

The Memorable Tourism Experience's Effect on Revisit Intention in Batu City Tourism Village: A Mediating Role of Tourist Satisfaction

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Abstract

The purpose of this research is to determine the effect of memorable tourism experience on tourist satisfaction and revisit intention. And to determine the effect of tourist satisfaction on revisit intentions. And to determine the effect of memorable tourism experience on revisit intention through tourist satisfaction. This study uses a quantitative explanatory research approach, namely a research method used to test hypotheses or explain the causal relationship between variables by collecting numerical data and analyzing it using statistical techniques. The population used in this study were people who had traveled in the tourist village of Batu City 6 (six) months before the research was conducted. The sample of this study were tourists who traveled in the tourist village of Batu City and were at least 17 years old, as many as 155 samples or respondents. And using inferential analysis with Structural Equation Modeling which will be processed using the AMOS program. Based on a discussion of the research results, it is concluded that memorable tourism experience has a significant impact on tourist satisfaction, memorable tourism experience has a significant impact on revisit intentions, tourist satisfaction has a significant impact on revisit intentions, and memorable tourism experience affects revisit intentions through tourist satisfaction.

Keywords: Memorable Tourism Experience, Revisit Intention, Tourist Satisfaction

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1. Introduction

The tourism industry in Indonesia is growing rapidly in various regions and is considered a driver of national economic development by creating jobs. On the other hand, the human need to travel is increasing as an effort to maintain a balanced quality of life. This condition requires tourist destinations to be able to encourage tourists' revisit intentions.

The revisit intention of tourists is a push from within (stimulus) that motivates tourists to visit a tourist destination again (Kotler et al., 2022). A satisfying travel experience for tourists is a major factor for the intention to visit the same destination again (Chan et al., 2022; Park et al., 2020). Baker & Crompton, (2000) believe that tourist revisit intention is the willingness of tourists to revisit a destination and this behavior is an expression of tourist behavior, with a willingness to repurchase a product.

The importance of tourist revisit intentions can increase tourism revenue, as tourists tend to spend more money, and will stay longer (Filep & Pearce, 2014). This indicates the fulfillment of travel expectations in a tourist destination, as a picture of tourist satisfaction (Pearce, 2005). As the opinion of Graefe & Burns, (2013) that a person's expectations are met, a satisfying experience will arise. Ubjaan et al., (2018); Asiku et al., (2020); Chan et al., (2022); Lee et al., (2020); Nguyen Viet et al., (2020); Quynh et al., (2021); Tsai et al., (2022) explain that tourist satisfaction is an important element in influencing tourists' revisit intentions and is able to add value to tourism managers. Satisfaction is the overall consumer assessment of the consumer experience, cognitive judgment, or emotional response to the difference between expectations and experience (Oliver, 2010). One of the things that affects tourist satisfaction is a positive travel experience (Kozak, 2001; Lee et al., 2020) which states that memorable experiences can foster and influence tourist satisfaction. Experience is the core value of a trip, and a memorable experience is always a determinant of satisfaction and return visit intentions for all forms of travel (Tsai et al., 2022).

Memorable experiences that are positively remembered after the event occurs, are selectively built from tourism experiences based on individual assessments of perceived experiences (Kim et al., 2012). Consistent with research (Lee et al., 2020; Tsai et al., 2022) which shows that memorable tourism experiences, creating unique experiences, and fun for tourists are very important in increasing tourist satisfaction and the tendency to make

repeat visits. However, different research results were reported by (Lan Huong et al., 2021; Rasoolimanesh et al., 2022; Sitepu & Rismawati, 2021; Zhou et al., 2022) that memorable tourism experience has no significant effect on tourist satisfaction and revisit intentions. Based on the diverse research results, it can be said that the effect of memorable tourism experience on tourist satisfaction and revisit intentions still needs further research. Based on the background that has been described, this study will examine the revisit intention mediated by tourist satisfaction.

2. Grounded Theory and Hypothesis

2.1 Tourism Marketing

Tourism Marketing is a systematic and coordinated effort made by national tourism organizations and/or tourism companies at the international, national, and local levels to optimize the satisfaction of tourists, groups, and individuals, in the context of sustainable tourism growth (Raju, 2009). "Marketing in tourism" means the systematic and coordinated implementation of business policies by tourism enterprises, both private and public at the local, regional, national, and international levels, to achieve optimum satisfaction of the needs of identifiable consumer groups, and thereby earn appropriate profits (Kotler et al., 2022).

