The Influence of Heritage Image, Destination Image, and Experiential Quality on Behavioural Intentions of Foreign Tourists

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Abstract

This research examines heritage image model influence, destination image, experiential quality in influencing tourist behavioral intention in Mandalika Kuta beach Lombok. Mandalika Kuta beaches Lombok as the object, while the subject is foreign tourists. This research used the Purposive sampling method and 133 respondents as the sample. The tool analysis is using Structural Equation modeling/AMOS. The heritage image and destination image give positive influences to the tourist's experiential quality; the experiential quality gives positive impacts to the tourist's revisit intentions. The limitation of this study is that the time to conduct this study is limited, only one month. In addition, the indicators used in this study are limited. This research has a significant practical contribution; Some objectives still focus on providing product-oriented marketing and management practices.

Pengaruh Citra Warisan, Citra Destinasi, dan Kualitas Pengalaman terhadap Niat Perilaku Wisatawan Mancanegara

Abstrak

Penelitian ini dilakukan untuk menguji model pengaruh heritage image, destination image, experiential quality dalam mempengaruhi behavioral intentions wisatawan di pantai Kuta Mandalika Lombok. Objek dalam penelitian ini adalah pantai Kuta Mandalika Lombok, sedangkan subjek dari penelitian ini adalah wisatawan mancanegara. Pengambilan sampel dilakukan dengan teknik purposive sampling. Jumlah sampel dalam penelitian ini sebanyak 133 responden. Teknik analisis data menggunakan Structural Equation Modeling dengan AMOS sebagai alat analisis. Hasil penelitian ini menunjukkan heritage image memiliki pengaruh positif terhadap experiential quality, destination image memiliki pengaruh positif terhadap experiential quality dan experiential quality memiliki pengaruh positif terhadap revisit intentions. Keterbatasan penelitian ini adalah bahwa waktu untuk melakukan penelitian ini terbatas, hanya satu bulan. Selain itu, indikator yang digunakan dalam penelitian ini terbatas. Penelitian ini memiliki kontribusi praktis yang signifikan; Beberapa tujuan masih fokus pada penyediaan praktik pemasaran dan manajemen yang berorientasi produk.

JEL Classification: M30, M31

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INTRODUCTION

As competition increases, tourism service providers need to develop effective methods to be more responsive to tourist needs. Tourist satisfaction with vacation or recreation cannot be separated from the quality of services provided by service providers. A good service process will create a good quality experience for tourists. A memorable experience is closely related to dimensions (personal, relational, and environmental). It passes through several stages (atmosphere, socialization, emotion, and reflection) (Coelho et al., 2018), affecting consumer behavior. Still, many service providers do not understand and make this the focus of the attention of service providers or services.

Tourism is one of the industries that has a vital role in the country's foreign exchange income. Each country has different tourism potential because it is influenced by geographical and cultural factors. Geographical location and different cultural backgrounds make each country present with its uniqueness. In the Indonesian heritage preservation charter declared in Ciloto on December 13, 2003, heritage was agreed as an inheritance. Indonesia's heritage includes a natural heritage that is a special form of nature and cultural heritage that is the unique creation, feeling, intention, and work of 500 ethnic groups in Indonesia (Magdalena, 2012).

In recent years, the development of the tourism sector in Indonesia has increased rapidly, so it is very decisive as a source of income for a country. Referring to data published by the Indonesian Central Statistics Agency, in 2018, Indonesian tourism was visited by 15.81 million visits. An increase of 12.58% compared to 2017, which amounted to 14.04 million visits, proving that tourism is a wetland to reap foreign exchange. Based on this, Indonesia is very aggressively promoting tourist locations in each region, one of which is Lombok Island, West Nusa Tenggara. The West Nusa Tenggara (NTB) Province, chiefly Lombok Island, is one of the regions with a fast-growing tourism sector. Lombok Island itself is an island located in the Sunda Kecil or Nusa Tenggara separated by the Lombok Strait from Bali Island in the west and Alas Strait in the east from Sumbawa Island. The topography of Lombok Island is dominated by the Rinjani volcano with a height reaching 3762 meters above sea level, the third highest mountain in Indonesia.

