

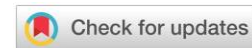
Exploring The Influence of Unforgettable Tourism Experience on Revisit Intention: The Mediating Role of Tourist Satisfaction

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ABSTRACT

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This research aims to analyze the mediating role of tourist satisfaction in the relationship between memorable tourist experiences and tourist experiences on their intention to return to the natural scenic destination of Ketep Pass. The research methodology adopts a quantitative approach, using questionnaires for data collection and Structural Equation Modeling (SEM) as an analysis technique. The research involved 110 respondents who had visited Ketep Pass at least twice. The study findings show an intention to revisit, and the analysis results show that tourist experience and satisfaction variables significantly influence this variable. Meanwhile, the effect of memorable experiences is not statistically significant. This research proves that efforts to create unforgettable experiences alone cannot guarantee that tourists will return. Managers need to pay attention to other more dominant factors, such as overall satisfaction and the unique characteristics of their destination.

INTRODUCTION

Visiting a nature tourism destination is an everyday activity for people in Indonesia. Attractive nature destinations easily capture the public's attention, and a destination that pleases the eye often leaves a lasting impression on visitors. The experience of visiting a tourist destination becomes memorable when the experience leaves a deep mark in the memory and is cherished by visitors for a long time (Dianty et al., 2021). When the experience exceeds expectations and becomes enjoyable, tourists will eventually revisit the destination to relive the memories (Surya & Suwarno, 2023).

Magelang Regency is one of the many regencies in Central Java that boasts the breathtaking beauty of nature—based on the Central Bureau of Statistics data, visits to Ketep Pass in 2021 amounted to only 76,803 visitors. Still, with the improvement of the COVID-19 pandemic by 2023, the number of visitors increased significantly to 543,020. Since its establishment in 2002, Ketep Pass has experienced fluctuations in visitor numbers. Still, with the construction of the Merapi Sky Tower, it is hoped that

this will become a unique attraction for Ketep Pass compared to other tourist destinations.



Source: Central Bureau of Statistics, 2024

Figure 1. Ketep Pass Visitor Data 2019 - 2023

Based on the available data, this research is becoming increasingly intriguing. The rise in the number of tourists raises questions about the factors influencing an individual's decision to visit a particular tourist destination. Research on the influence of memorable tourism experience, tourist experience, and tourist satisfaction on revisit intention reveals varied results. Thamrin, (2021) Found that memorable tourism experiences have a positive and significant impact on the intention to revisit, while Sitepu & Rismawati (2021) reported that such experiences do not affect this intention. Regarding tourist experience, Atmari & Putri, (2021) indicated a positive and significant effect on revisit intention, contrasting with findings by Fadiryana & Chan, (2019) and Brama Kumbara et al., (2020), who stated that tourist experience does not significantly influence revisit intention. Lastly, in terms of tourist satisfaction, Ismadi & Suwitho, (2024) demonstrated that higher satisfaction levels correlate with an increased intention to return. These findings highlight the complexity of the relationships between tourist experiences, satisfaction, and the intention to revisit, with several studies presenting conflicting conclusions.

These divergent findings highlight a notable gap in our understanding of how these variables interact. The inconsistencies in research outcomes underscore the complex nature of tourist behavior and the potential influence of various contextual factors that may affect the relationships between memorable experiences, satisfaction, and the likelihood of return visits

Based on the aforementioned explanations, this study adopts the conceptual framework developed by (Purnama & Wardi, 2019). The key difference in this research

is that it is conducted in Central Java, focusing specifically on visitors to the Ketep Pass panorama in Magelang Regency. Therefore, the aim of this investigation is to understand the impact of memorable tourism experience and tourist experience on revisit intention, with tourist satisfaction acting as a mediator. By identifying these influences, the researcher hopes to assist in developing aspects that can boost the quantity of guests and inspire the intention to revisit the Ketep Pass panorama.