Tourism Marketing is the marketing process associated with the promotion of tourist destinations or tourism-related products and services to potential tourists or potential customers (Goeldner & Ritchie, 2003). This is done by using various marketing strategies that include advertising, sales promotion, digital marketing, publicity, and other marketing activities to attract tourists to visit destinations or use specific tourism products and services. The objectives of tourism marketing are to increase the number of tourist visits, increase tourism revenue, and strengthen the image of tourist destinations or brands of tourism products and services (Kotler et al., 2022).

2.2 The effect of memorable tourism experience on tourist satisfaction.

Memorable tourism experiences are an expanded theory of tourism experience that refers to the ability of tourists to remember and recall events that have occurred (Tung & Ritchie, 2011). Memorable tourism experience is defined as a meaningful experience that is positively remembered after the event occurs which is selectively built from tourism experiences based on individual assessments of the perceived experience (Kim et al., 2012; Rasoolimanesh et al., 2021). Memorable tourism experience is considered more important because only remembered experiences will influence future travel decision making (Lindgreen et al., 2009).

Some earlier studies that explain the effect of memorable tourism experience on tourist satisfaction are research (Lee et al., 2020; Tsai et al., 2022) with the results showing that the memorable experience of tourists has a significant effect on tourist satisfaction. This shows that a pleasant, unique, and memorable experience can increase tourist satisfaction with tourism destinations. Thus the researcher proposes the following hypothesis:

H₁ : Memorable tourism experience has a significant effect on tourist satisfaction.

2.3 The effect of memorable tourism experience on revisit intentions.

Memorable tourism experience is a very positive and significant experience experienced by tourists during a trip (Fesenmaier & Xiang, 2017; Torabi et al., 2022). The memorable experience model describes four possible memories that customers can form, depending on the effectiveness and interaction of emotional and rational experiences, namely happy, dissatisfied, dysfunctional, and directed (Lindgreen et al., 2009).

The research previously referred to (Lee et al., 2020; Tsai et al., 2022) discusses the impact of memorable tourism experiences on revisit intentions. With the results of the study showing that memorable tourism experiences, creating unique experiences, and fun for tourists are very important in increasing the tendency of tourists to visit a destination again. Thus the researcher proposes the following hypothesis:

H₂ : Memorable tourism experience has a significant effect on revisit intentions.

2.4 The effect of tourist satisfaction on revisit intentions.

Tourist satisfaction is the level of satisfaction felt by someone after traveling or vacationing (Kotler et al., 2017). This satisfaction can be influenced by various factors, such as experience, environment, and fulfilled expectations (Kotler et al., 2017). In general, tourism satisfaction is the result of a subjective evaluation of the tourist experience during the trip, which can influence the tourist's decision to return to the same destination in the future or recommend the destination to others (King et al., 2015; Rajesh, 2013).

The service industry, especially the tourism business, cannot be separated from the behavior of tourists in the future (Kotler et al., 2022). The revisit intention of tourists is a push from within (stimulus) that motivates

tourists to revisit a tourist destination (Kotler et al., 2022). Revisit intention is a person's desire or intent to return to a destination or do an activity in the future after having previously had a satisfying or positive experience at that place or activity (Baker & Crompton, 2000). Revisit intention can be formed through various factors such as service quality, environmental atmosphere, competitive prices, product quality, and so on. This revisit intention can influence a person's decision to make a purchase or choose the same place when traveling or doing activities in the future.

This explanation is supported by research (Asiku et al., 2020; Hussein, 2020; Lee et al., 2020) which states that tourist satisfaction has a significant effect on revisit intentions. In line with research (Mutia et al., 2020; Nguyen Viet et al., 2020; Quynh et al., 2021) which concluded that tourist satisfaction has a significant effect on revisit intentions and research (Elmas et al., 2024; Tsai et al., 2022; Ubjaan et al., 2018) stated that tourist satisfaction has a significant impact on revisit intentions. Thus the researcher proposes the following hypothesis:

H₃ : Tourist satisfaction has a significant effect on revisit intentions.

2.5 The effect of memorable tourism experience on revisit intention through tourist satisfaction.

Memorable tourism experience is defined as a meaningful experience that is positively remembered after the event occurs which is selectively built from tourism experiences based on individual assessments of the perceived experience (Kim et al., 2012). Memorable tourism experience is considered more important because only remembered experiences will affect satisfaction and future tourism decision-making. This revisit intention can influence a person's decision to make a purchase or choose the same place when traveling or activities in the future. This builds and maintains long-term and positive interactions with customers for sustainable business development (Wang et al., 2021).

