# HOSPITALITY EXPERIENCE AND TOURIST VISIT INTENTION AT GOA BANGKANG LOMBOK

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## *ABSTRACT*

*Tourist experience is an important aspect in destination management because visitors evaluate not only the attractiveness of a destination but also the experience obtained during their visit. Hospitality experience, including how visitors are welcomed, cared for, and made comfortable, may contribute to tourists' intention to visit a destination. This study aims to analyze tourists' perceptions of hospitality experience, identify tourist visit intention, and examine the effect of hospitality experience on visit intention at Goa Bangkang Lombok. A quantitative approach with an explanatory survey design was employed. Data were collected using a five-point Likert-scale questionnaire from 63 respondents who had visited Goa Bangkang Lombok and were at least 17 years old. The data were analyzed using descriptive statistics, validity and reliability tests, normality, linearity, heteroscedasticity, and simple linear regression. The instrument demonstrated high internal consistency, with a Cronbach's Alpha value of 0.938 for 30 items. The regression analysis indicated a positive and statistically significant relationship between hospitality experience and tourist visit intention, with a regression coefficient of 0.140, t-value of 9.946, and significance level below 0.001. The coefficient of determination ($R^2$) was 0.619, indicating that hospitality experience explained 61.9% of the variance in visit intention in the research model. The findings highlight the relevance of hospitality experience in understanding tourist behavioral intentions in nature-based destinations.*

***Keywords: Hospitality Experience; Tourist Visit Intention; Tourist Experience; Nature-Based Tourism; Bangkang Cave***

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# I. INTRODUCTION

Tourism is not only about the attractiveness of a destination, but also about the experiences tourists gain during their visit. The tourism experience is shaped through the interaction of tourists with various elements of the destination, including the environment, facilities, services, management, and local communities. Therefore, destination management increasingly requires attention to the tourist experience as part of creating value during the trip.

One relevant perspective for understanding the tourist experience is the hospitality experience. From a customer perspective, hospitality refers not solely to the behavior of staff or service providers, but to the experiences customers experience within a service environment. (Pijls et al., 2017) Developed the Experience of Hospitality Scale, which identifies three key experiences: inviting, caring, and comfort. This approach broadens the understanding of hospitality from simply the behavior of service providers to the experiences felt by service recipients.

The experiential perspective is also crucial in the study of tourist behavior. Positive tourism experiences can be linked to tourists' likelihood of repeat visits. (Putri & Atmari, 2021)for example, found that tourism experience has a direct influence on revisit intention. Other research also shows that memorable experiences can increase tourists' likelihood of repeat visits.

Bangkang Cave, Lombok, is a natural tourist attraction in Central Lombok Regency, West Nusa Tenggara. This destination boasts unique natural characteristics, including caves, a bat population, and panoramic views. Research on Bangkang Cave indicates that the destination's primary appeal is related to its unique natural surroundings and the presence of bats. In terms of facilities, several amenities are available, including parking, restaurants, accommodations, local food stalls, and guides. However, there are still limitations in some supporting facilities and the need for strengthened destination management.

In this context, the hospitality experience is crucial to study because tourists interact not only with natural attractions but also with the management, community, facilities, and environment of the destination. The way tourists are welcomed, assisted, feel cared for, and feel comfortable can all be part of the experience formed during a visit.

Although research on tourist experience and revisit intention has been growing, research specifically examining hospitality experience as a variable explaining intention to visit local natural tourism destinations remains relatively limited. This study uses Bangkang Cave, Lombok, as an empirical context to test this relationship.

Based on the description, this study aims to: (1) analyze the hospitality experience felt by tourists in Goa Bangkang Lombok; (2) identify tourists' interest in visiting; and (3) analyze the influence of hospitality experience on tourists' interest in visiting.

Based on these objectives, the research hypothesis is formulated as follows:

**$H_1$: Hospitality experience has a positive and significant influence on tourists' interest in visiting Goa Bangkang Lombok.**

## LITERATURE REVIEW

### Hospitality Experience

Hospitality conceptually concerns the relationship between hosts and guests and the experiences that arise from that interaction. In the development of hospitality studies, the customer perspective has become crucial because hospitality is judged not only by what the service provider does, but also by the experience the service recipient experiences.
Pijls et al. (2017) developed the Experience of Hospitality Scale, which measures hospitality experiences through three main factors: inviting, care, and comfort. Inviting describes the experience of being received and welcomed in a service environment; care relates to attention and concern for customer needs; and comfort relates to feelings of comfort, relaxation, and being in a pleasant environment.
In the context of tourist destinations, this concept can be used to understand how tourists experience hospitality during their stay. Hospitality experiences can be formed through interactions with managers, residents, staff, facilities, and the atmosphere of the destination.