LITERATURE REVIEW

According to Pramesti & Harsono, (2023), self-congruence is a psychological stage in which customers align their perception of brand image with their self-concept. This stage involves evaluating the personality or user image of the brand in relation to various aspects of the customer's self, such as the ideal self, the real self, and the social self (Sirgy, 1982). Self-congruence had necessary role in consumer identification with a brand. It makes a big difference in consumers' sense value and behavior, both before and after consuming a product. This occurs because self-congruence fulfills various necessities for one's self perception, including the need for self-esteem, self-consistency, social approval and social consistency. Therefore, self-congruence is a key factor in understanding the dynamics of the connection between consumers and brands.

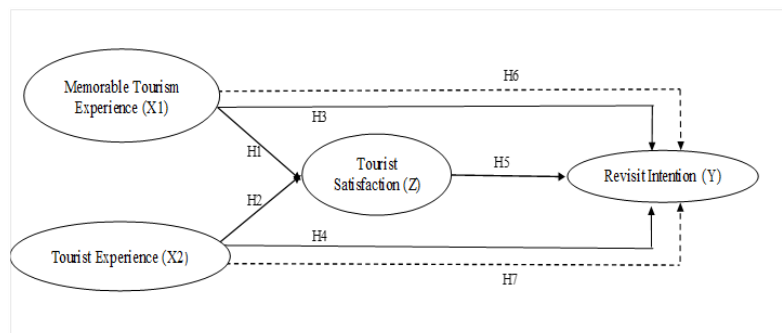
Memorable Tourism Experience refers to a positive memory formed after engaging in unique and surprising tourism activities (Huong et al., 2022). Memorable tourism experiences are crucial elements shaping visitors' perceptions, behaviors, and loyalty towards a destination. Kim, (2014) argues that in order for a destination to survive in a very competitive market, providing an unforgettable encounter is a crucial factor. Sensory experiences during travel contribute to long-term memory and influence attitudes and behaviors. Furthermore, the impact of experiences on memory, satisfaction, and behavioral intentions has been explored in creative tourism, demonstrating a positive effect on memory, satisfaction levels, and the intention to revisit (Sinaga et al., 2024).

Tourist experiences become memorable when the experiences gained leave a lasting impression and are remembered by tourists for an extended period, as noted by Dianty et al., (2021). According to Wang et al., (2020), impressive experiences for tourists have recently been recognized as crucial by tourism industry practitioners, even more so than tangible resources. The reputation of a destination is important and widely acknowledged as influencing tourists' decision-making, destination choices, post-trip evaluations, and future behaviors, as stated by (Pratiwi et al., 2023).

Revisit intention in spiritual tourism refers to tourists' desire to return to a destination based on their sense of inner peace or personal experiences (Pujiyati & Sukaatmadja, 2020). According to Faturachim, (2024) revisit intention is recognized when tourists express a desire to return to the same destination. This intention reflects

an individual's willingness or desire to visit the same place again, as well as making a deliberate decision to return.

Tourist satisfaction is a crucial aspect that business operators need to pay attention to. According to D'Urso et al., (2020), satisfaction is defined as a subjective feeling and a way of thinking about the relationship between what is expected and what is received. Warbung et al., (2021) argue that tourist satisfaction significantly influences the intention to revisit, as people are more likely to return to a destination if they felt satisfied during their previous visit. The assessment of an individual's satisfaction can vary and can be evaluated based on service quality, comfort, and the overall experience perceived, as noted by (Ajkiani Nurfa et al., 2023). This encompasses how much enjoyment was derived, how expectations were met, and the extent to which tourists' desires and needs were fulfilled or exceeded by the event, as highlighted by (Nurturing et al., 2023).



Source: Data Processed by Researchers, 2024

Figure 2. Hypotesis Model

METHOD

This study includes all tourists who have visited the Ketep Pass natural panorama. The reaserch uses a non-probability sampling technique. The sample was chosen through purposive sample, purposive sampling is used in this study as it allows for the selection of respondents who are relevant and have direct experience with the tourism destination under investigation. This method ensures that the data collected comes from individuals who meet specific criteria, such as having previously visited the destination, providing valid insights into their experiences, satisfaction, and intention to revisit. In addition to being efficient, this approach facilitates the collection of detailed and specific data, aligning with the research objective of understanding the factors influencing revisit intentions. The quantity of respondents in this research is 110, calculated applying the formula of the number of variable indicators multiplied by 5 ($n \times 5$) (Ferdinand, 2014). Were collected through a overview strategy by dispersing surveys, with estimations on the survey employing a Likert scale of 1-5 (1: strongly disagree with this notion, 2: disagree with this notion, 3: impartial, 4: accept, and 5: strongly agree). The Vital Tourism Encounter variable is measured utilizing 11

explanation things, Visitor Encounter is measured with 6 explanation things, Return to Purposeful is measured with 3 explanation things, and Visitor Fulfillment is measured with 2 articulation things. The data collection involved distributing a list of statements for respondents to answer, focusing on the variables studied.

