

The Influence of Customer Value and Designed Attributes on Tourist Experience at Wildlife Park Tourism Objects and Kinantan Culture, Bukittinggi City

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Customer Value dan Atribut Didesain terhadap Pengalaman Wisata pada Objek Wisata Taman Margasatwa dan Budaya Kinantan Kota Bukittinggi. Sampel penelitian ini adalah seluruh pengunjung Taman Margasatwa dan Budaya Kinantan di Kota Bukittinggi. Sampel penelitian ini sebanyak 140 responden. Memanfaatkan kuesioner, informasi studi dikumpulkan. Data yang terkumpul kemudian dianalisis menggunakan perangkat lunak IBM SPSS Statistics 25. Menurut temuan penelitian ini, Nilai Pelanggan memiliki pengaruh yang besar terhadap Pengalaman Wisata di Taman Wisata Margasatwa dan Budaya Kinantan di Kota Bukittinggi. Di Taman Wisata Margasatwa dan Budaya Kinantan di Bukittinggi, Indonesia, Atribut yang Didesain berpengaruh signifikan terhadap Pengalaman Wisatawan. Di Taman Wisata Margasatwa dan Budaya Kinantan di Bukittinggi, Indonesia, Nilai Pelanggan dan Atribut Desain memiliki efek gabungan atau simultan yang cukup besar terhadap Pengalaman Wisatawan.

Kata Kunci: *Customer Value, Designed Attributes, Tourist Experience*

Abstract

The purpose of this research was to determine the effect of Customer Value and Designed Attributes on Tourist Experience at the Kinantan Wildlife and Cultural Park Tourism Object in Bukittinggi City. This study's sample comprised all visitors to the Kinantan Wildlife and Cultural Park in Bukittinggi City. This study's sample consisted of 140 respondents. Utilizing a questionnaire, study information was collected. The gathered data were then analyzed using the software IBM SPSS Statistics 25. According to the findings of this study, Customer Value has a substantial effect on Tourist Experience at the Kinantan Wildlife and Cultural Tourism Park in Bukittinggi City. In the Kinantan Wildlife and Cultural Tourism Park in Bukittinggi, Indonesia, the Designed Attributes have a significant effect on the Tourist Experience. At the Kinantan Wildlife and Cultural Tourism Park in Bukittinggi, Indonesia, Customer Value and Designed Attributes have a considerable joint or simultaneous effect on the Tourist Experience.

Keywords: *Customer Value, Designed attributes, tourist experience*

INTRODUCTION

Tourism is one source of income for a country, including Indonesia, which is an attraction for tourists to visit. Indonesia is one of the countries that is dubbed the paradise of the world, which has a lot of tourism diversity that is so beautiful and has its own characteristics. The development and development of diverse tourism in Indonesia provides opportunities for each region to be able to create jobs, increase regional income, prosper the people who take part in tourism activities, and increase public interest in traveling.

Many regions in Indonesia are starting to promote tourism in their respective regions. In 2005, the government named West Sumatra as one of Indonesia's most popular tourism attractions. With a wealth of natural beauty and culture. West Sumatra is indeed very potential to be developed as a

tourist area, both mountain tourism areas, marine tourism, and eco-tourism . This is supported by improved infrastructure such as easier access to West Sumatra with the Minangkabau International Airport (BIM), increased access by sea at Teluk Bayur Harbor, additional hotels, restaurants, education and skills improvement, especially Human Resources in the tourism sector.