Lombok Tourism itself fulfills all aspects to grow into one of the essential destinations in the tourism business in Indonesia. Lombok's natural beauty is emblazoned on the charm of the ocean, the magnificent of Mount Rinjani, the hills, waterfalls, rivers, rural areas, forests, and others. This natural beauty is complemented by friendly and welcoming residents who still maintain the unique and diverse practices of traditions and customs. A good image from a tourist destination can give tourists a high-quality experience (Zhang et al., 2018)MTEs and revisit intention. The model's predictive capabilities are explored in international tourism context by using PLS- SEM. The results indicate that country image and destination image influence revisit intention via the mediating effect of MTEs. The 'perceived image-MTEs-revisit intention' model is supported with 43% of MTEs and 28.7% of revisit intention explained. In addition, this study provides a classification framework of destination attributes (i.e. country image and destination image. The beauty of nature and the uniqueness of culture, which exists, of course, is a guarantee for tourists who visit to get a high tourist experience and fun so that it then raises tourist satisfaction and encourages them to visit again. Destination image can influence the intention of tourist behavior such as decision-making in choosing a destination, post-travel evaluation, and future behavior (Stylos et al., 2016).

One of the tourist destinations in Indonesia that has an interesting heritage is the Kuta Mandalika beach located in Central Lombok, the southern part of Lombok Island, West Nusa Tenggara, about 16 kilometers or 20 minutes from Lombok's international airport. Specifically, the Bau Nyale celebration is a unique and interesting culture for both domestic and foreign

tourists, in which in the Bau Nyale celebration, the activities of all people to look for sea worms are believed to be incarnations of Princess Mandalika. The Bau Nyale celebration and the name Kuta Mandalika are based on the history of Princess Mandalika, who is known for her beautiful looks, so many princes wanted to marry her, but to make peace, she finally sacrificed her life by jumping into the sea so that no one could marry her. The Central Lombok people celebrate it annually. When a tourist destination has an attractive heritage image, it can improve the quality of the tourist experience (Wu & Li, 2017).

The cultural life of the people of Kuta Mandalika still preserves their traditions and customs such as ceremonies (*Begawe*), community thanksgiving ceremonies, (*Sorong Serah Aji Krame*) the practice of every wedding, and (*Nyongkolan*) wedding celebrations by holding carnivals starting from the groom's house to the house of the bride. Besides, there are customs (*Gendang Beleq, Kelentang, Cilokak*) (*Persian*), which are dexterity activities for men. These traditions seem to become shows for foreign tourists. Furthermore, there are traditional villages, namely Sade and Ende, which become cultural tourism. Sande and Ende are traditional natural villages because they have old buildings, and people still use traditional tools and materials. In Sade and Ende, tourists can learn about the history, arts of Lombok and buy souvenirs, namely local crafts.

Kuta Mandalika has natural beauty such as the charm of a beach with white sand, various kinds of beautiful coral reefs for diving and snorkeling, and sea waves suitable for the surf. Also, there are many hills like a solid border fortress. The hills are used to see the sunrise and sunset, hiking, mountain biking, outbound, and camping. In the Kuta Mandalika area, there are various facilities such as adequate accommodation, comfortable lodging (villas, hotels, and homestays), different kinds of traditional and non-traditional food, and a health and security service center. With these advantages can be predicted the arrival of foreign and domestic tourists such as Figure 1.
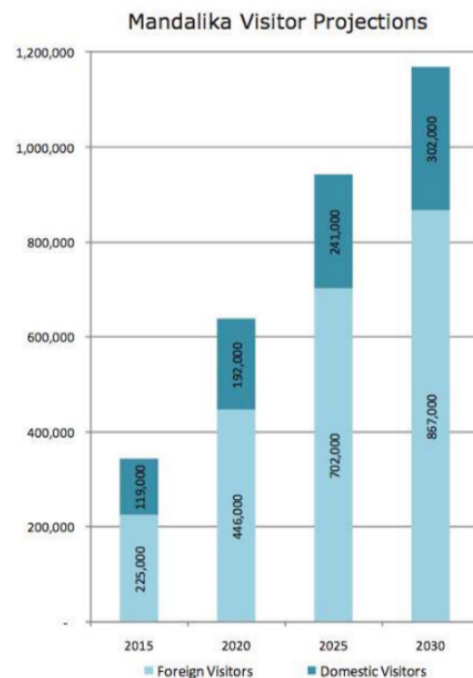
Source: AECOM Projections; Statistics Indonesia