RESULT AND DISCUSSION

Result

According to the table of respondent age characteristics, it was found that out of 110 respondents in this study, 66 respondents (60%) were aged 21-25 years, making it the highest group compared to other age ranges. Respondents matured 15-20 a long time totaled 26 (23.6%), those matured 26-30 a long time totaled 7 (6.4%), respondents matured 41-45 a long time totaled 3 (2.7%), respondents matured 36-40 a long time totaled 2 (1.8%), respondents matured 46-50 a long time totaled 2 (1.8%), respondents matured 51-55 a long time totaled 2 (1.8%), respondents matured 56-60 a long time totaled 1 (0.9%), and respondents over 60 a long time ancient totaled 1 (0.9%).

Based on the data, it was found that out of the 110 respondents in this study, 80 respondents (72.7%) had a high school education or equivalent as their highest level of education. Respondents with elementary school education or equivalent totaled 2 (1.8%), junior high school or equivalent totaled 3 (2.7%), diploma holders totaled 1 (0.9%), bachelor's degree holders totaled 22 (20%), and postgraduate (master's/doctorate) holders totaled 1 (0.9%).

According to the data, it was found that out of 110 respondents the vast majority of participants in this study, the majority of respondents were students, with 78 respondents (70.9%), and private employees accounted for 17 respondents (15.5%). The remaining respondents were entrepreneurs, totaling 12 (10.9%), government employees totaling 1 (0.9%), and others such as housewives and fresh graduates totaling 2 (1.8%).

Table 1. Respondent Characteristics

Respondent Characteristics		Frequency	Percent (%)
Age	15-20	26	23,6%
	21-25	66	60%
	26-30	7	6,4%
	31-35	-	-
	36-40	2	1,8%
	41-45	3	2,7%
	46-50	2	1,8%
	51-55	2	1,8%
	56-60	1	0,9%
	> 60	1	0,9%
Total		110	100%
Highest Education Level	Primary School	2	1,8
	Secondary School	3	2,7

	High School	80	72,7
	Associate's Degree	1	0,9
	Bachelor's Degree	22	20
	Postgraduate	1	0,9
	Others	1	0,9
	Amount	110	100
Occupation	Students	78	70,9
	Civil Servant	1	0,9
	Private Employee	17	15,5
	Entrepreneurship	12	10,9
	Others	2	1,8
	Amount	110	100

Source: Data Processed by Researchers, 2024

This study employs the MultiTrait-MultiMethod (MTMM) approach to assess both convergent and discriminant validity (Ghozali & Latan, 2015:74). Convergent validity indicates that indicators of a construct should exhibit high correlations, while discriminant validity ensures that each construct is distinct and does not correlate highly with other constructs. The criteria used to evaluate these two types of validity include the loading factor and average variance extracted (AVE) for convergent validity, along with the Fornell-Larcker criterion for discriminant validity. Thus, this research aims to ensure that the measurement tools used are reliable and valid in assessing the variables under investigation. A research instrument is considered valid if the assumptions of both differentiation and convergence validity are met, meaning the factor loading value must be greater than 0.50 and the criteria of fornell - larcker, where the AVE's square root for a given variable is greater than its association with other factors, is satisfied and all declared valid.