West Sumatra has an icon that is known throughout the world, namely the Clock Tower, which is in the city of Bukittinggi. The city of Bukittinggi has been nicknamed the tourist city since March 11, 1984. It is located along the Bukit Barisan area which runs along the island of Sumatra, making this city located at an altitude of 909 to 941 meters above sea level with temperatures ranging from 17.1 to 24.9 degrees Celsius with cool air climate. Its strategic position is a triangular road leading to the north, east and south of Sumatra. Bukittinggi is nicknamed a tourist city because it has many historical tourist objects. The following table shows the tourist spots in the City of Bukittinggi:

Table 1. List of Bukittinggi City Tourism Objects managed by the Government

No	Tourist attraction	Information	Amount Visitor of the Year 2021
1	Gadang Clock	It is a landmark and a symbol of the City of Bukittinggi which was founded in 1962.	-
2	Kinantan Wildlife and Cultural Park, Bukittinggi City	At the Kinantan Wildlife and Cultural Park we can see various types of animals and views of the City of Bukittinggi through the various spots available at the Kinantan Wildlife and Cultural Park.	618,023
3	Fort de Kock	At Fort de Kock, there are battle forts and cannons left from the Dutch colonial period and are now used as attractive photo spots for tourists.	602,039
4	Baanjuang Traditional House Museum	The museum is located in the Kinantan Wildlife and Cultural Park, which has a museum collection of historical relics of the Minangkabau culture.	28,950
5	Panoramic Park	The Panorama Park tourist attraction offers beautiful views of the Sianok Gorge and provides interesting photo spots for tourists.	131,873
6	Japanese hole	At the tourist attraction Hole In Japan, we can see relics from the Japanese colonial period, there are kitchens, prisons and corpse disposal sites which can be evidence of the history of Indonesian independence.	111,398
7	Sianok Gorge	Sianok canyon offers an amazing natural charm with small rivers flanked by hills that separate the Nagari Kota Bukittinggi and Koto Gadang (Agam).	-
8	Tri Daya Eka Dharma Museum	The museum is a place for communication between generations to pass on the values and spirit of the 1945 TNI to the next generation.	444
9	New Panorama Park	The view towards Sianok Gorge and from Panorama Baru Park can be seen three mountains, namely Mount Merapi, Mount Singgalang and Mount Sago.	-
10	Bung Hatta Birth Museum	Located on Jalan Soekarno Hatta, there are relics of Bung Hatta along with the life history of Bung Hatta.	8.939
11	Bung Hatta Palace	It is the residence of the Japanese defense commander.	Not for public

Source: Bukittinggi City Tourism, Youth and Sports Office Archives, 2021

From table 1 above, there are 11 tourist attractions in Bukittinggi City, all of these attractions have their own beauty appeal for the tourist market. And from table 1, the researchers took 3 research objects, namely the Kinantan Wildlife and Cultural Park or better known as the Bukittinggi City Zoo because the Kinanta Wildlife and Cultural Park tourist attraction is the most visited tourist attraction in Bukittinggi by tourists. In the Kinantan Wildlife and Culture Park tour, there are also two other attractions, namely Fort de Kock Fort and the Baanjuang Gadang House Museum.

The Kinantan Wildlife and Cultural Park is the largest contributor to Regional Original Revenue in Bukittinggi City. With the highest number of tourist visits, it shows that the Tourist Experience provides an unforgettable experience when traveling to the Kinantan Wildlife and Cultural Park, so that the average tourist who visits always comes back to visit.

Tourist Experience can be defined as an individual's subjective, affective, and long-lasting perception of a tourist destination (Fernandes & Cruz, 2016). If the Tourist Experience is not readily forgotten and continues to be remembered by the individual for an extended length of time, it can be said that the individual has had a Memorable Tourism Experience (Kim et al., 2012.) This assertion is supported by research (Muhammad & Aisjah, 2018), which indicates that Memorable Tourism Experience has the greatest impact on how tourists evaluate a tourism site. The following are unfavorable and good reviews published by www.tripadvisor.co.id from visitors to the Kinanta Wildlife and Cultural Park:

No.	Name	Evaluation
1.	Valiant Vemby	4
2.	Dhany Alfarug	5
3.	an victor	3
4.	Fisra A	3
5.	Adiguna M	3
6.	ida_srini	3
7.	yoserizaladha	4
8.	shafarul i	3
9.	sabrina_ho88	5
10.	MairizaYulianti	3
11.	shafarul i	3
12.	grace	3
	Average	3.5

Table 2. Traveler rating
Source: www.tripadvisor.co.id

The Kinantan Wildlife and Cultural Park tourist attraction is the most popular tourist attraction by tourists and provides unforgettable experiences for visitors and makes it a Tourist Experience for visiting tourists. The average rating of tourists who visit is quite good, according to Table 2.