Figure 1. The Figure of the prediction of Tourist Arrivals in Mandalika

Based on Government Regulation No. 52 of 2014, Kuta Mandalika is a tourism exclusive economic zone (KEK), with an area of 1,035.67 Ha and facing the Indian Ocean. In the development of the Lombok Mandalika Lombok area project, it has projected the arrival of foreign and domestic tourists in 2015 - 2030 will experience an increase. The projection is calculated based on three segments: (1) Direct foreign tourists to Lombok, (2) Foreign tourists who travel through Bali to Lombok, and (3) Local tourists (Satria, 2013). The AECOM (Achievement Engineering Consulting Operation and Maintenance) projections explain that tourist visits to Kuta Mandalika continue to increase, where the number of foreign tourists is more than that of the archipelago. It is seen based on the growth of tourism, in which the southern region of Lombok Island is more developed than other regions and has access from airports close to the tourism area.

One of the causes of an increase in the number of tourist visits is a good quality of experience, which causes tourists to revisit or re-

commend destinations to others. To attract repeat visitors, it is crucial to ensure the level of tourist satisfaction with the experience they get (Prayag, 2009). To create a good experience, one of them is through the services provided to tourists; a good service can enhance the tourism. Therefore, tourism experience is the essence of the tourism and hospitality industry (Zhang et al., 2018).

Heritage image has a vital role in determining experience satisfaction (Chen & Chen, 2010). Besides, heritage image also had a positive impact on the experiential quality; when tourist perceptions about tourist destinations have increased, it could affect the high quality of experience gained (Wu & Li, 2017). The destination image is an essential factor that influences the quality of the tourist experience, and tourist experiences' research has evolved from the basics of experience to an unforgettable experience (Ritchie & Hudson, 2009). The goal image had a direct positive effect on perceived value and experiential quality (Chen & Tsai, 2007). When tourists get a high-quality experience, they will have an unforgettable experience, and the tourist destination image is one of the factors that influence it (Zhang et al., 2018)

Experiential quality, such as technical quality and service in sports tourism, could influence tourists' behavioral intention to visit again and recommend it to their closest friends or family (Romiti & Sarti, 2016). In cultural tourism, tourist behavioral intentions could be positively influenced by the quality of tourist experiences, such as new cultures that are acquired and directly involved in the local culture so that it creates high-quality experiences. (Chen & Rahman, 2018). Likewise, the high quality of the tourist experience could influence tourists' intention to visit again (Zhang et al., 2018).

This study intends to explore the relationship between heritage image, destination image, experiential quality, and behavioral intentions. Based on previous research on heritage images and destination images on satis-

fying experiences and behavioral intentions, the study argues that heritage images and destination images are part of experiential quality. Experiential quality mediates the relationship between the perceived image and behavioral intentions (intention to revisit). If tourists have a more impressed perception of a destination such as friendly people, beautiful natural scenery, then the more likely they will have a high-quality experience. Then, tourists will have a higher intention of visiting again.