Table 2. Validity Test Results

Variabel	Loading Factor	AVE	Fornell-Lacker Criterion
Memorable Tourism Experience (X1)	0,789	0,642	0,801
	0,756		
	0,811		
	0,819		
	0,814		
	0,833		
	0,782		
	0,799		
	0,78		
	0,83		
0,796			
Tourist Experience	0,826	0,804	0,896

(X2)	0,808		
	0,792		
	0,828		
	0,783		
	0,831		
Revisit Intention (Y)	0,876		
	0,881	0,658	0,811
	0,932		
Tourist Satisfaction (Z)	0,935		
	0,934	0,874	0,935

Source: Data Processed by Researchers, 2024

Reliability testing is a method used to evaluate the temporal consistency of a measurement instrument, particularly a questionnaire, in measuring research variables or constructs. An instrument is considered reliable if it produces stable and consistent responses from the respondents, and it can be deemed reliable if the Composite Reliability (CR) of each indicator is >0.70 (Latan, Hengky, and Ghozali, 2015). The outcomes of the reliability test in Table. 3 demonstrate that the Composite Reliability (CR) values for variabel's in this research are all >0.7 , indicating that the indicators in this study are reliable and can be used for further testing. All declared reliabel.

Table 3. Reliability Test Results

Variabel	Cronbach	rho_a	rho_c	AVE
MTE	0,944	0.945	0,952	0,642
TE	0,896	0.898	0,920	0,658
RI	0,877	0.878	0,925	0,804
TS	0,856	0.856	0,933	0,874

Source: Data Processed by Researchers, 2024

To evaluate the compatibility between the theoretical model and empirical data, a Chi-Square test assessment was performed using the Standardized Square Root Mean Residual metric. This evaluation involves comparing discrepancies between the saturated and estimated models. According to Bentler & Bonett, (1980), an SMSR value less than 0.8 suggests optimal model fit. In this study, both the saturated and estimated models yielded an SMSR value of 0.054, substantially below the 0.8 threshold. This result strongly indicates that the research model demonstrates excellent alignment with the observed data, validating the model's appropriateness for the study's analytical framework.

Table 4. Goodness of Fit Test Results

Criterion	Par	Std Model	Est Model
SMSR	< 0,08	0,054	0,054
d_ ULS	> 0,994	0,744	0,744
d_ G	> 0,316	0,809	0,809
Chi-square		469,258	469,258
NFI	The Closer the value is to 1, the better	0,795	0,795

Source: Data Processed by Researchers, 2024

The coefficient of determination (R^2) examine is used to evaluate how well the model explains the variation in the dependent variable (Y), with the R^2 value ranging zero to 100%. An R^2 value near zero signifies that the independent variable (X) has a very limited ability to explain the dependent variable (Y).

Table 5. R-Square Test Results

	Synonym	<i>R-square adjusted</i>
Memorable Tourism Experience, Tourist Experience	The Impact on Tourist Satisfaction	0.772
Memorable Tourism Experience, Tourist Experience, Tourist Satisfaction	The Impact on Revisit Intention	0.693

Source: Data Processed by Researchers, 2024

The F-square test is used to assess the presence of significant relationships between variables and can be conducted using effect measures such as effect size or F-square. These measures are classified as follows: 0.02 as a small effect, 0.15 as a medium effect, and 0.35 as a large effect. If the value obtained is less than 0.02, it should be disregarded or considered to have no meaningful effect.

Based on the table below, the F Effect Size shows that the only variable with a medium effect is TS->RI with a value of 0.157. Additionally, small effects are observed in the variables MTE - TS (0.067), TE - TS (0.098), TE - RI (0.112), and TS - TE - RI (0.024). The effects of MTE - RI (0.011) and TS->TE->RI (0.017) are less than 0.02, indicating that they are considered to have no significant effect.

Table 6. F-Square Test Results

Variabel	<i>F Effect Size</i>	Adverb
MTE - TS	0,067	Low Impact
TE - TS	0,098	Low Impact
MTE - RI	0,011	-
TE - RI	0,112	Low Impact
TS - RI	0,157	Moderate Impact
TS - MTE -> RI	0,017	-
TS - TE -> RI	0,024	Low Impact

Source: Data Processed by Researchers, 2024

Using path analysis, one may ascertain the direction of relationships in an equation, showing the impacts of independent factors, both direct and indirect mediating variables on the dependent variable, processed using the SmartPLS application version 4.1.0.6. The outcomes of the path examination equation can be observed in Table 6, and the path equation is obtained as follows:

Table 7. Path Analysis Test Results

Synonym	Path Coefficient	Std Dev	tcount	P value
H1. MTE - TS	0,138	0,131	2,814	0,005
H2. TE - TS	0,465	0,145	3,213	0,001
H3. MTE - RI	0,138	0,131	1,055	0,292
H4. TE - RI	0,447	0,136	3,278	0,001
H5. TS - RI	0,340	0,095	3,587	0,000
H6. TS - MTE - RI	0,131	0,062	2,110	0,035
H7. TS - TE - RI	0,158	0,064	2,462	0,014

Source: Data Processed by Researchers, 2024

Considering this data, the relationship between memorable tourism experience, tourist satisfaction have path value of the coefficient 0.138, which is positive, a t - value of $2.814 > t$ - table of 1.6593, and a significance level (p - value) of 0.005 (<0.05). This outcome indicates person's memory of a tourist destination influences tourist satisfaction. The findings align with the research conducted by Pujiastuti, (2022), which indicates that memorable tourism experiences positively influence tourist satisfaction. Similarly, the study by Utomo et al., (2023) also supports this assertion, confirming that memorable tourism experiences have a positive effect on tourist satisfaction.

The analysis reveals a significant favorable associaton between visitors' experiences and their level of satisfaction. Statistical evidence supports this relationship, demonstrated by a path coefficient of 0.465 and a t-value of 3.213, which exceeds the crucial point at which of 1.6593. The relationship is statistically valuable at $p < 0.05$ (specifically, $p = 0.001$). These discovery indicate that enhancing tourists' experiences directly contributes to higher levels of satisfaction – as the quality of their experience improves, their overall satisfaction tends to increase accordingly. The results are consistent with the study conducted by Atmari & Putri, (2021), which indicates that tourist experiences have an impact on tourist satisfaction. This finding is further supported by the research of Ismadi & Suwitho, (2024), which also states that tourist experiences positively influence tourist satisfaction.

The connection between the want to return and a memorable tourism experience has a path coefficient value of 0.138, which is positive, a t-value of $1.055 < t$ -table of 1.6593, and a significance level (p-value) of 0.292 (>0.05). Outcome indicates that a person's memory of a tourist destination does not influence their want to return to the location. The results are consistent with the research conducted by Sitepu & Rismawati,

(2021), which found that memorable tourism experiences do not have a positive influence on revisit intention.

The relationship tourist experience between revisit intention has a path coefficient value of 0.447, which is positive, a t-value of 3.278 > t-table of 1.6593, and a significance level (p-value) of 0.001 (<0.05). This result indicates that the better a person's tourist experience, the higher their tourist satisfaction will be. The results are consistent with the research conducted by Purnama & Wardi, (2019), which states that acceptance of tourist experiences has a positive influence on revisit intention. This is supported by the study conducted by Brama Kumbara et al., (2020), which also demonstrates that tourist experiences positively impact revisit intention.

Statistical analysis demonstrates a meaningful positive relationship between tourists' experiences and their satisfaction levels. This connection is supported by empirical data, showing a path coefficient of 0.340. The relationship's significance is further validated by a t-value of 3.587, which surpasses the required threshold of 1.6593, with a p-value of 0.000 (below the 0.05 significance level). These statistical indicators strongly suggest that when visitors have better experiences during their travels, they are likely to report higher levels of satisfaction with their overall tourist experience. The results are consistent with the research conducted by Ajkiani Nurfa et al., (2023), which demonstrates that tourist satisfaction has a positive influence on revisit intention. This finding is further supported by the study by Shatnawi et al., (2023), which also confirms that tourist satisfaction positively affects revisit intention.

The link between a remarkable travel experience and the inclination to return is mediated by visitor satisfaction, with a coefficient value of 0.131, which is positive, a t-value of 2.110 > t-table of 1.6593, and a significance level (p-value) of 0.035 (<0.05). This result indicates that a person's level of satisfaction with a tourist destination can mediate the connection between memorable tourism experience and revisit intention.