Tourist experience that can be enjoyed at this attraction, such as tourists can get to know various kinds of animals and can also learn about the history of Minangkabau culture at the Baanjuang Gadang House tourist attraction, and can see relics from the Dutch colonial era at Fort de Kock which is within the tourist attraction of the Park. Kinanta Wildlife and Culture The Kinantan Wildlife and Culture Park tourist attraction can also be used as an educational place for school students to increase knowledge about flora and fauna.

There are several influencing factors Tourist Experience , including Customer value and Designed Attributes . Customer Value is the customer's perception of the difference between the benefits they will receive and the costs (sacrifices) they will endure to obtain these benefits. Creating higher customer value and satisfaction through direct customer value creation. Customers that are satisfied will become loyal and expand the market's client base. Customer value is a customer's judgment of the profit-to-cost ratio (Kotler & Keller, 2016). This statement is confirmed in research (Nabila & Armida, 2020) which states that Customer Value has values in which it is an important aspect and has a positive relationship to Tourist Experience or as a realistic and interesting experience and preferences. Customer ratings can be seen from the mood of tourists who feel happy when they

are at the Kinantan Wildlife and Cultural Park tourist attraction in the City of Bukittinggi and get social value from history and culture which can increase the knowledge of visiting tourists as well as the price and time sacrificed to visit the Wildlife Park and Kinantan Culture in accordance with what is obtained.

In addition to Customer Value, Designed Attributes can also effect Tourist Experience. Good design begins with a thorough comprehension of customer requirements. Design entails generating a product user experience for the customer, in addition to the creation of product or service attributes. According to (Kotler & Armstrong, 2018), Product Design is the collection of attributes that influence the appearance and functionality of a product in relation to consumer requirements. The components of tourism product attributes that are utilized are tourist attractions as an attraction that attracts tourists to visit tourist destinations, amenities as facilities that can provide tourists with comfort, and accessibility as the ease of reaching tourist destinations by transportation (Muljadi, 2010). According to research (Azizah and Usmanoro, 2019), Designed Attributes have a favorable and substantial impact on Tourist Experience. Attractions such as riding horses, taking pictures with animals, and interacting directly with tamed animals at the Kinantan Wildlife and Culture Park are among the product features that tourists receive at the Kinantan Wildlife and Culture Park tourism item.

According to the problem description, the researchers are interested and willing to discuss. "The Influence of Customer Value and Designed Attributes on Tourist Experience at the Kinantan Wildlife and Culture Park Tourism Object, Bukittinggi City"

TOURIST EXPERIENCE

According to Rageh et al. (2018), Tourist Experience is an internal and subjective response from consumers who demand direct or indirect contact with the company. Experience encompasses all events and actions that are part of an organization's business processes, including environmental design, location, staff service, and how employees respond, in addition to how consumers feel when receiving service. Meanwhile, according to (Pine & Gilmore, 2011) Experience has become a very important factor to create an advantage in the competition. According to (Proverbs & Marardika, 2017) defines experience in the context of the experiential economy which he coined as events that involve individuals personally. According to (Park & Santos, 2017) Experience is divided into two, namely ordinary experience and extraordinary experience . Ordinary experience is an experience obtained from daily activities and most of it is unplanned, while extraordinary experience is an experience that does not come from everyday life that appears in certain events, most of which the process to obtain the experience has been planned beforehand. Tourist experience is an individual experience as a result of an objective evaluation of events related to tourism activities (Priyanto, 2016).