**Tourist Visit Intention**
Travel intention describes an individual's tendency or desire to visit a destination. In tourism research, this concept relates to the behavior that tourists plan to engage in after acquiring certain information, experiences, or perceptions about a destination.
Previous studies have shown that tourism experience can be related to revisit intention. (Putri & Atmari, 2021) found an influence of tourism experience on revisit intention among tourists visiting Sanggaluri Park. (Hu & Xu, 2021) also showed that memorable travel experiences are associated with revisit intention. These findings provide the basis for suggesting that experiences formed during tourism can be a factor worth considering in understanding tourist behavioral tendencies.

**Relationship Between Hospitality Experience and Visit Intention**
*Hospitality experience*provides a more specific perspective on tourist experiences related to hospitality, attention, and comfort. When tourists have a positive experience at a destination, that experience can become part of their overall evaluation of the destination.
Research on tourism experience shows a relationship with revisit intention ((Hu & Xu, 2021; Putri & Atmari, 2021) Other research on entertainment destinations also found a positive relationship between tourism experience and revisit intention (Luo et al., 2021).
Based on this framework, this study examines whether hospitality experience is empirically related to tourists' interest in visiting the context of the natural tourism destination of Goa Bangkang Lombok.

## METHOD

This study used a quantitative approach with an explanatory design. This approach was used to test the relationship between hospitality experience as the independent variable (X) and visit intention as the dependent variable (Y).
The research location was Bangkang Cave, Lombok, Central Lombok Regency, West Nusa Tenggara. The research respondents were tourists who had visited Bangkang Cave, were at least 17 years old, and were willing to participate. The average number of visitors was estimated at approximately 25 people per month (Hulfa & Anggriana, 2025). However, visitor numbers were not systematically recorded by the site management; therefore, the exact population size could not be determined. The sampling technique used accidental sampling in accordance with the characteristics of field data collection. Primary data were collected using a questionnaire with a five-level Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The research instrument consisted of 30 items that measured the research variables. The development of hospitality experience indicators refers to the concept of the Experience of Hospitality Scale from Pijls et al. (2017), while the visiting intention indicator was adapted to

the research context of the Bangkang Cave destination, Lombok. A total of 63 respondents' data were used in the analysis. The collected data were first examined and tabulated, then the instrument quality was tested. Validity tests were used to determine the ability of each item to measure the research construct, while reliability tests were used to test the internal consistency of the instrument. Next, assumption tests were conducted in the form of normality, linearity, and heteroscedasticity tests. After the analysis requirements were met, the hypothesis was tested using simple linear regression. The regression model used was:

Y = a + bX + e

Description: Y = interest in visiting X = hospitality experience a = constant tab = regression coefficient e = error

The analysis was conducted to determine the direction and magnitude of the relationship between hospitality experience and visiting interest and the model's ability to explain variations in the dependent variable.

## II. RESULTS AND DISCUSSIONS

### Characteristics of Respondents

The study obtained 63 respondents who met the criteria. Respondents were tourists who had visited Bangkang Cave, Lombok, and were at least 17 years old.

**Table 1. Respondent Characteristics**

| Characteristics | Category | Frequency (n) | Percentage (%) |
|---|---|---|---|
| **Gender** | Male | 37 | 58.73 |
| | Female | 26 | 41.27 |
| **Age** | 17–24 years | 7 | 11.11 |
| | 25–34 years | 23 | 36.51 |
| | 35–44 years | 17 | 26.98 |
| | 45–54 years | 12 | 19.05 |
| | 55 years and above | 4 | 6.35 |
| **Marital Status** | Married | 46 | 73.02 |
| | Single | 9 | 14.29 |
| | Other | 8 | 12.70 |
| **Highest Education** | High School | 13 | 20.63 |
| | Diploma | 11 | 17.46 |
| | Bachelor's Degree | 22 | 34.92 |
| | Master's Degree | 6 | 9.52 |
| | Doctoral Degree | 5 | 7.94 |
| | Other | 6 | 9.52 |
| **Occupation** | Student | 6 | 9.52 |
| | Government Employee | 11 | 17.46 |
| | Private Employee | 13 | 20.63 |
| | Professional | 13 | 20.63 |

| | | | |
|---|---|---|---|
| | Entrepreneur | 7 | 11.11 |
| | Other | 13 | 20.63 |
| **Visit History** | First Visit | 53 | 84.13 |
| | Repeat Visit | 10 | 15.87 |