Tourist satisfaction mediates the connection between tourist experience and revisit intention, with a coefficient value of 0.158, which is positive, a t-value of 2.462 > t - table of 1.6593, and a significance level (p - value) of 0.014 (<0.05). This outcome indicates person's level of satisfaction with a tourist destination can mediate the connection among tourist experience and revisit intention. The results are consistent with the research conducted by Ismadi & Suwitho, (2024), which indicates that tourist experience has a positive influence on tourist satisfaction. Furthermore, Ajkiani Nurfa et al., (2023) also state that tourist satisfaction significantly positively affects revisit intention.

T-test analysis conducted to show level of influence of independent variabls (X) resulting in changes to the dependent variabel (Y). T-test is performed using a significance level of 0.05 or 5%.

T-test Result for Memorable Tourism Experience on Tourist Satisfaction From the examine results, variable MTE (Memorable Tourism Experience) on TS (Tourist Satisfaction) has a t-value of 2.814 > t-table of 1.6593 and a significance level (p-value) of 0.005 (<0.05). Therefore, thus it may be said that the MTE it have an impact on TS, meaning the hypothesis is supported.

Tourist Experience T-test Results on Tourist Satisfaction The variable TE (Tourist Experience) on TS has a significance level of 0.001 (<0.05) and a t-value of 3.213 > t-table of 1.6593 based on the test findings. Thus, the hypothesis is validated since it might be argued that the TE variable has a positive influence on TS.

T-test Result for Memorable Tourism Experience on Revisit Intention From the test outcome, the variable MTE on RI (Revisit Intention) has a t-value of 1.055 < t-table of 1.6593 and a importance level (p-value) of 0.292 (>0.05). Therefore, it can be concluded that the MTE variable does not affect RI, meaning the hypothesis is not supported.

Tourist Experience on Revisit Intention T-test Result The variable TE on RI has a significance level of 0.001 (<0.05) and a t-value of 3.278 > t-table of 1.6593 based on the test findings. Thus, the hypothesis is validated since it can be argued that the TE variable has a positive influence on RI.

Tourist Satisfaction on Revisit Intention: T-test Result The variable TS on RI has a t-value of 3.587 > t-table of 1.6593 and a significance level of 0.000 (<0.05) based on the test findings. Thus, the hypothesis is validated as it can be stated that the TS variable positively affects RI.

T-test Findings for Traveler Satisfaction Mediating Memorable Travel Experience on Intention to Return The variable TS mediating MTE on RI has a significant level of 0.035 (<0.05) and a t-value of 2.110 > t-table of 1.6593, according to the test findings. Thus, the theory is validated as it can be deduced that the TS variable can mediate the influence of MTE on RI.

T-test Findings for Traveler Satisfaction Mediating Travel Experience on Intention to Return The variable TS mediating TE on RI has a significant level of 0.014 (<0.05) and a t-value of 2.462 > t-table of 1.6593, according to the test findings. Thus, the theory is validated as it can be deduced that the TS variable can mediate the influence of TE on RI.

Table 8. t- Test Results

	Hypothesis			t value	P value
H1	MTE	→	TS	2,814	0,005
H2	TE	→	TS	3,213	0,001
H3	MTE	→	RI	1,055	0,292
H4	TE	→	RI	3,278	0,001
H5	TS	→	RI	3,587	0,000
H6	TS	→	MTE → RI	2,110	0,035
H7	TS	→	TE → RI	2,462	0,014

Source: Data Processed by Researchers, 2024

Discussion

The discussion regarding the connection among variable in this studies reveals several important findings. First, Memorable Tourism Experience (X1) has a substantial and favorable impact on Tourist Satisfaction (Z), with a t-value of 2.814, which exceeds the critical t-value of 1.659. This aligns with studies carried by Utomo et al., (2023), which found that memorable tourism experiences notably influence tourist satisfaction. Furthermore, Tourist Experience (X2) also demonstrates a positive and significant impact on Tourist Satisfaction (Z), with a t-value of 3.213, exceeding the critical t-value of 1.659. This result aligns with the study by Atmari & Putri, (2021), which indicates that overall tourism experiences contribute positively to tourist satisfaction. Similar support is found in the study by Ismadi & Suwitho (2024), which claims that visitors experience indeed have a favorable impact on their contentment levels.