The factors that influence the tourist experience , namely: environmental and physical experiences, human interaction factors, individual characteristics and situational factors. According to (Zhang et al , 2018) states that the memorable tourism experience has 7 dimensions, namely: Hedonism , Novelty , Local culture , Refreshment , Meaningfulness , Involment , Knowledge . (Rageh et al, 2018) states 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

CUSTOMER VALUE

Customer value in Indonesian means customer value. According to (Priansa, 2017) the value (value) of a product can be defined as the ratio between what consumers get and what consumers give. Consumers get the uses or benefits of the product and provide costs. According to (Kotler & Keller, 2016), customer value is the customer's assessment of the gap between the advantages they will receive and the expenditures (sacrifices) they will make to obtain these benefits.

Customer Value dimensions according to Pramudita & Japariato, 2013 are Emotional values, Social values, Quality/performance values, and Price/value of money.

Designed Attributes

Designed Attributes or Product Attributes are elements of a product or service that are valued by consumers and serve as a basis for purchasing decisions. Designed Attributes have a major influence on a product and service. The ability of Designed Attributes or characteristics that are in accordance with what is expected by consumers, the product or service is considered suitable by consumers and becomes a successful product or service.

Several product attribute components according to (Kotler & Armstrong, 2018), including: Product Quality, Features, Design, Branding, Packaging, Labels, Product Support Services. According to several attribute indicators that accompany and complement the product are Product Quality, Product Features, Style and Product Design). The five components that form tourism product attributes are tourist attractions, amenities, accessibility, destination image, price.

Customer Value on Tourist Experience

Customer value is the customer's perception of the disparity between the benefits they will receive and the costs they will incur and the sacrifices (costs) they will incur to obtain these benefits (Kotler & Keller, 2016). Customer value has an impact on the information process carried out by consumers as tourists in making purchasing decisions for a product or service. Because every consumer has a high preference for experience. The greater the worth of a product or service, the greater its quality, consumers have a great motivation to pay attention, understand and elaborate information to visit tourist objects in order to get an experience from the visited tourist objects. However, how much the level of Customer Value depends on the opinion of the individual, whether the individual needs to seek more detailed information about products or services that provide a meaningful experience to be sought or not at all (Kotler & Keller, 2016). In analogy, the researcher divides tourists into three stages, namely: the stage before the visit, the stage during the visit and the stage after the visit. At the stage prior to visiting tourists will have certain expectations and preferences related to tourist objects, then at the stage of visiting tourists will enjoy the benefits and values that will be perceived as (Customer Value), and after visiting tourists will bring experiences based on these values. value that has been obtained after visiting the tourist attraction. In light of this, it can be concluded that Customer Value plays a crucial role in the creation of a Tourist Experience.

This statement is confirmed in research (Nabila & Armida, 2020) which states that Customer Value has values in which it is an important aspect and has a positive relationship to Tourist Experience or as a realistic and interesting experience and preferences.

H1 : _ Customer Value has a significant effect on Tourist Experience at the Kinantan Wildlife and Culture Tourism Park attraction in Bukittinggi City.

Designed Attributes to Tourist Experience

Designed Attributes are the sum of characteristics that influence the look and functionality of a product in relation to consumer needs (Kotler & Armstrong, 2018). Good design begins with a thorough comprehension of customer requirements. Design entails generating a product user experience for the customer, in addition to the creation of product or service attributes. Therefore, it may be inferred that product design affects the tourism experience of consumers (Kotler & Armstrong, 2018).

Based on the preceding hypothesis, it can be argued that the more the attractiveness or completeness of a product, the greater the number of people who purchase it. Similarly, the more comprehensive an attraction's present facilities are, the greater the number of tourists that come to visit. According to research (Azizah and Usmantoro, 2019), Designed Attributes have a favorable and substantial impact on Tourist Experience.

H 2 : Designed Attributes have a significant effect on the Tourist Experience at the tourist object of the Kinantan Wildlife and Cultural Tourism Park, Bukittinggi City.

