

## EXPERIENTIAL MARKETING STUDIES IN THE PERSPECTIVE OF TOURIST (CASE STUDY ON TOURIST DESTINATIONS IN BANDUNG)

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### ABSTRACT

*The tourism industry constantly evolving over time. Because the tourism industry can improve the economy of a region. The number of tourists who visit will spend their money in tourism destinations. Bandung is the capital of West Java and is one of the leading tourist destinations in West Java. Due to the high number of tourists visiting Bandung has a positive impact on regional revenues. Bandung direct the development of the tourism sector to be the concept of MICE City. Some of development include adding infrastructure, expand the tourist destinations, and provide many options to travelers about the type of tourism. Some examples such as heritage tourism, culinary tourism, shopping, etc. Where all of is directed to increase the number of tourist visits so that Bandung became an attractive city in the tourism sector. The expected tourists who visit gets its own experience and hard to forget. Due to the experience of visiting that is in the tourist will culminate in the selection back again or not. It is highly based on previous visits to make loyal tourist. The increasing perceived experience tourist means memorable vacation to Bandung. Is not impossible that they will say something positive to relatives in their country about tourism industry in Bandung. This happens because at the moment they have not been an experience that they found before in terms of holiday. Research method used is descriptive method, wherein the process through a survey by observation and interviews to the tourists either domestically and foreign who visit Bandung. Experiential marketing is perceived by tourists can be categorized Good. In this case it appears that tourists (domestic and foreign), which can be regarded as consumers of existing tourist destinations in Bandung have a positive experience. Experience gained by tourists can happen because the concept of differentiation made by the management a tourist destination. So not only got the vacation experience of the beauty of the city and nature, but also gained valuable experience in the vacation in a tourist destination.*

Keywords: Experiential marketing, Tourist destination, Bandung

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### Introduction

The development of the service industry is very rapid tourism services where at this time has become one of the wheels of the world economy proved able to contribute to the prosperity of a region (Prasetyo & Maulani, 2016). The tourism industry is one factor that can develop the economy of a region. Because of the tourism sector can improve the income of a region. The tourism sector can be a source of enormous income and revenue for local governments themselves if dealt with seriously (Nirwandar, 2014). Assuming such that it is no wonder a lot of countries or cities competed to develop its tourism sector. It is based on the increasing need for the holiday. Where the holiday is a necessity for the world community. That is, the tourism industry will remain even until the country was the financial crisis yet. With notes is always taken care of properly. for example, a country is hit by the economic crisis which led to the exchange rate of a country's currency weakened. From the example it chances are many of foreign tourists coming to the grounds in the country for those tourists are not spending a lot. Because the currency they had brought from their respective countries have a high exchange rate. As a result they will spend more money in the country visited.

The Government formulated a strategy for the development of their tourism industry. It means developing tourism destinations to attract tourist. Destinations is a major concern in the implementation of strategic policies given destination is a key element in the tourism sector (Nirwandar, 2014). Starting from beautifying the new destination or preserving heritage buildings of antiquity. The strategy intends to bring in more tourists, both domestic and foreign tourists by developing the attractiveness of a tourist destination in itself. The number of tourists who visit, it is expected to provide positive input for the area. Starting from the hotel business, needs for food in a tourist area, needs to get souvenirs of tourist destinations, etc. The tourist destination is the gift of God Almighty.

National Development Planning Agency, the Ministry of National Development Planning in the field of Tourism Development 2015-2019 states increase tourism competitiveness with two goals; 1. Goal growth of domestic tourist and foreign tourists, foreign exchange, and GDP growth, 2. Increased local businesses in the tourism industry and the increasing number of local workforce certified (Prasetyo & Maulani, 2016). From 2012 to 2013, according to data from the Ministry of Tourism and Creative Economy, Indonesia experienced a growth rate of tourist arrivals of about 7.37%. Where the average growth in tourist spending ranges from 1.40%. Ministry of Tourism and Creative Economy perform various strategies for the tourism industry in Indonesia recorded a growth from year to year (Nirwandar, 2014). The reason is that the tourism sector can provide positive input. This is called that tourism industry should be a magnet for the world's population.

