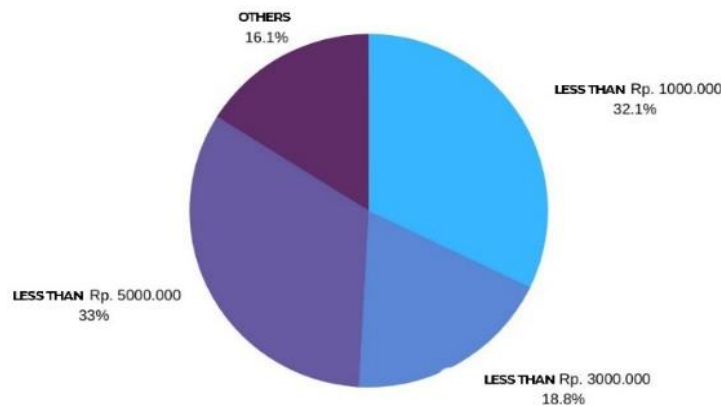## 4.5. Description of Respondents by Monthly Income

Figure 8. Graph Description of Respondents by Monthly Income

The results of this study explain that the income level of respondents varies. Most of them are < Rp. 500,000, which were 37 people or 33%. Next, 21 people or 18.8% had income < Rp. 300,000. Then those with income < Rp. 1,000,000 were 36 people or 32.1%. Last, the rest 18 people, or 16.1%, were other than above income.

4.6. Analysis Results of Partial Least Square (PLS)

4.6.1. The goodness of Fit Test

The goodness of fit test in the PLS analysis is in the form of predictive-relevance (Q2) values. The Q2 value is calculated based on the R2 value of each endogenous variable. The R2 value of each endogenous variable is presented in table 4.2 as follows:

Table 2. Square (R2)

Endogenous Variables	R-squared
Trust	0,298
Revisit Intention	0,459

Source: Processed by researchers, 2022

The predictive-relevance (Q2) value is calculated by the formula:

Q2 = 1 – (1 – 0,298) (1 – 0,459)
Q2 = 1 – (0,702) (0,541)
Q2 = 1- 0,379782
Q2 = 0,620218

The calculation results show that the predictive relevance (Q2) is 0.620218 or 62.21%, so the model is said to have a relatively good predictive value. The predictive-relevance (Q2) value of 62.21% indicates that the diversity of data explained in this research model is 62.21%. In other words, the information contained in the data is 62.21%, which the research model in this study can explain. In comparison, the remaining 38.79% is explained by other variables that have not been contained in this research model. Hence, the structural model in this study can be used for hypothesis testing.

4.7. Outer Model

Table 3. Outer Model

Variable	Indicator	Outer Loading
Customer Experience	Comfort	0,840
	Educational	0,843
	Hedonic	0,812
	Novelty	0,746
	Beauty	0,759
	Safety	0,778
Trust	Benevolence	0,871
	Integrity	0,914
	Competence	0,861
Revisit Intention	Intention to Recommend	0,989
	Intention to Revisit	0,990

Source: Processed by researchers, 2022

Based on the description of the outer model, it can be seen that the loading factor of the indicators that measure the construct in this study has a value > 0.70. Therefore, it can be concluded that all the indicators that measure the construct in this study meet the validity criteria.

4.8. Convergent Validity Test

In addition to the loading factor value of each indicator that measures the construct, each construct's Average Variance Extracted (AVE) criterion in the convergent validity test where AVE > 0.50. The Average Variance Extracted (AVE) value of each construct in this study is presented in table 4.

Table 4. Average Variance Extracted (AVE)

Construct	AVE	Description
Experience	0,633	Valid
Trust	0,779	Valid
Revisit Intention	0,980	Valid

Source: Data processed, 2022

Based on table 4, it can be seen that the Average Variance Extracted (AVE) value of each construct is more than 0.50. Therefore, it can be concluded that each construct has met the convergent validity test.

4.9. Discriminant Validity

To assess the discriminant validity in this study, the AVE roots in table 4 are compared with the correlation of latent variables in table 5. Hence, based on tables 4 and 5 above, it can be seen that the AVE root for each construct is greater than the correlation of the latent variables. Therefore, it can be concluded that the discriminant validity in this study has been fulfilled.

Table 5. Latent Variable Correlation

Variable	Correlation Value
Experience → Trust	0,000
Experience→Revisit Intention	0,045
Trust → Revisit Intention	0,000

Source: Data processed, 2022

4.10. Reliability Test

The reliability test in PLS uses two methods, namely Cronbach's alpha and composite reliability. The criteria used to test the validity are Cronbach's alpha of more than 0.50 and composite reliability of more than 0.70 (Chin, 1998). The data regarding the reliability test is presented in table 6.