Customer Value and Designed Attributes to Tourist Experience

Customer Value encompasses every effort made to create, communicate, and deliver value to customers. Value is the most significant aspect and determinant of a business's long-term performance, and the tourist industry is no different. Value is usually referred to as customer value because it is measured primarily from the customer's perspective. According to (Kotler & Keller, 2016), knowing client value is essential for marketing and business success. This is because client value is fundamental to a company's success. The greater the value of a product or service, the greater the motivation consumers have to pay attention, comprehend, and elaborate on knowledge about tourist attractions in order to obtain an experience from the visited tourist attractions.

According to Designed Attributes, product attributes are everything that is related to a product or service and becomes an essential component. Considered significant by consumers and utilized as a basis for making a purchase choice (Tjiptono, 2017). Due to the distinctive characteristics of these tourism products, it is necessary to consider the characteristics of potential consumers, namely tourists, when designing the style and function of unique tourism products so that they are distinguishable from other tourism objects, thereby influencing the appearance and function of a product. Regarding the needs of customers as tourists, a design or design will provide room for consumers to get experience (Tjiptono, 2017).

This assertion is supported by study (Porajo et al., 2021), which indicates that consumer perceived value has a substantial impact on the memorable tourist experience at the State Museum of North Sulawesi Province. According to research (Aulia, 2019), Destination Attributes positively influenced Memorable Tourism Experience (MTE).

H₃ : Customer Value and Designed Attributes have a significant joint or simultaneous effect on the Tourist Experience at the Kinantan Wildlife and Cultural Tourism Park tourist attraction, Bukittinggi City.

METHOD

Unknown number of tourists who have visited the Kinantan Wildlife and Culture Park in Bukittinggi City constitute the population of this study. 140 respondents were utilized as samples for the study.

The sample method utilized in this study is incidental sampling. Accidental sampling is a sampling strategy based on chance, in which anyone who meets a researcher coincidentally might be utilized as a sample if the researcher deems the person to be an appropriate data source. This study was conducted utilizing the IBM SPSS Statistics 25 software

RESULTS AND DISCUSSION

RESULTS

Validity test

This study's validity test utilized the SPSS program. In the SPSS output results table named Item-Total Statistics, the validity of a question item can be determined. The Corrected Item - Total Correlation value of each question item can be used to determine the validity of each question item. A question item is considered genuine if its r-count, which is the value of Corrected Item-Total Correlation, is greater than 0.30. Question items that are declared invalid will be excluded or not used to measure a research variable (Sugiyono, 2013).

Tourist Experience (Y)

In this study, Tourist Experience acts as the dependent variable. To measure these variables, 4 statement items are used, based on the validity testing process that has been carried out, a summary of the results is obtained as shown in table 3 below:

Table 3. Test the Validity of Tourist Experience Variables (Y)				
No	Statement	Corrected item-total correlation	Validity Limit	Information
1	Tourist Experience 1	0.698	0.30	Valid
2	Tourist Experience 2	0.686	0.30	Valid
3	Tourist Experience 3	0.649	0.30	Valid
4	Tourist Experience 4	0.550	0.30	Valid

Source: Processed SPSS data (2022)

The four statement items used to measure the Tourist Experience variable have a corrected item total correlation value ranging from 0.550 to 0.698%, as shown in Table 3. In other words, the total corrected item correlation value for the four statement items that assess the Tourist Experience variable is more than 0.30. The four statement items that measure the Tourist Experience variable can be judged to be legitimate.

Customer Value (X₁)

In accordance with the clarification of the Customer Value variable as an independent variable, the variable is measured by five statement questions, after assessing the validity of the acquired test results, as shown in table 4 below.