This study aims to describe the experience of marketing perceived by tourists when visiting Bandung. Because tourist when visiting a tourist area, he or she may need to have experience in the travel. There is a problem that tourists who visit tourist destination in Bandung should receive a special experience. That is what underlies the authors to try to describe the level of

experiential marketing felt by tourist when they visiting Bandung. Because it will be a problem if the tourists who visit do not get something different in their experiences. The problem here does it mean if tourists do not get a new experience, then it's hard to hope tourists will return. That is here that every tourist area must have a concept / strategy that will achieve heart share of tourist in order to create a new experience for tourists. In this case, authors tried to give an overview of experiential marketing felt by tourists when visiting Bandung.

**MARKETING EXPERIENCE ON TOURISM INDUSTRY**

Experiences are now in the core of attention, marketing researchers and practitioners have displayed their interest about experiences as the key for understanding customer needs and improve successful companies (Verissimo & Loureiro, 2012).

Experiential marketing is a marketing effort using the personal events that occur in response to some kind of stimulus as a link between the product to the customer (Kustini, 2007). Experiential marketing is the ability of products to offer emotional experience to touch the hearts and minds of consumers (Winahyuningsih, et al, 2011).

At present, it is often used psychological analysis touches the side of the consumer to gain the competitive advantage, which is experiential marketing. The experience has been used as a vehicle to describe the meaning of various leisure and tourism activities and events (Verissimo & Loureiro, 2012). In this approach, marketers create a product or service by touching the senses of consumers, touches the heart and stimulates the mind of consumers, because if the product can touch the emotional value of customers in a positive way then it can be a memorable experience (Putri & Astuti, 2010). Products both goods and services are always required to fulfill customer expectations. Exceed consumer expectations was better, in a positive terms. A good product is to provide greater benefits than the cost incurred by consumers. not just the core benefits of the product, but also the benefits consumers began during the pre-purchase process until completion. That's called service. Great product must have a great service. As Hermawan said, "whatever your business, it's a service business". A good product even if it is not supported by good service system, consumers will think twice to buy the product. It could be said that experiential marketing is the concept of aimed at touch the heart or feelings besides consumers of the benefits offered in the product (Prasetyo & Maulani, 2016).

Creating a positive experience for the consumer, it is necessary to create an unforgettable sensation also differentiation of a product that can create satisfaction (Sahiraliani, 2013). Experience of consuming a product, allowing consumers to assess the high and low values obtained from the use of the product, the higher the value, the more satisfied consumers consume these products, and vice versa (Liulianto, 2013). On the positive experience of consumers (tourists) is very influential in the decision to visit afterwards. Travelers who have a positive experience is said to be satisfied and is expected to recommend to their relatives. This means that how to create a tourist advocate. Experiential marketing indispensable role in contributing to the progress of the company, due to the provision of a pleasant experience will make consumers into believing, choose to use, and will ultimately loyal to the brand (Wulandari, 2013).

Experiential marketing concept popularized by professor Bernd Schmitt. Existing dimension in experiential marketing is to sense, feel, think, act, and relate (Winahyuningsih, et al, 2011). The fifth dimension of experiential marketing (Bernd Schmitt) is the concept of Strategic experiential modules (SEMs), following explanation:

**Table 1. Dimensions of Experiential Marketing**

<b>Sense</b>	Referring to the five human senses where the general purpose is to produce aesthetic pleasure (happiness, satisfaction, beauty) consumers.
<b>Feel</b>	A strategy and implementation are intended to influence the market for the products through media experience providers, and to be successful must first understand how to create a feeling at the moment of taking the product. With the aim of influencing the experience that starts from a soft mood up with strong emotions to the pleasure and pride.
<b>Think</b>	Aiming to encourage consumers to engage in a comprehensive creative thinking and have an impact on changes in the product image. Where its importance is changing consumer expectations assumption. By thinking can stimulate a person's intellectual ability and creativity.
<b>Act</b>	Act marketing designed to create a consumer experience that is associated with physical conditions, long-term behavior patterns and lifestyle as a manifestation of interaction with others. Act is one way to establish customer perception of the products and services concerned. This is related to how to get people to do something and express his lifestyle (lifestyle and physical body).
<b>Relate</b>	Develop an experience beyond personal sensations, feelings, logic and action by connecting individuals to the socio-cultural context broader. Related is one way to form or create customer communities with the communication and the incorporation of aspects previously. Relate combine aspects of sense, feel, think, and act with a view to linking individual with what is outside it and implement the relationships between other people and other social groups so that they can feel proud of and accepted in the community.