The purpose of this research is to develop a model of causal relationship from heritage image and destination image to experiential quality. Thus, it will influence the behavior intention of tourists with different objects or different samples, namely in the context of international tourism, especially for foreign tourists visiting Kuta Mandalika Lombok. The reason for choosing foreign tourists as the research sample is that based on the projections of AECOM (Architecture Engineering Consulting Operation and Maintenance), foreign tourists visit more than a domestic tourist. This study enhances a better knowledge and understanding of forming experiential quality and its essential role in determining destination competitiveness.

Thus, the influence of heritage image, destination image, and experiential quality on the tourists' behavioral intentions on the Kuta Mandalika beach in Lombok, West Nusa Tenggara, is exciting to study by looking at the reality in the tourism industry that continues to increase and be competitive.

Hypothesis Development
Heritage Image

Heritage Image represents the history that occurred in the past, which is the basis of image formation in the present. Heritage image is the key to understanding consumers and becoming a branding activity strategy that focuses on consumers (Rindell, 2013). This concept is generated based on the empirical studies' findings that focus on consumer companies' image. The company's image is referred to as the perception of the organization reflected in the

association stored in consumers' memories (Keller, 1993).

Heritage images have been positively associated with the high quality of tourism and destinations, and utilizing unique historical heritage can enhance the destination's image (Saeedi & Hanzaee, 2018). Heritage image is a tourist's perception of a destination's heritage that can improve experiential quality (Wu & Li, 2017). Likewise, history is the most important heritage for a destination and can create unique experiences for tourists (Goeldner & Ritchie, 2009). Historical sites, stories, and local myths can create valuable experiences for regional tourists. History distinguishes countries from one another and becomes a competitive advantage compared to other competitors (Goeldner & Ritchie, 2009).

Destination Image

Some experts explained that the destination image consists of cognitive, affective, and total images. Although the three-component goal image model is well received, most goal image research mainly focused on cognitive images, including attribute images and functional images (Echtner & Ritchie, 1991). The cognitive aspect of the goal image represents one's view of the goal's attributes, including the natural and cultural environment, and the unique experiences associated with that goal (Wang & Hsu, 2010).

Cognitive imagery has three dimensions: service, environment, and safety perception. Service attributes include ease of travel, friendliness of the population, level of service, value, and transportation. Environmental attributes include climate and environmental cleanliness (Bonn et al., 2005). Furthermore, the destination image is a micro part of international tourism as the core of the tourism products' image related to tourist attractions and tourist facilities, which directly meet the core needs of tourists (Zhang et al., 2018).

Experiential Quality

During a trip, tourists' experience is closely related to visiting, seeing, learning, enjo-

ying, and living a different lifestyle (Stamboulis & Skayannis, 2003). The tourist experience formed in the human mind is something unique and emotional with high personal value (McIntosh & Siggs, 2005). Experience has become a major construction in travel and tourism (Oh et al., 2007). The experiential quality is formed by intermingling factors such as consumer involvement, which makes them forget time and emphasize the process of consumption rather than results of consumption; surprise such as freshness, uniqueness, or perceived uniqueness; participation such as interaction between consumers and products/services, and pleasure such as happiness and enjoyment received by consumers (Kao et al., 2008).

Four dimensions can explain the experiential quality in the tourism industry: interaction quality such as quality delivered by service providers, such as service provider attitudes, service provider behavior, and service providers professionalism; physical environment quality such as physical facilities provided, design, location, and the environment around the tourist attractions; result quality such as the results of service actions, which show what tourists get during the tour; and access quality such as comfort and information (Wu & Li, 2017).

Behavioral Intentions

Behavioral intention is defined as the consumers' desire to behave in specific ways to own, dispose of, and use a product or service. Therefore, consumers can form the desire to find information, tell others about their experiences with a product, buy a particular product or service, or discard a product in a certain way (Mowen & Minor, 2000).

In tourism, the intention of tourist behavior is loyalty to the destination, where there is an intention to revisit the destination and their willingness to recommend it (Chen & Rahman, 2018; Zhang et al., 2018). Repeated visits are a measuring tool for evaluating tourist loyalty and considering the destination as a place that visitors will recommend to others (Chen, 2001).