Source: Primary Data (2026)

Table 1 presents the characteristics of the respondents. Male respondents accounted for 58.73% of the sample, while female respondents represented 41.27%. The largest age group was 25–34 years (36.51%), followed by respondents aged 35–44 years (26.98%). Most respondents were married (73.02%). In terms of educational background, respondents holding a Bachelor's Degree constituted the largest group (34.92%). Regarding occupation, Private Employees and Professionals each accounted for 20.63% of the respondents. Furthermore, the majority of respondents were first-time visitors to Goa Bangkang Lombok (84.13%), whereas only 15.87% had visited the destination previously.

## Instrument Testing

The test results indicate that all statement items used in the study are valid. Thus, each item can be used to measure the research variables. Reliability testing yielded a Cronbach's Alpha value of 0.938 for 30 statement items. This value indicates excellent internal consistency of the instrument. Therefore, the research instrument is considered to have an adequate level of reliability for use in further analysis. These results align with the conceptual foundation of Pijls et al. (2017), who developed a hospitality experience measurement instrument from a customer perspective. The instrument was specifically designed to capture the hospitality experience perceived by customers, not just the behavior of service providers.

## Descriptive Analysis

Descriptive analysis is used to describe the tendency of respondents' responses to hospitality experience and interest in visiting.

**Table 2. Descriptive Statistics**

| Research Variables | N | Minimum | Maximum | Mean | Standard Deviation |
|---|---|---|---|---|---|
| Hospitality experience | 63 | 12 | 25 | 21.30 | 3.11 |
| Interest in visiting | 63 | 10 | 25 | 20.70 | 3.36 |

*Source: Processed primary data (2026).*

Based on descriptive statistics, the average value of the hospitality experience variable is [21.30], while the average value of visiting interest is [20.70] representing the average respondents' scores for interest in visiting. These results indicate the average responses of respondents toward both research variables and provide an overview of their perceptions of hospitality experience and visiting interest at Bangkang Cave.

## Classical Assumption Testing

**Normality Test**

The Kolmogorov-Smirnov normality test results showed a significance value of 0.170. This value is greater than 0.05, indicating that the model residuals do not show significant deviations from the normality assumption.

**Linearity Test**

The linearity test results show a Deviation from Linearity value of 0.056. This value is greater than 0.05, so the relationship between hospitality experience and intention to visit meets the linearity assumption.

**Heteroscedasticity Test**

The heteroscedasticity test results showed a significance value of 0.055. This value is greater than 0.05, so no indication of heteroscedasticity was found based on the testing criteria used.

Once these tests have been met, the data is then analyzed using simple linear regression.

**Simple Linear Regression**

The results of the simple linear regression analysis are presented in Table 3.

**Table 3. Results of Simple Linear Regression Analysis**

| Variables | Coefficient B | t | Sig. | R | $R^2$ |
|---|---|---|---|---|---|
| Hospitality experience | 0.140 | 9,946 | <0.001 | 0.786 | 0.619 |

*Source: Processed primary data (2026).*

The analysis results show that the regression coefficient for hospitality experience is 0.140 with a t-value of 9.946 and a significance level of <0.001. These results indicate a positive and statistically significant relationship between hospitality experience and tourist visit intention.

An R value of 0.786 indicates a strong relationship between the two variables in the research data. Meanwhile, an $R^2$ value of 0.619 indicates that 61.9% of the variation in visit intention in the research model can be explained by hospitality experience. The remaining 38.1% falls outside the research model and may be related to other factors not analyzed in this study.

Thus, the research hypothesis stating that hospitality experience has a positive and significant influence on visiting interest is supported based on the results of statistical analysis.

**Discussion**

The results of the study indicate that hospitality experience has a positive and statistically significant relationship with tourists' intention to visit Goa Bangkang Lombok. This finding indicates that tourists' experiences during their stay at a destination are one aspect related to their tendency to have an intention to visit. This finding can be explained through the perspective of the Experience of Hospitality Scale. Pijls et al. (2017) explain that hospitality experience from a customer perspective includes inviting, caring, and comfort. Thus, the

hospitality experience is not only determined by the actions of the staff, but also by how tourists feel welcomed, cared for, and comfortable in a service environment.