This concept also encourage more companies to think creatively about how marketing measures to attract consumers to buy and be loyal to those products (Putri & Astuti, 2010). Experiential Marketing is one form of the manufacturer's plan to bridge between the academic world and the practice in which the main points of the planning is to create/build a strong trust with consumers (Rosanti, et al, 2014). Experiential marketing is a marketing approach to strive for the consumer to have an unforgettable experience at the time of pre-purchase until after the purchasing a product (Sahiraliani, 2013). Through experiential marketing, marketers seek to understand, interact with consumers and empathize with their needs (Kusumawati, 2011). Experiential marketing can be utilized effectively when applied to a specific situation, and here are some benefits of experiential marketing (Kustini, 2007); To revive the brand decadent; To distinguish one product with competitors' products; To create the image and identity an enterprise; To promote innovation; To introduce the experiment, purchase, and most importantly is consumer loyalty.

**Figure 1. Experiential Marketing Model**



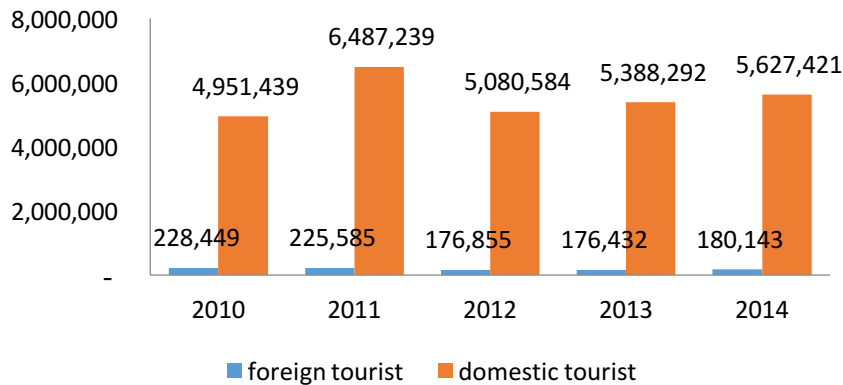
The performance model of experiential marketing is starting from Attact, Engage, and Excite, whose function is to attract (attact) consumers deeper emotional side, so there is a sense of engaged (engage) for enticing consumers (excite) to interact with the product (Sahiraliani, 2013).

That is done by the management of tourist destinations to gain consumer experience. Decide on experiential areas by focusing on what is authentic and memorable about this specific destination and what can bring possible competitive advantage (Lagiewski & Zekan, 2006). They are racing to create new experiences for tourists at the start with some strategies that touches the emotional side traveler. Identify visitor markets based on experience types and needs, wants, and behaviors of the current and potential visitors (Lagiewski & Zekan, 2006). It is intended to be able to get the attention of travelers psychological side. If the psychological side has been touched, then it is easy for managers to gain the trust of tourist. Based on the trust of tourist, then the next strategy to create new experiences for tourists is by involving tourists in every way. Invites tourists to engage in terms of affection and cognition could attract tourists which resulted in positive behavior. The managers also are preparing a few things that can make tourists involved. Determine if the theme needs to be modified to make the experience more engaging for the visitor markets (Lagiewski & Zekan, 2006). It means that their holidays are unconsciously involved in the product (destinations) generated by the management. With the involvement of tourist that gets sense of belonging to products they consume. In this case, they got sense of belonging to tourist destination where they visit. With a sense of belonging, then the tourist would have faced an interesting experience. The involvement of tourist also feel there is something new in their lives, things that they found while on vacation. It can be said at this stage tourist already on the level of satisfaction. Just how the management maintains or increases towards the satisfaction of loyalty. That makes sense not only satisfied but also memorable for tourists. With a certain level of satisfaction, tourists have a desire to know more deeply what is actually offered by the management. Here was going to happen tourist loyalty level, because they are already interested based on the new experience they get. It means that the model of experiential marketing analyzes ranging from the first sight of tourist to be loyal. This was marked by the interaction (feel, visual, physical) of tourist to destinations.