The revisit intention to a tourist destination has been interpreted as a person's ability or willingness to make a repeat visit to the same destination, making a decision to revisit the same destination (Stylos et al., 2016). This explanation is supported by research (Lee et al., 2020; Quynh et al., 2021; Tsai et al., 2022) which states that memorable tourism experience affects revisit intentions through tourist satisfaction. The researcher thus proposes the following hypothesis:

H₄ : The effect of memorable tourism experience on revisit intention through tourist satisfaction.

3. Research Design

This study uses a quantitative explanatory research approach, which is a research method used to test hypotheses or explain the causal relationship between variables by collecting numerical data and analyzing it using statistical techniques. The main purpose of this approach is to find a clear causal relationship between the independent and dependent variables, as well as to gain a deeper understanding of the phenomenon under study (Sekaran & Bougie, 2016).

3.1 Research Variables

Research variables are an attribute or trait of activities that have certain variations, determined by researchers to study and then draw conclusions (Sugiyono, 2012). The variable explanations in this study are as follows :

Independent variable: Memorable Tourism Experience with indicators according to (Kim et al., 2012; Rasoolimanesh et al., 2022) are as follows: hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge.

Mediating variable: Satisfaction with indicators according to (Asiku et al., 2020; Ubjaan et al., 2018) are as follows: Satisfied with the attractiveness of the city, satisfied with the recreational facilities, satisfied with the friendliness of the people, satisfied with the safety of the city, satisfied with public services, and satisfied with the city tagline.

Dependent variable: Revisit intentions with indicators according to (Asiku et al., 2020; Chan et al., 2022) are as follows: Revisit tourist attractions in the future, have feelings and emotional connections with tourist attractions, and Make tourist attractions a top priority when returning to a tourist city.

3.2 Population and Sample

The population used in this study were people who had traveled in the tourist village of Batu City 6 (six) months before the research was conducted. The sample of this study were tourists who traveled in the tourist village of Batu City and were at least 17 years old, as many as 155 samples or respondents.

3.3 Data Analysis Technique

Inferential analysis is carried out using Structural Equation Modeling (SEM) which will be processed using the AMOS (Analysis of moment structure) program. By using the SEM method, not only can the causal relationship between the observed variables or constructs be detected, but the components that contribute to the formation of constructs can be determined. (Sanusi, 2011).

4. Research Results

4.1 Validity and Reliability Test

Starting with the results of testing the validity of the instrument using Pearson's product moment correlation with the aim of knowing the validity / accuracy / precision of a question item in measuring the variable under study and provided that if the r_{count} value is greater than r_{table} , the research instrument is said to be valid. But on the other hand, if r_{count} is smaller than r_{table} , then the research instrument is said to be invalid, with the results on each research instrument as table 1.

Table 1. Variable Instrument Validity Test Results

Item	r_{count}	$r_{table} (df=n-2 (df=155-2))$	Desc.
Memorable Tourism Experience (X₁)			
I had a memorable experience while traveling in the tourist village in Batu City	0,702	0,1577	Valid
A different traveling experience from other cities	0,610	0,1577	Valid
Tourism village in Batu City held a cultural parade	0,673	0,1577	Valid
Tourism village in Batu City makes relaxation	0,632	0,1577	Valid
Traveling in the Batu City village provides environmental learning	0,649	0,1577	Valid
An interactive experience that involves tourists in the activities of the tourist village in Batu City	0,718	0,1577	Valid
I can experience farming when traveling in the tourist village in Batu City	0,667	0,1577	Valid
Tourist Satisfaction (Y₁)			
Tourists give positive reviews about the attractiveness of the tourist village	0,693	0,1577	Valid
Availability of parking lots for tourist vehicles	0,645	0,1577	Valid
Tourists are welcomed by residents of the tourist village in Batu City	0,692	0,1577	Valid
Security of vehicle parking for tourists	0,71	0,1577	Valid
There are restaurants/food stalls around the tourist attraction	0,671	0,1577	Valid
The tagline shining Batu City presents the natural beauty of Batu City destinations	0,667	0,1577	Valid
Revisit intentions (Y₂)			
This tourist village provides a different experience that makes me want to visit again	0,755	0,1577	Valid
The natural beauty of the tourist village in Batu City creates a strong emotional bond	0,605	0,1577	Valid
Tourist village Batu City is the first destination to visit	0,699	0,1577	Valid

Source: primary data processed, 2024

Based on table 1, it shows that the validity test assessment of each variable instrument has a value of $r_{count} > r_{table}$. The results of the calculation of the validity test of the instrument of each variable as a whole are valid, meaning that the instrument being measured is able to measure the variable being studied.