Table 4. Validity Test of Customer Value Variables (X ₁)				
No	Statement	Corrected item-total correlation	Validity Limit	Information
1	Customer Value 1	0.567	0.30	Valid
2	Customer Value 2	0.589	0.30	Valid
3	Customer Value 3	0.493	0.30	Valid
4	Customer Value 4	0.468	0.30	Valid
5	Customer Value 5	0.518	0.30	Valid

Source: Processed SPSS data (2022)

variable. Based on the validity testing procedure, the results are summarized in Table 5. According to table 4, five statement items are employed to measure the Customer Value variable, and their adjusted item total correlation values range from 0.468 to 0.589. In other words, the corrected item total correlation value for the five statement items that measure the Customer Value variable is larger than 0.30. The 5 valid statement items needed to measure the Customer Value variable have been specified.

Designed Attributes (X₂)

In this study, Designed Attributes function as independent variables. Five statement items were employed to assess the Designed Attributes

Table 5. Test the Validity of Designed Attributes Variables (X ₂)				
No	Statement	Corrected item-total correlation	Validity Limit	Information
1	Designed Attributes 1	0.475	0.30	Valid
2	Designed Attributes 2	0.588	0.30	Valid
3	Designed Attributes 3	0.495	0.30	Valid
4	Designed Attributes 4	0.521	0.30	Valid
5	Designed Attributes 5	0.569	0.30	Valid

Source: Processed SPSS data (2022)

According to table 5, there are five statements used to test the Designed Attributes variable's total corrected item correlation value, which ranges from 0.475 to 0.588. In other words, the adjusted item total correlation value for the five statement items that measure the Designed Attributes variable is larger than 0.30. It can be determined that five statement items are used to evaluate the stated valid Designed attributes variable.

Reliability Test

Variables' dependability is determined by a reliability test. Cronbach's Alpha is employed to determine the dependability of the variable. A variable is considered to be dependable if its Cronbach's Alpha value is 0.70 or more (Sugiyono, 2013). Table 6 displays the results of the reliability test for all research variables, namely Customer Value (X 1), Designed Attributes (X 2), and Tourist Experience (Y).

Table 6. Research Variable Reliability Test

No	Variable	Number of Valid Items	Cronbach's Alpha	Information
1	Tourist Experience (Y)	4	0.821	Reliable
2	Customer Value (X 1)	5	0.743	Reliable
3	Designed Attributes (X 2)	5	0.756	Reliable

Source: Processed SPSS data (2022)

According to the results of the reliability test presented in Table 6, the Cronbach's Alpha values for all research variables ranged between 0.743 and 0.8. All research variables, namely Customer Value (X 1), Designed Attributes (X 2), and Tourist Experience (Y), have Cronbach's Alpha values more than 0.70, hence it can be inferred that they are all reliable.

Multiple Linear Regression Analysis

To assess the influence of Customer Value and Designed Attributes on Tourist Experience at the Kinantan Wildlife and Cultural Park, Bukittinggi City. Multiple linear regression is a statistical method for determining the influence of multiple independent factors on a dependent variable. A summary of the test results is derived from the data processing that has been carried out and is presented in Table 7 below.

Table 7 Multiple Linear Regression Analysis

Dependent variable	Independent Variable	Regression Coefficient	Sig	A	Information	Hypothesis Decision
Tourist Experience (Y)	Constanta (a)	0.730	-	-	-	-
	Customer Value (X 1)	0.351	0.000	0.05	Significant	Received
	Designed Attributes (X 2)	0.485	0.000	0.05	Significant	Received

Determine the impact of Customer Value based on the findings of a data analysis and Designed Attributes on Tourist Experience at the Kinantan Wildlife and Cultural Park Tourism Object, Bukittinggi City , the multiple linear regression coefficient values are obtained as follows:

$$Y = 0.730 + 0.351 X_1 + 0.485 X_2$$

The above equation for multiple linear regression might be understood as follows:

1. In the aforementioned multiple linear regression equation model, the constant value is positive, indicating that visitors will still experience the Tourist Experience even without the influence of the Customer Value and Designed Attributes variables.
2. The regression coefficient value of Customer Value (X 1) is positive . If the Customer Value variable is increased, it will increase the Tourist Experience.