Table 6. Construct Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Information
Experience	0,886	0,912	Reliable
Trust	0,861	0,914	Reliable
Revisit Intention	0,979	0,990	Reliable

Source: Data processed, 2022

Based on the table above, it can be seen that each construct in this study has met the reliability test where Cronbach's alpha of each construct is > 0.50, and the composite reliability of each construct is > 0.70. Therefore, it can be concluded that each construct in this study is reliable.

### 4.11. Evaluation of the PLS Structural Model (Inner Model)

Evaluation or testing of the structural model (inner model) is essentially testing the research hypothesis. Hypothesis testing in PLS is done by t-test on each path of direct influence partially, where the T-statistic value in the bootstrapping output display is compared with the t-table value. The hypothesis is accepted if the T-statistic value is greater than the t-table value. The level of significance used in this study was 5% (α 0.05). The T-statistic value should be >1.96 for the two-tailed hypothesis and >1.64 for the one-tailed hypothesis. This study uses the two-tailed hypothesis, and the T-statistic must be >1.96. The results of hypothesis testing in the structural model (inner model) are presented in table 7.

Table 7. Hypothesis Testing Results

Variable	OS	Mean	ST-D	T-Statistics	P-Value
Experience→ Trust	0,546	0,548	0,066	8,318	0,000
Experience→Revisit Intention	0,260	0,248	0,130	2,007	0,045
Trust→ Revisit Intention	0,499	0,506	0,118	4,224	0,000

Source: Data processed, 2022

The results of hypothesis testing in the structural model (inner model) can also be seen in the path diagram in the figure 9.
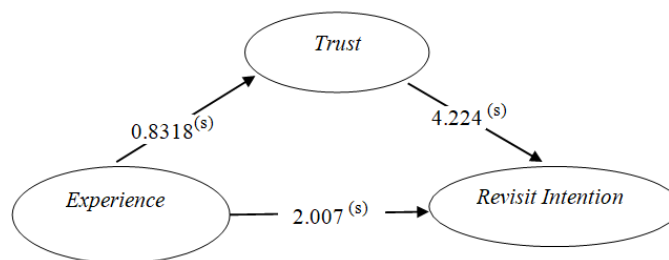
Description: s = significant path
Figure 9. Test Results of Inner Model

Based on the results of statistical hypothesis testing in Table 7 and Figure 9, it can be explained as follows:

1) The first hypothesis states that the effect of Experience on Trust has a path coefficient of 0.546 with a t-statistic value of 8.318. Because the t-statistic value is > 1.96, there is a significant effect between Experience and Trust. Therefore, it can be concluded that Experience does have a significant effect on Trust. The path coefficient is positive, indicating that the better the Experience is, the higher the level of Trust is.

2) The second hypothesis states that the effect of Experience on Revisit Intention has a path coefficient of 0.260 with a t-statistic value of 2.007. Because the t-statistic value is > 1.96, there is a significant effect between Experience and Revisit Intention. Therefore, it can be concluded that Experience does have a significant effect on Revisit Intention. The path coefficient is positive, indicating that the better the Experience is, the higher the Revisit Intention will be.

3) The third hypothesis states that the effect of Trust on Revisit Intention has a path coefficient of 0.499 with a t-statistic value of 4.224. Because the value of the t-statistic > 1.96, there is a significant effect between Trust on Revisit Intention. Therefore, it can be concluded that Experience does have a significant effect on Revisit Intention. The path coefficient is positive, indicating that the higher the Trust is, the higher Revisit Intention will be.

4.12. Discussion

4.12.1. Effect of Experience on Trust (H1)

Experience is the consumers' Experience that they get either directly or indirectly regarding the service process, company, facilities, and how a consumer interacts with the company and with other consumers. Then the ultimate objective of applying the Experience concept is to create relationships with consumers, which in turn will be able to build consumer trust.

This study also supports the research of (Andriani & Dwibunga, 2018), stating that Trust is one of the marketing tools and the most substantial dominant reason to form a relationship between customers and companies to create an Experience.

Suppose consumers are impressed and believe in a product, or the product can present an unforgettable positive experience (memorable Experience). In that case, they will never forget the product when they consume similar products. In this case, Trust between consumers and products or services is needed to gain Experience.

Based on the results of data analysis that has been carried out, it can be seen that the Experience variable has a positive effect on Trust, with a path coefficient value of 0.546 and a t-statistic value of 8.318. Because the t-statistic value is > 1.96, there is a significant effect between Experience and Trust. This study's results align with research conducted by (Ikasari, Suryoko, and Nurseto, 2013), stating that Experience has a significant effect on Trust. In this case, Trust between consumers and products or services is needed to gain Experience.