**TOURISM INDUSTRY IN BANDUNG**

Bandung is the capital of West Java and is one of the leading tourist destinations in West Java, Indonesia. Strategy development of tourism industry in Bandung is the responsibility of the mayor of Bandung. The strategy ranges make the city more beautiful and more attractive for tourists and investors as well. Because the reason was to increasing local government revenue. Strategies to improve the tourism sector can also be developed to invite several potential investors who will invest in the city (Marketing Magazine, 2015). The level of tourist visits to Bandung can be seen from the following table: (Department of Culture and Tourism Bandung, 2015)

**Figure 2. Number of Visits**



Bandung, which is one of the leading tourist destinations in West Java province because of the high amount of traffic impact on local revenues. Figure above shows the level of tourist visits to Bandung 2010-2014. Based on data from the Medium Term Development Plan (RPJMD) in Bandung in 2014-2018, Bandung highest economic structure came from one of the tertiary sector of tourism amounted to 40.8%, a significant contribution to the economic conditions (Prasetyo & Maulani, 2016). The economic improvement due to the many tourists visiting Bandung. Because tourists who come definitely spend their money. Bandung is currently planning for the development of the tourism sector towards the concept of MICE City. As indeed it is in line with the functions of Bandung, the capital city of the province and also services. It became a tourist attraction for visiting Bandung. Here is the data based on a favorite place of tourists visit. (Department of Culture and Tourism Bandung, 2015).

**Table 2. Most Of Interest Tourist Areas**

	Area	Percentage
1	Cluster Culinary Tourism, Heritage Tourism, Education, Entertainment and Recreation, Geotourism ir. H. Juanda (Dago) -Merdeka-Riau;	32,6%
2	Cluster Shopping in Cihampelas;	24,7%
3	Cluster Entertainment, Tourism Shopping, Geotourism Sudirman-Otista-Gardujati-Pasirkaliki;	15,3%
4	History and Heritage Tourism Cluster in Braga Africa-Asia-Cikapundung;	10,5%
5	Cluster Spiritual Tourism and Shopping Tourism in Gegerkalong-Setiabudi;	7,5%
6	Cluster Heritage Tourism, Education, Recreation, Natural and Artificial, Travel Convention, Religion in Gedung Sate-Gasibu-Sabuga;	5,8%
7	Culinary Tourism Cluster in Burangrang	2,1%
8	Cluster Tourism Nature Recreation, Cultural Tourism, Tourism Craft Industry in North Dago-Punclut	1%
9	Cluster Traditional Cultural Art and Craft Industry in Padasuka-Saints;	0,3%
10	Shopping Travel and Tourism Cluster Craft Industry in Cibaduyut	0,2%

Table above shows the favorite tourist attractions in Bandung. Seen most interest is for culinary travel, shopping, education, entertainment and recreation, and Geotourism. Tourists visiting the city of Bandung will get a special experience in the vacation (Prasetyo & Maulani, 2016). The tourism industry is transformed into a commodity promising business. One hand there is the potential to become a tourist destination of national and global scale, certainly many entrepreneurs saw the opportunity and invest there. This should be a critical concern for local leaders. Kotler, et al (2010) argued that the purpose of a business is to create and maintain profitable customers satisfaction, customers should be enticed and maintained during the first meeting. Many experiences felt by tourist when visiting. Some things that can raise their experience in the tour is the atmosphere of the city, culture, friendliness of the residents, etc. The positive experience felt by tourist when visiting, can provide a positive image of Bandung. In order to attract visitors their special effort to create a different experience that is not offered by other destinations so it becomes an advantage because experience is a major component in shaping responses, perceptions, and feelings are different for each customer (Williams, 2006). Bandung has become a favorite tourist destination in West Java, but there are still many problems that could be expected to inhibit the growth of the tourism industry. As an example of congestion, public order, traffic order, cleanliness, beggars and poor road conditions. Some things that can interfere with holiday travelers. With the holiday disruption of positive experience will decrease. Here the experience factor to be something very important.