However, in contrast to the previous variables, Memorable Tourism Experience (X1) have no discernible impact on Revisit Intention (Y). This is evident from a t-value of 1.055, which is smaller than the critical t-value of 1.659. This finding is supported by the study of Sitepu & Rismawati, (2021), which also found that memorable tourism experiences do not always encourage revisit intention. Nevertheless, Tourist Experience (X2) have a favorable and significant consequence on Revisit Intention (Y), on a t-value of 3.278, which is greater than the critical t-value of 1.659. This research is backed by findings from Brama Kumbara et al., (2020) and Purnama & Wardi, (2019), which indicate that tourism experiences play an important role in influencing tourists' intentions to return.

The analysis revealed several significant relationships among the variables studied. First, Tourist Satisfaction demonstrated a substantial impact on Revisit Intention, as evidenced by a t - value of 3.587, outpace the 1.659 crucial cutoff. This finding aligns with Ajkiani Nurfa et al., (2023) research, which emphasized how satisfaction enhances tourists' likelihood to return to a destination. Furthermore, the study uncovered Tourist Satisfaction's mediating role in two key relationships. It acts as an intermediary among Memorable Tourism Experience and Revisit Intention, with an important t-value of 2.110 (above the 1.659 critical value). This observation

corresponds with Pujiastuti, (2022) findings, where satisfaction was identified as a regulatory factor for tourists who had memorable experiences. Similarly, Tourist Satisfaction mediates the connection among Tourist Experience and Revisit Intention, demonstrated by a t-value of 2.462, which is beyond the crucial point. This finding is corroborated by two studies: Ismadi & Suwitho, (2024) research, which linked tourist experiences to satisfaction levels, and Ajkiani Nurfa et al., (2023) study, which connected satisfaction to revisit intention. These results suggest that Tourist Satisfaction serves as an indirect pathway through which Tourist Experience influences Revisit Intention.

The implications of these findings highlight the importance of a segmented marketing strategy. By targeting specific demographic groups, such as families or teenagers, industry players can enhance the effectiveness of promotional campaigns and attract more visitors. Additionally, adding cultural events or festivals at the destination can serve as an additional attraction that enhances the tourist experience and encourages them to return. In the context of tourism destination development, this research indicates the need for a holistic approach that includes improving infrastructure, service quality, and the overall experience. Consequently, tourism industry players can not only enhance tourist satisfaction but also build long-term loyalty that positively impacts revisit intentions. Further research involving various additional variables is also recommended to gain a deeper understanding of the factors influencing tourist behavior.

CONCLUSION

The finding that Tourist Satisfaction serves as a critical mediator underscores the significance of visitor satisfaction in linking tourism experiences with revisit intentions. This research also validates existing theories in the local context, particularly for the Ketep Pass tourist destination, while critiquing previous findings by demonstrating that Memorable Tourism Experience does not always have a significant impact on Revisit Intention. This opens up new avenues for discussion regarding the factors that moderate this relationship.

The significant influence of Tourist Experience on both satisfaction and revisit intention highlights the importance of enhancing the quality of tourism experiences, through improvements in services, facilities, and attractions. Moreover, since Tourist Satisfaction has proven to be a significant mediator, focusing on improving visitor satisfaction through regular feedback and service evaluations should be a priority. Although Memorable Tourism Experience does not directly influence revisit intention, this aspect remains relevant for creating a positive impression that enhances visitor satisfaction. This study also supports a more segmented marketing strategy to target groups of tourists with a high potential for repeat visits. This contribution adds value for

both academics and practitioners in understanding tourist behavior and developing effective destination strategies.

There are limitations to this study, particularly regarding the involvement of surveys or interviews; the difficulty in obtaining participants that meet the research criteria posed a challenge for the researchers. Although memorable experiences are important, they are not sufficient to influence tourists' intentions to return, making tourist satisfaction a key factor. For researchers, the limitations in involving suitable participants may reduce the generalizability of the results, indicating a need for more varied data collection methods in the future. Further research could incorporate additional relevant variables to capture aspects that may not have been addressed in this study. Increasing the sample size, focusing on different subjects, and considering specific criteria such as gender, income, age, and other potential factors that may influence the intention to revisit a tourist destination would be beneficial.

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