Heritage Image Toward Tourists' Experiential Quality

The company image is formed using a legacy image that can influence consumer perceptions to determine consumer behavior in the future (Rindell, 2013). The inheritance image is part of the destination image and the overall image and destination brand related to tourists' perceptions about the quality of the destination, while the quality itself has a relationship with tourist loyalty to the destination (Saeedi & Hanzaee, 2018). The dimensions of experiential quality are built on reflective indicators, and multidimensional and hierarchical models are used as a framework to synthesize the effects of experiential quality, perceived value, inheritance image, and experience satisfaction on behavioral intentions felt by heritage tourists (Wu & Li, 2017).

In various previous studies, heritage image is the impression and expression that tourists get on their journey. The concept of heritage imagery is proposed as a useful conceptual framework for tourists to understand past influences such as historical places, stories, and local myths. However, several studies have paid attention to exploring the measurement of heritage imagery in the tourism industry. Hence, the following hypothesis is proposed:

H1: Heritage image has a positive effect on the tourists' experiential quality.

Destination Image toward Tourists' Experiential Quality

Destination imagery is an essential factor influencing tourist experiences. Destination image is a micro part of international tourism as the core of the tourism products' image of tourist attractions and tourist facilities, which directly meet the core needs of tourists (Zhang et al., 2018). Satisfaction is considered as one component of the tourist experience (Holbrook & Hirschman, 1982). The satisfaction level is determined by individual tourist responses to service quality subjectively (Otto & Ritchie, 2012). Some researchers revealed that the destination image positively and significantly influenced tourist satisfaction (Lu et al., 2015; Shafiee et al., 2016). Furthermore, Zhang et al. (2018) revealed that the destination image directly influences the quality of the experience. Therefore, the following hypothesis is proposed:

H2: Destination image has a positive effect on the tourists' experiential quality.

Experiential Quality toward Tourists' Behavioral Intentions

The quality of experience can be regarded as the basis for a destination's competitiveness and sustainability, influencing destination choice in the future. If a destination provides tourists with a high-quality experience, the traveler will revisit the destination. Repeat visits are a desired segment of destinations because they tend to be more satisfied and experience realistic expectations (Zhang et al., 2014)

The experience could indirectly influence consumer loyalty behavior (Manthiou et al., 2016). The research conducted by (Tsai, 2016) explained that the quality of the unforgettable experience has a direct and indirect effect on behavioral intention. In line with the research (Wu & Li, 2017) that the quality of experience through experience satisfaction positively influences behavioral intention. Furthermore, a study conducted by (Chen & Rahman, 2018; Zhang et al., 2018) explained that the quality of a memorable tourist experience could positively influence tourist behavioral intentions to revisit and recommend it. Thus, the following hypothesis is proposed:

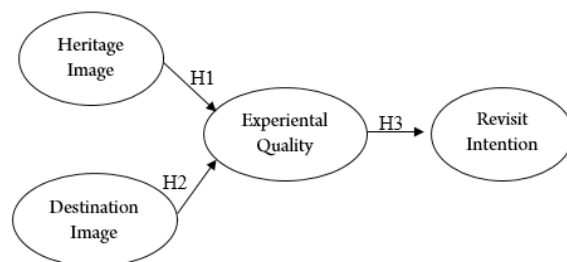H3: Experiential quality has a positive effect on revisit intentions.

Figure 2. Research Model

Based on the Figure 2, a tourism destination that has a fascinating past (cultural) history is a factor that can add to the quality of the tourist experience. The high quality of service, culture, and nature that attracts a tourist destination is, the higher it affects the quality of the tourist experience, and the higher the quality of the tourist experience, the greater the effect on the behavioral intentions of tourists to visit again.