**RESEARCH METHODOLOGY**

The purpose of this study is to give an overview or description of experience marketing felt by tourists. Type of research is descriptive research that aims to create a description, picture of systematic, factual and accurate information on the facts being investigated. The survey is conducted using questionnaires as Data collection tool on the Local and international tourist who visit Bandung as a tourist in their destination. Additionally, observations and interviews were conducted in order to get a clearer picture. Observations and interviews were conducted aiming to get a deeper understanding of their perceptions of Bandung.

Population in this study is tourists who visited to Bandung. As Sugiono (2008) said, population is a generalization region consisting of objects or subjects that have certain qualities and characteristics defined by the researchers to learn and then pull conclusions. The population in this study is the domestic and foreign tourists who visit Bandung in 2015. Because at the time the research was compiled, the government has not released data by 2016.

**Table 3. Tourist Arrivals in 2015**

<b>TOURIST</b>	<b>2015</b>
Domestic Tourist	5.877.162 people
Foreign Tourist	183.932 people
<b>Total</b>	<b>6.061.094 people</b>

This data is used to how many questionnaires distributed as well as information about tourist visiting Bandung in last 1 year. Of the population taken sample which is expected to represent the population. Samples are taken in proportion to both domestic and foreign tourists. Because tourists here mean that the domestic and foreign tourists. In line with the intent of this study is to determine the level of experiential marketing perceived by tourists visiting Bandung.

**OVERVIEW OF EXPERIENTIAL MARKETING IN THE PERSPECTIVE OF TOURISTS IN BANDUNG**

For domestic and foreign tourists, Bandung is the leading tourist destinations in West Java. Tourist destinations in Bandung extremely diverse. That is a lot of give you a choice destination for tourists. The development of tourism in Bandung supported by the availability and variety of urban tourism products in the form of various features offered to tourists. The tourism sector is one of the leading sectors and contribute a significant contribution to the economy of Bandung.

Currently, the tourism industry in Bandung is dominated by the activities of shopping. This is because many factory outlets in Bandung. Almost the entire factory outlet in Bandung is always evolving and thinking to achieve competitive advantage. No wonder from year to year level of tourist arrivals to grow rapidly. Bandung itself is known as the city that would stop their creativity, it is supported by a number of portofolio produced by residents of Bandung.

Whatever the government is to improve the experience for tourists traveled. With different experience gained by tourists, it will create a satisfaction rating. Experience a vacation in Bandung is one of the sought and continues to be enjoyed by tourists. The government started to reform urban planning, green concept activity in every corner of the city that can spoil the tourists who were vacationing in Bandung. In addition, the government also continues to encourage the managers of tourist destinations to continue to develop products through innovations that lead to an increase in the perceived experience of tourists.

In the context of experiential marketing in the tourism industry, the city has made some strategies that target to the tourists. The following table results from questionnaires/interviews with tourists who visit Bandung.

**Table 3. Experiential Marketing In The Perspective Of Tourist**

<b>Variable</b>	<b>Dimension</b>	<b>Average</b>	<b>Criteria</b>
<b>Experiential Marketing</b>	Sense	3,65	Good
	Feel	3,97	Good
	Think	3,83	Good
	Act	3,95	Good
	Relate	3,819	Good
	<b>Amount</b>	<b>19,22</b>	
	<b>Average</b>	<b>3,84</b>	<b>Good</b>
	<b>Maximum</b>	<b>3,97</b>	
	<b>Minimum</b>	<b>3,65</b>	

Results of questionnaires are accompanied by interviews and observations on tourists (domestic and foreign) who visit can be seen in the table above. From these results it can be seen that tourists (domestic and foreign) a good experience when they vacation in Bandung. It is all based on the traveler who met and were asked to fill out a questionnaire and willing in the interview. Consequently, the tourist perspective is formed in this study based on several areas of origin of tourists both domestic and foreign. Experiential marketing is perceived by tourists who visit Bandung can be categorized Good. Proven results obtained in average / criteria in point 3.84. Where the figure included in the range of 3.4 to 4.2 is categorized Good. In this case it appears that tourists (domestic and foreign), which can be regarded as consumers of existing tourist destinations in Bandung had a positive experience. This happened because the tourists who visit Bandung gain experience that may have not they found earlier. Experience gained by tourists can happen because the concept of differentiation is done by the management of tourist

destination. Concepts of differentiation that lead to the formation of a positive image for consumers. So not only got the vacation experience of the beauty of the city and nature, but also gained valuable experience in the vacation in a tourist spot. In essence, the tourist got a travel experience that they do not get in other places. they get a new experience when visiting Bandung.