The next stage is the reliability test which aims to determine the extent to which each questionnaire / research instrument has the same opportunity to be answered consistently by respondents or test the consistency of respondents' answers. The results of the reliability test calculation are table 2.

Tabel 2. Research Instrument Reliability Test Results

No	Variable	Instrumen's	Chronbach's Alpha	Cut off	Desc
1	Memorable Tourism Experience (X_1)	7 item	0,9556	0,6	Reliabel
2	Tourist Satisfaction (Y_1)	6 item	0,9510	0,6	Reliabel
3	Revisit intentions (Y_2)	3 item	0,9353	0,6	Reliabel

Source: primary data processed, 2024

Based on table 2, the results of the evaluation of the comparison of the Chronbach's alpha coefficient values of each research variable show a coefficient value greater than the cut-off value of 0.6. This shows that the research instrument tested has a good level of consistency to be answered by respondents.

4.2 Normality Test

Evaluation of the assumption of normality of observation data aims to identify whether the data used is normally distributed or not. How to test the normality of data can be done in a way: First: Univariate Normality Evaluation. Observation data is declared to be normally distributed univariate, if the Critical Ratio Skewness value is between - 2.58 to +2.58. Second: Multivariate Normality Evaluation. Observation data is declared normally distributed multivariate, if the Multivariate value is between - 2.58 to + 2.58. The results of the observation normality analysis are as table 3.

Table 3. Results of Normality Testing of Research Data

Variable	skew	c.r.	kurtosis	c.r.
X_{11}	-0,315	-1,603	-0,659	-1,675
X_{12}	-0,506	-2,572	-0,361	-0,919
X_{13}	-0,48	-2,441	0,204	0,517
X_{14}	-0,467	-2,375	0,032	0,082
X_{15}	-0,138	-0,7	-0,505	-1,284
X_{16}	-0,262	-1,333	0,229	0,583
X_{17}	-0,216	-1,1	0,287	0,73
Y_{11}	-0,455	-2,314	-0,657	-1,671
Y_{12}	-0,429	-2,18	-0,082	-0,207
Y_{13}	-0,456	-2,317	-0,656	-1,668
Y_{14}	-0,434	-2,206	-0,503	-1,278
Y_{15}	-0,479	-2,432	0,084	0,215
Y_{16}	-0,48	-2,44	-0,488	-1,24
Y_{21}	-0,228	-1,161	-0,827	-2,101
Y_{22}	-0,399	-2,03	-0,706	-1,795
Y_{23}	-0,183	-0,932	-0,821	-2,086
Multivariate			3,014	0,415

Source: primary data processed, 2024

Table 3 shows that the univariate critical ratio skewness and kurtosis numbers do not have numbers greater than - 2.58 and + 2.58 and in multivariate the resulting numbers are still smaller than + 2.58. Thus the observation data of this study is normally distributed.

4.3 Structural Equation Model Test Results

Based on testing the SEM assumptions that have been carried out, it is proven that the data under study is normally distributed and there are no outlier and multicollinearity problems in the data. Thus it can be stated that this observation data is suitable for testing and processing using the AMOS (Analysis of Moment Structures) program. The results of testing the structural equation model are as shown in the following figure 1.

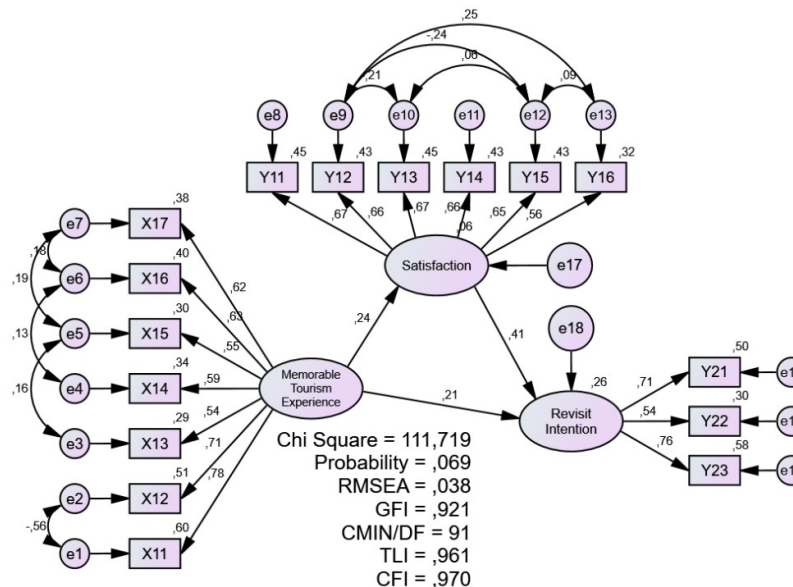


Figure 1: SEM model of the effect of memorable tourism experience on revisit intention through tourist satisfaction.