METHOD

In this study, researchers used a quantitative approach. The design of this research is a causal study. The researcher in conducting causal research aims to state that the variable X causes the variable Y (Sekaran & Bougie, 2013). In this study, researchers used a survey method to collect research data (Sekaran & Bougie, 2013); the survey using a questionnaire written in English, as many as 150 questionnaires. From 150 questioners, there are 137 questionnaires received, four questionnaires that do not meet the criteria, and 133 questionnaires that can be processed.

The criteria for respondents are foreign tourists who have visited Kuta Mandalika Beach, Lombok, which is in the province of West Nusa Tenggara (NTB). Respondents were both men and women with an age range above 18 years, considering that 18 years of age is a productive human age.

Data Collection

The data was obtained by distributing questionnaires with closed questions about tourism on the Kuta Mandalika beach, Lombok. The sample in this study is 133 respondents, who came from 28 countries (Netherlands, Sweden, Germany, Australia, Canada, Austria, France, England, Spain, Argentina, Malaysia, Barcelona, Italy, Mexico, United States, Russia, Czech, Turkey, Singapore, United Kingdom, Switzerland, Philippines, Portugal, Ireland, China, Japan, Brazil, and India). Most respondents came from the

territory of Australia, with 46 respondents or 34.6%, where the number of male respondents was 32 respondents, and female respondents were 12 respondents. Meanwhile, the minimum number of respondents came from the Central Asian region of 1 respondent or 0.8%. The data reflects Australia is close to the island of Lombok. Male respondents were more, namely 82 respondents or approximately (61.7%) and women as many as 51 respondents (38.3%). Most of the respondents (54.1%) were aged 26-35 years. Meanwhile, 17-25 (22.6%) were slightly different from the ages of 36-45 (23.3%). Most of the respondents (66.9%) were undergraduate, and (54.9%) were private employees.

SPSS 21 was used for descriptive statistical analysis, and hypothesis testing was carried out using SEM with AMOS software. The variables in this study include heritage image, destination image, experiential quality, and revisit intentions. This variable will be measured using a Likert scale on a scale of 1 to 5. From the lowest "strongly disagree" to the highest "strongly agree." In this study using 19 indicators

RESULT AND DISCUSSION

Based on Confirmatory Factor Analysis, the researchers tested the validity and reliability of the indicators in the full SEM model. Provisions are valid for an indicator and can still be tolerated if the loading factor is at the value of ≥ 0,50 or ≥ 0,60 (Ghozali, 2017). The Reliability testing in this model was to measure and reflect the construct, thereby providing a consistent measurement of each item in the instrument. The items were consistently measured using Construct Reliability (C.R), with the condition that C.R ≥ 0,7 (Ghozali, 2017). The instrument testing used validity tests, resulting in 19 indicators with loading factor values of above 0.60. It indicated that all indicators were suitable for use. Besides, reliability testing showed that all variables were reliable because they met

the C.R criteria. The results of the test can be seen in the Table 1.

and CFI = 0.931, while the value at RMR = 0.028. The results of the model could be said to