Some tourist destinations in Bandung is very interesting to be visited. Travelers are faced with a wide choice of tourist want to do anything in Bandung. From the start shopping, heritage tourism, nature tourism, culture tourism, art tourism, entertainment tourism, as well as culinary tours or a combination of overall. Each whatever happens to the tourist attractions, tourists certainly have a special experience that can not be generalized. Some tourist who have the experiences of different groups with a group of other travelers. This is called that almost all tourist destinations in Bandung have components that can enhance the experience of tourists in their vacation.

Referring to Table 2 of the most favorite destinations in Bandung, many tourist who choose Culinary Tourism, Heritage Tourism, Education, Entertainment and Recreation, and Geotourism in dago-merdeka area for their holidays. With a percentage of 32.6%. After that there are many tourists who choose tourism shopping in cihampelas. Indeed, from both a tourist destination can be seen a lot of domestic and foreign tourists who traveled on the weekend. No less interesting is also third in that heritage tourism in Braga.

For examples in the dago-merdeka area, dago along the way a lot of factory outlet which provides low prices and classy. Also supported too many hotels in the area. Bandung also has the typical food, which in the area are also many restaurants with different concepts that will not make bored tourists. To regard education as well as entertainment and recreation in the area Geotourism dago there is a place called THR Djuanda. In these places tourists feel the beauty and fresh air area of hills and valleys dago. In the THR Djuanda also a historic building heritage of the nation invaders are called Dutch cave and Japanese cave. In addition to feel the beauty of nature, can also learn the history that happened in that place along the way a lot of factory outlets, restaurants, and hotels always provide quality products and certainly provides a unique shopping experience. Cihampelas area famous for its genuine jeans product made in Bandung. Currently cihampelas just completed a new tourist destination that's called Cihampelas SkyWalk. The concept of green tourism to enhance the tourist experience of shopping on the main street cihampelas. One more unique experience in shopping. Braga region devoted to choosing heritage tourism for their vacation. The presence of Asian-African museum, known as the historic building where the implementation of asia-African Conference in 1955, making the Braga area are very thick with the feel of heritage.

Tourists who visiting the destinations, must feel the new experience in vacation. That is the main point. Back to the context of experiential marketing, tourist activities vacation begins faced Sense dimension that has meaning to produce aesthetic pleasure (joy, satisfaction, and beauty). Sense is strongly felt by tourists while in Bandung starting from the natural beauty wrapped in cold weather will give different aesthetic enjoyment. Moreover, the management a tourist destinations are also thinking about how to create a sense of the consumers themselves when they visited. More precisely the management is thinking about how to impress tourist which impact on the positive experience not to be forgotten. This concept is called Feel in the dimension of experiential marketing. Some tourist destinations in Bandung certainly has a distinctive. Starting from the concept of a clear positioning and differentiation strategies that can be accepted by tourists. As an example of cluster Geotourism tourist and heritage tourism are always combined with a history lesson. Both the history of the old building and the history of natural phenomena to be like it.

Of the two, tourist directed to think of their involvement with the travel destinations. This is the concept of "Think" on the dimensions of experiential marketing. Travelers consciously or not, encouraged to engage in creative thinking broadly and would have an impact on the image of the tourist destination. Favorite tourist destination in Bandung other than shopping, may be said is that culinary tourism, heritage tourism and nature tourism. Because it is beautiful nature and has historical significance, tourist eventually also want to know more about the place (the product). Because of the tourist involved of thought the impact on the image of the tourist, then the next will create experiences. These so-called Act in its dimensions. Tourist have experience related to the physical, behavioral and lifestyle patterns as manifestations obtained through interaction with others. Finally, after the tourists have these experiences, then the tourists trying to develop beyond the personal sensations, feelings, logic and action. This means that connecting with people in the socio-cultural context. Tourist can assess a culture that occurred in the area. It's called relate in the dimension of experiential marketing.