Based on Figure 1, it can be explained that the research model meets the criteria for good goodness of fit. Whether or not this structural equation model is acceptable must compare the goodness of fit value produced with the suggested goodness of fit. The value of the goodness of fit indices produced by this structural equation model as shown in the table 4.

Table 4: Goodness of Fit test results of Structural Equation Model

<i>Goodness of fit index</i>	Results	<i>Cut off value</i>	Desc
<i>Chi-Square</i> (df = 91, $\alpha = 0,05$)	111,719	<i>Chi-Square</i> _{table} (df = 91, $\alpha = 0,05$) = 114,28	Good Fit
<i>Probability</i> (p)	0,069	$\geq 0,05$	Good Fit
CMIN/DF	1,228	$\leq 2,00$	Good Fit
RMSEA	0,038	$\leq 0,08$	Good Fit
GFI	0,921	$\geq 0,90$	Good Fit
TLI	0,961	$\geq 0,95$	Good Fit
CFI	0,970	$\geq 0,95$	Good Fit

Source: primary data processed, 2024

Based on table 4, it shows the absolute parameters, namely the chi square value and probability as recommended, namely the chi squarecount (111.719) < chi squaretable ($\alpha = 0.05$, df = 91) = 114.28 probability level of 6.9% greater than 5%. Related to incremental parameters such as CMIN/DF, RMSEA, GFI, TLI and CFI have met the recommended cut-off values. It can be concluded that the structural equation model designed is approved for the next stage and can be used to analyze the influence between research variables and to prove the research hypothesis.

5. Discussion

Referring to the results of research and data processing using Structural Equation Modeling (SEM) with the AMOS (Analysis of moment structure) program. The following results table 5 and 6.

Table 5: Hypothesis testing results

Variable	Estimate	S.E.	C.R.	P	Desc
$X \rightarrow Y_1$	0,189	0,08	2,359	0,018	accepted
$X \rightarrow Y_2$	0,174	0,081	2,145	0,032	accepted
$Y_1 \rightarrow Y_2$	0,437	0,126	3,474	***	accepted

$X = \text{Memorable tourism experience}$
 $Y_1 = \text{Satisfaction}$
 $Y_2 = \text{Revisit intentions}$

Source: primary data processed, 2024

Table 6: Mediation test results

No	Variable	Standardized Coefficient of Direct Effect	Standardized Coefficient of Indirect Effect	Standardized Coefficient of Total Effect	Results
1	$X \rightarrow Y_1 \rightarrow Y_2$	0,17	= 0,17*0,44 = 0,0748	= 0,17+0,0748 = 0,2448	mediating

$X = \text{Memorable tourism experience}$
 $Y_1 = \text{Tourist Satisfaction}$
 $Y_2 = \text{Revisit intentions}$

Source: primary data processed, 2024

Based on the table above, the results of hypothesis testing can be interpreted by classifying the influence of variables:

5.1 The effect of memorable tourism experience on tourist satisfaction.

Based on table 5, it can be explained that memorable tourism experience has an impact on tourist satisfaction with a probability value of 0,018 smaller than 5%. Thus, it can be stated that the first hypothesis is proven and tested. These results indicate that the memorable tourism experience that is of most concern is comfort (refreshment), namely the air of the Batu City tourist village is soothing and the Batu City tourist village relaxes because of its geographical location in the form of mountains, the lives of residents who focus on agritourism (agriculture, plantations, livestock), and presents a unique culture that is different from other cities. Thus, it can meet the expectations and satisfaction of tourists traveling in the tourist village of Batu City in accordance with the opinion of Kotler et al., (2017) which states that tourist satisfaction is the level of satisfaction felt by someone after taking a tour or vacation. The results of this study are in line with research (Lee et al., 2020) which states that memorable tourism experience has a significant impact on tourist satisfaction. Likewise, the research (Tsai et al., 2022) concluded that memorable tourism experience has a significant impact on tourist satisfaction.