Table 1. Confirmatory Factor Analysis and Construct Reliability Test Results

Constructions and Indicators	Standardized Loading Factor	Standard Loading2	Measurement error	AVE
Heritage Image (C.R = .920)				
Kuta Mandalika Beach is famous for its history and interesting reputation (HI1)	.888	.788	.211	
The unique historical culture of Kuta Mandalika beach (HI2)	.863	.744	.255	.742
Kuta Mandalika Beach reflects the historical atmosphere (HI3)	.870	.756	.243	
Kuta Mandalika Beach has a blend of cultural values (HI4)	.825	.680	.319	
Destination Image (C.R = .886)				
Kuta Mandalika Beach has a beautiful environment and natural scenery (DI1)	.830	.688	.311	
Kuta Mandalika beach has a clean area (DI2)	.708	.501	.498	
Residents around Kuta Mandalika beach are friendly (DI3)	.861	.741	.258	.566
Transportation to Kuta Mandalika Beach is easy to reach (DI4)	.690	.476	.523	
Near the location of Kuta Mandalika Beach has a comfortable hotel and homestay (DI5)	.710	.504	.495	
Kuta Mandalika Beach has an attractive shopping arena (DI6)	.699	.488	.511	
Experiential Quality (C.R = .887)				
The tour guide provides information in easy to understand language (EXQ1)	.775	.600	.399	
This beach exceeded my expectations (EXQ2)	.777	.603	.396	.613
I got an interesting experience while visiting this location (EXQ3)	.787	.619	.380	
I was able to enjoy the atmosphere around Kuta Mandalika beach comfortably (EXQ4)	.724	.524	.475	
I feel I have a new adventure in visiting this beach (EXQ5)	.848	.719	.280	
Revisit Intentions (C.R = .799)				
I will revisit this place next time (RI1)	.786	.617	.382	
I made this beach an essential reference in choosing tourist attractions (RI2)	.646	.417	.582	.500
I have an interest in tourist destinations on this beach (RI3)	.670	.448	.551	
I love this beach (RI4)	.721	.519	.480	

Empirical model testing used Structural Equation Modeling. The model indicated Chi-square = 245.836, GFI = 0.838, AGFI = 0.792,

be fit. Based on statistical analysis, this research model results have met the specified value standards.
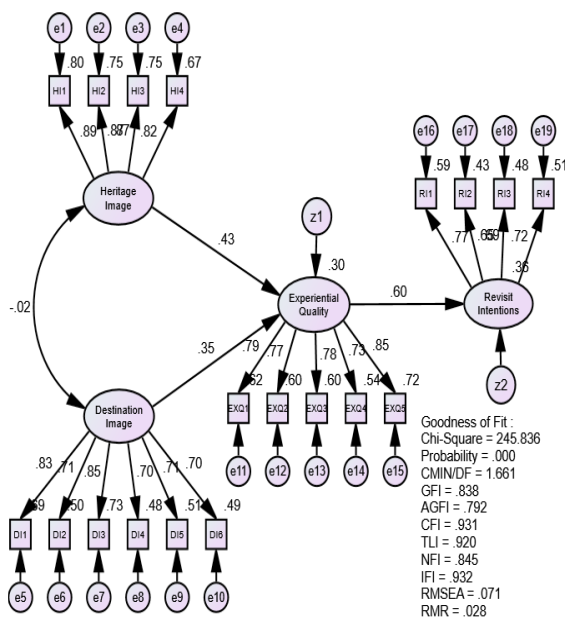
Figure 3. Full Model Analysis Results

Table 2. Hypothesis Testing Results

Variable Interaction	t Value	t sig.	Result
Heritage Image - Experiential Quality	4.845	.00***	Accepted
Destination Image - Experiential Quality	3.924	.00***	Accepted
Experiential Quality - Revisit Intentions	5.968	.00***	Accepted

Note: Significant if Prob ≤ 0.05, and C.R ≥ 1.96

Table 2 explains the relationship between heritage image, destination image, experiential quality, and revisit intentions. C.R value and probability described a positive and significant relationship of each variable.

The relationship between heritage image and experiential quality showed a positive and significant relationship, which could be seen in the value (C.R = 4,845 > 1.96), with significant value (0,000 < 0.05). The results of this study are also consistent with research conducted by (Rindell, 2013; Wu & Li, 2017: Mehmood et al., 2018; Saeedi & Heidarzadeh Hanzaee, 2018) which stated that heritage image had a positive effect on tourists' experiential quality. Thus, it could be concluded that hypothesis 1 in

this study was accepted. This study found evidence that the heritage image of Kuta Mandalika beach by having a unique history, tradition, and culture could improve tourists' experiential quality. Managers and communities who played a direct role in caring for traditions and culture could significantly improve experiential quality for visiting tourists. Heritage image of Kuta Mandalika beach was found in its unique history, old buildings that become traditional houses, various traditions, and culture. In other words, when tourists got something new, the experiential quality that was obtained increased.