This finding is also consistent with (Gehrels, 2015) discussion of the importance of human interactions in hospitality experiences. Gehrels emphasizes that frontline employees play an important role in shaping service experiences, as customers tend to evaluate service quality through the practices and interactions of service employees. Furthermore, personalized service and direct contact with guests provide opportunities to establish positive relationships between service providers and customers. In the context of Bangkang Cave, this perspective suggests that interactions between tourists and destination management, local communities, and other service providers may contribute to tourists' perceptions of hospitality. This aspect is particularly relevant considering that most respondents in this study (84.13%) were first-time visitors. For these tourists, their initial encounters with the destination and its service providers may contribute to the impressions formed during their visit and subsequently relate to their intention to visit. Nevertheless, this interpretation represents a contextual explanation rather than a direct finding of Gehrels' study, which focused on hospitality industry practices and employee-related perspectives.

In the context of Bangkang Cave, tourist experiences can be shaped through interactions with the management, community, facilities, and the destination environment. Previous research on Bangkang Cave indicates that this destination boasts natural attractions in the form of caves and bats, and has a number of basic facilities, but still faces limitations in some supporting facilities. This suggests that tourist experiences need to be understood as the result of the interaction between natural attractions and supporting elements encountered during the visit. The $R^2$ value of 0.619 indicates that hospitality experience explains a significant portion of the variation in visit intention in this research model. However, this value does not imply that all tourist interest is determined solely by hospitality. A further 38.1% of the variation lies outside the model and may be related to other factors, such as destination attractiveness, destination image, accessibility, price, travel motivation, previous experience, satisfaction, and social factors.

The characteristics of the respondents provide additional context for interpreting these findings. Most respondents (84.13%) were first-time visitors to Bangkang Cave, while only 15.87% had visited the destination previously. This distribution indicates that the findings predominantly reflect the experiences and perceptions of tourists during their initial visit. In this context, hospitality experience may play an important role in shaping tourists' impressions of the destination and their subsequent intention to visit. The welcoming atmosphere, attention to visitor needs, and comfort experienced during the visit may contribute to positive perceptions that encourage tourists to consider visiting the destination again. Nevertheless, since the majority of respondents were first-time visitors, this interpretation should be understood in the context of initial visitor experiences rather than as evidence of established repeat-visit behavior. This respondent profile also highlights the importance of providing a positive hospitality experience from the first point of contact with tourists.

The results of this study are related to Atmari and Putri's (2021) research, which found that tourism experience has a direct influence on revisit intention. Hu and Xu's (2021) research also showed that memorable travel experiences are related to revisit intention, including through travel experience and memorability. These findings provide context for the importance of tourist experience in understanding tourist behavior. However, this study provides a more specific focus by placing hospitality experience as an independent variable in local natural tourism destinations.

Practically, the research results show that the management of Bangkang Cave is not only concerned with preserving its natural attractions, but also with how tourists experience the visit. Reception, attention to visitor needs, information provision, comfort, and the quality of interactions with the management are all important aspects of the hospitality experience.

## III. CONCLUSIONS

This study shows that hospitality experience has a positive and statistically significant relationship with tourists' intention to visit Bangkang Cave, Lombok. The results of simple linear regression produced a regression coefficient of 0.140, a t-value of 9.946, and a significance level of <0.001. The R value of 0.786 indicates a strong relationship between hospitality experience and intention to visit in the research data. The $R^2$ value of 0.619 indicates that hospitality experience explains 61.9% of the variation in intention to visit in the research model, while the remaining 38.1% is outside the model. The research instrument showed excellent internal consistency with a Cronbach's Alpha value of 0.938 for 30 statement items. The results of normality, linearity, and heteroscedasticity tests also indicated that the data met the requirements for simple linear regression analysis. Theoretically, the results of the study strengthen the relevance of the hospitality experience perspective in understanding tourist behavior at natural tourism destinations. Practically, the results of the study demonstrate the importance of paying attention to tourist experiences, especially aspects of acceptance, care, and comfort during their stay at the destination. Further research can expand the research model by including other factors such as destination image, tourist attractions, service quality, satisfaction, accessibility, and revisit intention, as well as using a wider number of respondents and destination coverage.

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