5.2 The effect of memorable tourism experience on revisit intention.

Based on table 5, it can be explained that memorable tourism experience has an impact on revisit intention with a probability value of 0,032 less than 5%. Thus, it can be stated that the second hypothesis is proven and tested. Memorable tourism experience in the tourist village of Batu City includes the stunning natural beauty of the mountains, the refreshing coolness of the air and the various natural tourist attractions available. Fresh and cool air in the tourist village of Batu City provides comfort (refreshment) and relaxation from stress from the busyness of daily life. A pleasant vacation experience with the cool air of Batu City creates positive memories and arouses the desire to revisit the tourist village of Batu City at a later time to enjoy the same atmosphere. This is in line with the opinion of Baker & Crompton, (2000) which states that revisit intention is a person's desire or intention to revisit a place or carry out an activity in the future after previously having a satisfying or positive experience at that place or activity. These results are supported by research (Lee et al., 2020) which explains that memorable tourism experience has an impact on revisit intentions. Likewise, the research (Tsai et al., 2022) explains that memorable tourism experience has an impact on revisit intentions.

5.3 The effect of tourist satisfaction on revisit intention.

Based on table 5, it can be explained that tourist satisfaction has an impact on revisit intention with a probability

value of *** smaller than 5%. Thus, it can be stated that the third hypothesis is proven and tested. Tourist satisfaction is formed by 6 (six) indicators with the results of the study, showing that the most concerned tourist satisfaction is satisfied with city security, namely tourists get a pleasant tourist experience without worrying about the safety of the tourists' vehicles will be lost or damaged in the parking lot of tourist destinations. So that it becomes the first reference for tourists to travel back to the tourist village of Batu City. Tourist satisfaction on vacation in the tourist village of Batu City is in accordance with Kotler et al., (2017) high states that tourist satisfaction is the level of satisfaction felt by someone after taking a tour or vacation and the revisit intention is a stimulus that motivates tourists to visit a tourist destination again (Kotler et al., 2022). These results are supported by research (Asiku et al., 2020; Hussein, 2020; Lee et al., 2020) which states that tourist satisfaction has a significant effect on revisit intentions. In line with research (Mutia et al., 2020; Nguyen Viet et al., 2020; Quynh et al., 2021) which concluded that tourist satisfaction has a significant effect on revisit intentions and the research (Elmas et al., 2024; Tsai et al., 2022; Ubjaan et al., 2018) stated that tourist satisfaction has a significant impact on revisit intentions.

5.4 The effect of memorable tourism experience on revisit intention through tourist satisfaction.

In Table 6, it can be explained that the role of mediating variables in this hypothesis can be seen by comparing the value of each parameter of the independent variable on the dependent variable directly (direct effect) and the total effect. The direct effect of the research variables is as follows: The direct effect of memorable tourism experience on revisit intention is 0,17 and the total effect of memorable tourism experience on revisit intention through tourist satisfaction is 0,2448. Based on the values and descriptions above, it shows that the total effect is greater than the direct effect between memorable tourism experience on revisit intention (total effect of 0,2448 > direct effect of 0,17). This result means that memorable tourism experience affects revisit intention through tourist satisfaction.

Tourist satisfaction is able to mediate the effect of memorable tourism experience on revisit intentions in the Batu City tourist village. Memorable tourism experience involves a series of positive experiences that tourists feel while traveling in the tourist village of Batu City, thus generating a revisit intention in the future. These results are supported by research Lee et al., (2020) which states that memorable tourism experience affects revisit intentions through tourist satisfaction. next research by Quynh et al., (2021) which concluded that memorable tourism experience affects revisit intentions through tourist satisfaction. As well as research Tsai et al., (2022) which states that satisfaction mediates memorable tourism experience on revisit intentions.

6. Conclusion

Based on a review of the discussion of this study, a conclusion can be made that memorable tourism experience has a significant impact on tourist satisfaction, memorable tourism experience has a significant impact on revisit intentions, tourist satisfaction has a significant impact on revisit intentions, and memorable tourism experience affects revisit intentions through tourist satisfaction.

7. Suggestions for future researchers

Based on the results of the research, the current researcher suggests that future research results can be further developed regarding the research model of the effect of memorable tourism experience on revisit intention through tourist satisfaction at a destination by expanding the scope of indicators, the number of respondents, and adding independent variables and moderating variables for the development of science.

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