The relationship between destination image and experiential quality revealed a positive and significant relationship, which could be seen in the value (C.R = 3,924 > 1.96), with significant value (0,000 < 0.05). The results of this study are also research conducted by (Lu et al., 2015; Martins & Silva, 2015; Shafiee et al., 2016; Zhang et al., 2018) which found that destination image had a positive effect on tourists' experiential quality. Thus, hypothesis 2 was accepted. The second hypothesis model was found that tourists would get experiential quality when they felt safe and comfortable at a tourist destination. This relationship occurred because Kuta Mandalika has a white sandy and clean beach, with waves suitable for surfing, the beauty of the seabed, and several hills around the beach. Besides, there were various affordable lodging and eating places. When tourists got experiential quality, it showed that the costs expended by tourists were by the benefits they got, or they received.

The relationship between experiential quality and revisit intentions demonstrated a positive and significant relationship, which could be seen in the value (C.R = 5.968 > 1.96), with significant value (0.000 < 0.05). The results of this study are also in line with research conducted by (Manthiou et al., 2016; Tsai, 2016; Wu et al., 2017; H. Chen & Rahman, 2018; Zhang et al., 2018) which affirmed that experiential quality positively influenced tourist behavior intentions. Thus, hypothesis 3 was accepted. In hypothesis 3 (H3), the results provi-

ded evidence that tourists who came to visit the Kuta Mandalika beach were satisfied with the natural beauty and the services of the manager and the Kuta Mandalika beach community so that, in the end, it became a memorable experience for tourists (experiential quality). In this case, the higher the experience of tourists to become an unforgettable experience, the tourists were willing to come back to visit Kuta Mandalika beach on another occasion.

Thus, it can be concluded that the tourists' experiential quality must be considered by the manager and the Kuta Mandalika beach community. If the manager and the community can create high experiential quality tourists, it will also produce high reciprocity from tourists. In this study, it can be said that the experiential quality of tourists was high, which was formed because what they expected or wanted from Kuta Mandalika beach was in accordance with their expectations.

CONCLUSION AND RECOMMENDATION

Based on the results of the analysis and discussion, the conclusion in this study is that experiential quality has the most significant influence on the intention to visit again. It means that the level of satisfaction of tourists visiting Kuta Mandalika is very high. The examples of experimental quality in Kuta Mandalika are good service, new experiences, and beautiful destinations that match tourist expectations. Also, heritage and destination images have a positive influence on experiential quality.

It means the direct involvement of tourists in the cultural traditions of these destinations provides memorable experiences and new knowledge for foreign tourists because the uniqueness they get cannot be found in their own country. Furthermore, destination facilities can meet all the needs of foreign tourists, such as comfortable lodging, clean environment, easy-to-reach transportation, and tides of seawater, which are perfect for tourists to surf. These factors contribute to a high-quality tourist experience.

The limitation of this study is that the time for conducting this research is limited, only one month. In this study, the researchers took the Kuta Mandalika beach, Lombok, and foreign tourists as research subjects. Furthermore, the indicators used in this study are limited.

This study has a significant practical contribution; some destinations still focus on providing product-oriented marketing and management practices. They often neglect to take care of the needs and experiences of tourists through the eyes of tourists. They fail to design and deliver the tourist experience from a tourist perspective but sell the tourism products provided. It is difficult for these destinations to obtain sustainable competitiveness and development capabilities in the tourism market. Research on tourism experiences and experiential quality helps guide destination managers to emphasize the role of experiential quality.

Furthermore, heritage and destination images are proven to be factors informing the experiential quality of foreign tourists. In facilitating experiential quality, destinations must maintain and care for the existing history, traditions, and culture so that their unique values remain valuable for tourists. Also, improve the cleanliness of the environment and tourist facilities so that tourists feel safe and comfortable. Marketing efforts and regional branding management are beneficial for building a good destination brand image in the minds of foreign tourists.

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