The strategy coefficient for Designed attributes (X 2) is positive. With the Designed Attributes variable, the Tourist Experience will be enhanced.

R-Square (R²)

The R-Square (R²) test is used to examine the ability of the independent variable to explain the fluctuation of its effect on the percentage-form dependent variable.

Table 8. Test Results for the R-Square Test (R²)

R Square	Adjusts R Square
0.564	0.558

Source: Processed SPSS data (2022)

The R-Square test (R²) measures how well a model can explain fluctuations in the dependent variable (Ghozali, 2011). The results of table 8 indicate that the Customer Value and Designed Attributes variables influence the dependent variable, Tourist Experience, by a coefficient of 0.564, which indicates that these variables influence the dependent variable by 56.4%, while the remaining 43.6% is influenced by other variables that are not examined in detail. this investigation.

Statistical T-test test

The t-statistical test tries to establish, at a significance level of 0.05, the impact of Customer Value and Designed Attributes on Tourist Experience. The outcomes of the t-test are presented in Table 9 below.

Table 9 . Hypothesis Testing Results

No.	Variable	T- Statistics	Sig	Information
1	Customer Value (X1)	3,597	0.000	Significant
2	Designed Attributes (X2)	5,784	0.000	Significant

Source: Processed SPSS data (2022)

According to table 9, the following are the findings of evaluating the research hypothesis:

a. Influence of Customer Value on Tourist Experience

Based on the findings of testing the aforementioned hypothesis, the T - statistical Customer Value (X1) can be read as 3,597 with a significance level of 0.000. The significance level is below (= 0.05). Thus, Customer Value (X1) has a positive and significant effect on Tourist Experience (Y). The first hypothesis (H1) of this study therefore asserts that "Customer Value has a considerable effect on Tourist Experience."

b. Influence of Designed Attributes on Tourist Experience

Based on the findings of testing the aforementioned hypothesis, the T-statistic value of Designed Attributes (X 2) can be read as 5,784 with a significance level of 0.000. The significance level is below alpha (= 0.05). Thus, it may be argued that Designed Attributes (X 2) have a large and beneficial impact on Tourist Experience (Y). Therefore, the second hypothesis (H2) of this study asserts, "Designed Attributes have a substantial impact on Tourist Experience."

Test F-test Statistics

The F test is a component of the statistical test used to concurrently demonstrate the effect of the independent variable on the dependent variable. The outcomes of the model feasibility test are displayed in table 10 below.

Table 10 . Model Feasibility Test Results (F Test)

Variable	Significant
F	0.000

Source: Processed SPSS data (2022)

The significant value is known to be 0.000. The significance level is below alpha (= 0.05). This indicates that Customer Value (X 1) and Designed Attributes (X 2) have a considerable impact on Tourist Experience simultaneously (Y). Therefore, the third hypothesis (H3) of this study asserts that "Customer Value and Designed Attributes have a substantial impact on Tourist Experience."

DISCUSSION

Influence of Customer Value on Tourist Experience

At the stage before visiting tourists will have certain expectations and preferences related to tourist objects, then at the stage of visiting tourists will enjoy the benefits and values that will be perceived as (Customer Value), and after visiting tourists will bring experiences based on these values. value that has been obtained after visiting the tourist attraction. In light of this, it can be concluded that Customer Value plays a crucial part in the creation of a Tourist Experience.

This statement is emphasized in research (Nabila & Armida, 2020) which states that Customer Value has values in which it is an important aspect and has a positive relationship to the Tourist Experience or as a realistic and interesting experience and preferences. The importance of customer value in tourism objects Kinantan Wildlife and Culture Park because currently faced with many choices. So that the value expected by tourists will change, not only choosing beautiful and fun tourist objects, but also paying attention to the services, atmosphere, and facilities offered by these attractions.