This concept also encourage more companies to think creatively about how marketing measures to attract consumers to buy and be loyal to those products (Putri & Astuti, 2010). Because the concept of experiential marketing is one form of the manufacturer's plan to create a strong belief in the tourist. Experiential marketing can be regarded as proof of the loyalty of consumers will use the product (Prasetyo & Maulani, 2016). With the positive experience, it will increase the trust of tourists to the destination (the product) is. In essence, do not expect a tourist destination (product) can be seen by tourists when travel destination (product) is not presenting a unique experience. Trying to make tourists more memorable is more important than just satisfactory. Thus, may be said that experiential marketing refers to the real experience of customers to the brand / product / service to increase sales and brand image to be expected that eventually could lead to customer satisfaction and lead to customer loyalty to products and companies (Dimiyati, 2013). Whatever was done by the management of tourist destinations, must be in line with government policy. Government in Bandung always support the creativity of citizens to be able to attract tourists. Meaning that, although the policies made by the government, remained in its implementation should be supported also by the citizens.

From exposure above that explains and linked with a favorite destination in Bandung, got that experience of tourists visiting Bandung is positive. It leads to the satisfaction of tourist have while on vacation in Bandung. The results of this study can be said

that the description of the perceived vacation experience tourist in Bandung in both categories are positive. That is, the level of tourist arrivals increased from year to year is the impact of perceived positive experience tourist previously. It could happen that the tourist does some work word-of-mouth communications to attract other tourists to visit Bandung. All were based on the experience felt before.

## CONCLUSION

The holiday has become a necessity for every person in this world. while doing holiday, tourists always want to get a different experience from the previous holiday. The tourism industry is transformed into a commodity promising business. Tourist destination that has the potential to go international, certainly a lot of employers are planning to invest in the area. This should be a critical concern for local leaders.

Therefore, any tourist destination to make improvements and development in order to attract tourists. The concept of differentiation that carried not only to satisfy customers but how to impress consumers. Bandung is famous for the highly creative. Bandung is known for their creativity. Bandung is the leading tourist destinations in West Java. Tourist destinations in Bandung extremely diverse. it means, tourists are given many options to enjoy their holiday in Bandung. In the tourism sector, Bandung always developing its tourism destinations. Because the reason was to increase local revenue. Some things that can raise their experience in the vacation was the atmosphere of the city, culture, friendliness of the residents, etc. The positive experience felt by tourist when visiting, can provide a positive image of Bandung itself. In the context of experiential marketing in the tourism industry, the city has some strategies to make it convenient for tourists.

The results of this study can be said that the description of the perceived vacation experience tourist in Bandung in both categories are positive. That is, the level of tourist arrivals increased from year to year is the impact of the positive experience of previous tourist perceived. Experiential marketing is perceived by tourists can be categorized Good. In this case it appears that tourists be regarded as consumers of existing tourist destinations in Bandung had a positive experience. Whatever happens to a tourist destination, tourists certainly have a special experience that can not be generalized. Some tourist has the experience of different groups with a group of other tourists. This is called that almost all tourist destinations in Bandung have components that can enhance the experience of tourists in a vacation. With the positive experience, it will increase the trust of tourists to their destinations (products). The point is, do not expect a tourist destination (product) can be seen by tourists when travel destination (product) is not presenting a unique experience. Trying to make tourists more memorable is more important than simply satisfying.

Limitations of this study apart for a short time, is also a variable factor that is a generalization. It means the experience that is perceived by consumers here are general and can not be classified in a particular travel destination. Given the number of tour in Bandung, we should be better results if examined the perceived experience tourist based on the purpose or the type of tourist. In other words, these results can be summed up in general rather than the classification of types of tours are offered in Bandung. But this can be seen in the results of the perceived experiential marketing travelers in general are visiting Bandung.

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