

THE EFFECT OF PERSONALIZED MARKETING COMMUNICATION ON POST-VISIT BEHAVIORAL INTENTION AT TREASURE BAY BINTAN IN THE POST-PANDEMIC ERA

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ABSTRACT

THE EFFECT OF PERSONALIZED MARKETING COMMUNICATION ON POST-VISIT BEHAVIORAL INTENTION AT TREASURE BAY BINTAN IN THE POST-PANDEMIC ERA

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The recovery of the tourism industry following the COVID-19 pandemic has been accompanied by significant changes in traveler behavior and expectations. Despite the recovery of global and national tourism, Treasure Bay Bintan has experienced slower visitor growth compared to its pre-pandemic performance, indicating a potential gap between existing marketing practices and evolving traveler preferences. This study aims to examine the effect of Personalized Marketing Communication on Post-Visit Behavioral Intention at Treasure Bay Bintan. A quantitative research approach was employed using purposive sampling, involving 200 respondents who had visited Treasure Bay Bintan after the pandemic and had been exposed to its marketing communication. Data were analyzed using descriptive statistics, validity and reliability tests, and simple linear regression through SPSS. The findings indicate that Personalized Marketing Communication has a positive and significant effect on Post-Visit Behavioral Intention ($\beta = 0.787, p < 0.001$), with an R^2 value of 0.655. The study concludes that personalized and relevant marketing communication plays a crucial role in strengthening visitors' behavioral intentions. Therefore, Treasure Bay Bintan is recommended to enhance data-driven segmentation, offer customization, and personalized digital engagement to improve visitor retention and destination performance.

Keywords: Personalized Marketing Communication, Post-Visit Behavioral Intention, Customer Engagement, Consumer Behavior, Tourism Destination



DEDICATION

I dedicate this thesis to the future development of Treasure Bay Bintan and the advancement of tourism destinations in Indonesia.



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