Variable average score results Customer Value is equal to 4.13 with the level of achievement of the respondents by 82.6%. This shows that the Customer Value variable is entered into the high category. Thus it can be said that the visitor's perception of the benefits to be received is high. Based on the findings of the first hypothesis test, it is known that Customer Value has a positive and statistically significant effect on Tourist Experience, with a Customer Value T - statistic value of 3,597 and a significance value of 0.000. The significance level is below (= 0.05). This means that the better the experience visitors have, the more the value they obtain.

These findings are consistent with those stated by (Nabila & Armida, 2020) which states that Customer Value has values in which it is an important aspect and has a positive relationship to Tourist Experience or as a realistic and interesting experience and preferences. The value desired by visitors is formed when they form a perception of how good or bad a service is offered in a usage situation. The better the experience a visitor gets, the better the value he receives.

Influence of Designed Attributes on Tourist Experience

A product will be attractive in the eyes of consumers if the product offers the uniqueness or completeness of a product, the more consumers will buy the product. Likewise with a tourist attraction, the more complete the existing facilities, the more visitors who come to tour. According to research (Azizah and Usmanoro, 2019), Designed Attributes have a favorable and substantial impact on Tourist Experience.

Variable average score results Designed Attributes is 3.93 with a respondent achievement level of 78.6%. This shows that the Designed Attributes variable is in the pretty good category. Thus it can be said that the Kinantan Wildlife and Cultural Park in Bukittinggi City has good enough facilities to make it easier for visitors when traveling. Based on the findings of the second hypothesis test, it is known that Designed Attributes have a positive and significant effect on Tourist Experience, with a T-statistic value of 5,784 and a significance value of 0.000. The significance level is below alpha (= 0.05). This means that the better the Designed Attributes , the better the experience that visitors will receive

According to (Azizah and Usmanoro, 2019), Designed Attributes have a significant and beneficial effect on Tourist Experience, which is supported by the findings of this study. To entice tourists to visit tourist attractions, a tourism product must possess specific qualities; hence, tourism products play a crucial part in tourist activities. So that the better the tourism product attributes, the higher the positive experience for someone to visit and create memorable and unforgettable moments will be higher (Hapsari et al , 2014).

The Influence of Customer Value and Designed Attributes on Tourist Experience

According to the results of the third hypothesis test, Customer Value and Designed Attributes have a significant effect of 0.000 on the Tourist Experience simultaneously. The significance level is below alpha (= 0.05). This means that Customer Value and Designed Attributes can influence simultaneously/simultaneously the experience of people visiting the Wildlife and Cultural Park of

Kinantan, Bukittinggi City. The higher the value received and the product attributes provided from the Kinantan Wildlife and Cultural Park, Bukittinggi City, the better the experience visitors receive.

According to (Porajow et al., 2021), consumer perceived value has a major effect on the memorable visitor experience at the State Museum of North Sulawesi Province. The results of this study are consistent with these findings. According to research (Aulia, 2019), Destination Attributes positively influenced Memorable Tourism Experience (MTE).

CONCLUSION

From the preceding research and discussion, the following conclusions can be drawn:

1. Customer Value has a good and considerable effect on Tourist Experience at the tourist attraction Kinantan Wildlife and Cultural Park in Bukittinggi, Indonesia. This means that the better the experience visitors have, the more the value they obtain.
2. Designed Attributes have a positive and substantial influence on the Tourist Experience at the Kinantan Wildlife and Cultural Park tourist attraction in Bukittinggi City. This indicates that the higher the quality of the Designed Attributes, the higher the quality of the visitor experience.
3. Customer Value and Designed Attributes have a joint/simultaneous effect on the Tourist Experience at the Kinantan Wildlife and Cultural Park tourism object, Bukittinggi City. This means that Customer Value and Designed Attributes can influence simultaneously/simultaneously the experience of people visiting the Wildlife and Cultural Park of Kinantan, Bukittinggi City. The higher the value received and the better the layout of the Kinantan Wildlife and Culture Park, Bukittinggi City, the better the visitor experience will be.

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