Based on the results of data analysis that has been carried out, it can be seen that the Experience variable has a positive effect on Trust, with a path coefficient value of 0.546 and a t-statistic value of 8.318. Because the t-statistic value is > 1.96, there is a significant effect between Experience and Trust. This study's results align with research conducted by (Ikasari, Suryoko, and Nurseto, 2013), stating that Experience has a significant effect on Trust.

4.12.2. Effect of Experience on Revisit Intention (H2)

Experience comes from interactions between the customer and the product, company, or part of the organization, which causes a reaction (Alfian & Hariwan, 2016). If consumers are impressed with a product that can provide an unforgettable positive experience, the customer will never forget the product when they will consume similar products.

Consumers will make repeat visits automatically based on the positive experiences they get. They will share stories about their experiences with their friends, or customers will share their experiences on social media because they feel satisfied and happy to experience the products or services they received on their trip to Banyuwangi.

Based on the results of data analysis that has been carried out, it can be seen that the Experience variable has a significant effect on Revisit Intention with a path coefficient of 0.260 and a t-statistic value of 2.007. Because the t-statistic value is > 1.96, there is a significant effect between Experience and Revisit Intention. In line with research (Yuniawati & Finardi, 2016), Experience significantly affects Revisit Intention.

4.12.3. Effect of Trust on Revisit Intention (H3)

Trust is essential for a company because it relates to a promise or a consumer's commitment to use or consume the long-term service product (Elmas, 2016). In some research, it can be concluded that Trust is an attitude of Trust from consumers towards the products they consume, so consumer attitudes will lead to loyalty to the product. It can be profitable for the company. It also results in consumers coming back to the tours they have trusted.

Revisit Intention is often initiated and affected by a lot of Trust from outside, both in the form of marketing trust and Trust from the environment. The personal characteristics of consumers used to process these stimuli are very complex, and one of them is the motivation to buy.

Based on the results of the data analysis that has been carried out, it can be seen that the Trust variable has a positive effect on Revisit Intention with a path coefficient value of 0.499 and a t-statistic of 4.224. Because the t-statistic value is > 1.96, there is a significant effect between Trust on Revisit Intention. This study's results align with research conducted by (Nia & Mudiantono, 2016)(Rakhmawati et al., 2019) , stating that Trust has a significant effect on Revisit Intention.

5. Conclusions and Suggestion

5.1. Conclusion

Based on the results of a study on the Effect of Experience on Trust and Revisit Intention Survey on millennial tourists after the KKN Desa Penari phenomenon, this study uses Partial Least Square (PLS). Based on the analysis and discussion in the previous section, the following conclusions can be drawn:

1. The results of the first hypothesis test show that Experience has a significant effect on Trust. It shows that the greater the tourist experience is, the better the confidence of tourists in a tourist place is. Tourists tend to believe in a tourist place because of their unforgettable Experience.
2. The results of the second hypothesis test show that Experience significantly affects Revisit Intention. It shows that the higher the Experience of tourists visiting tourist attractions is, the higher the Intention of tourists to come back to these tourist attractions is. It must be encouraged with the support of the manager to innovate tourist sites so that tourists feel a different experience when visiting the next time.
3. The results of the third hypothesis test show that Trust has a significant effect on Revisit Intention. It shows that the higher the confidence of tourists in tourist attractions is, the higher the interest in coming back to these tourist attractions is.

5.2. Suggestion

1. In further research, the Trust variable should be studied more because research on tourism trust is needed, but it is still rarely studied from several studies related to Trust. Therefore, for further research, the Trust variable is highly valued for tourism research.
2. This research was only conducted through google form due to time constraints and the national emergency regarding the pandemic experienced. We expected that further researchers could conduct offline research to produce better data from this research.
3. Research in the case study of the *KKN Desa Penari* Village is still ambiguous, or the truth is not yet known. Further research is expected to dig deeper into the story of the *KKN Desa Penari* because this phenomenon affects tourists' Intentions to come to tourist destinations in Banyuwangi.
4. The results of this study are Consistency and development of infrastructure, such as access roads from one tourist area to another. It is necessary to facilitate the flow of tourist mobilization.
5. In connection with the mystical story studied in this study, it should be maintained continuously so that what is the identity related to mysticism can continue to be attached among visitors.
6. Designing several tourism events related to the mystical, such as *KKN Desa Penari*. It is done to increase the interest of tourists in revisiting Banyuwangi.

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