

V. CONCLUSION AND IMPLICATION

A. Conclusion

1. Customer Experience has a positive effect on Revisit Intention
2. Customer Experience has a positive effect on Customer Perceived Value
3. Customer Perceived Value has a positive effect on Revisit Intention
4. Customer Perceived Value mediating the effect of Customer Experience on the Revisit Intention

B. Implication

1. Managerial Implication
 - a. To increase the perceived value and the desire of visitors to return, the management of D'Las Purbalingga should focus on improving the facilities based on customer experience of D'Las Purbalingga. Routine maintenance and improvement of infrastructure such as the car park and the Praying Room should be a priority. In addition, providing information and problem solving skills will go a long way in creating a better visitor experience. With well-maintained facilities, visitors will have a greater desire to return.
 - b. Management needs to provide incentives to customers who recommend its products or services to their friends or family. Referral programs or discounts for customers who bring in new clients can motivate them to engage in such actions. Adding

attractive and Instagrammable photo spots can also increase the appeal to visitors who are active on social media.

2. Theoretical Implication

The findings of this research provide a significant theoretical contribution to the understanding of the relationship between customer experience, customer perceived value and revisit intention in the context of tourism, specifically at D'Las Purbalingga. It adds to the existing literature on the influence of customer experience on perceived value and revisit intention in the context of a tourist destination, and provides valuable guidance for similar research in other tourist destinations. The findings also highlight the significant role of customer perceived value in enhancing revisit intention, providing a robust theoretical basis for destination managers to focus on improving perceived value as a primary strategy to attract and retain visitors.

C. Limitation

1. The distribution of the questionnaires did not comply with the original plan, which was for 100% of respondents to be surveyed online via Google Forms. As a result, the study resulted in 111 offline respondents and 81 online respondents, resulting in a discrepancy between the planned and actual distribution ratios.
2. R Square which is relatively moderate in the variable customer experience on revisit intention with customer perceived value. The measured

percentage of influence reaches 54.7%, indicating that there are still other factors outside the model that cannot be explained.

