The Influence of Travel Experience and Destination Image on Traveller Satisfaction and Intention to Revisit

Naufal Sinatria [1], Sumadi [2]

Abstract:

This study aims to identify the influence of memorable tourism experience variables and destination image on tourist satisfaction and intention to revisit beach tourism in the Special Region of Yogyakarta by developing Stimulus - Organism - Response literature. This research is quantitative and conducted using a survey method. Primary data in this research were obtained through Google Forms and 225 respondents with purposive sampling. Techniques were used to test the proposed model-data analysis using a co-variance-based Structural Equation Model (SEM) with AMOS 25 Software. The results show a direct influence of memorable tourism experiences and destination images on tourist satisfaction and revisit intentions. Tourist attraction managers can use the results of this research to add to the memorable experience of tourists and improve a good image of the attraction to increase tourist satisfaction and intention to revisit.

Keywords: *Destination Image; Tourist Satisfaction; Revisit Intention; Memorable Tourism Experiences*

1. Introduction

Indonesia has shown an increasing trend in the tourism industry. The development of tourism development is evidenced by the largest increase in ranking on the Travel and Tourism Competitiveness Index (TTCI) issued by the WEF (World Economic Forum). In the TTCI report, which is released every two years, Indonesia became the country with the largest increase in ranking in 2021, from 44th to 32nd (Uppink & Soshkin, 2022) (Hendriyani, 2023). The government's efforts to encourage national economic recovery in 2021, one of which focuses on tourism development through policies that focus on destination development Hendriyani, 2023).

In general, domestic tourism in Indonesia is dominated by the flow of tourist trips in Java. This is evidenced by 76.54 percent of tourist trips originating from Java (BPS-DIY, 2023). The Special Region of Yogyakarta (DIY) is part of the Java Island tourist

[1]*Magister Management Program, Faculty of Economy, Universitas Islam Indonesia, Yogyakarta, Indonesia* naufal.sinatria@gmail.com
[2]*Magister Management Program, Faculty of Economy, Universitas Islam Indonesia, Yogyakarta, Indonesia.* sumadi@uii.ac.id

destinations that are visited by many foreign and local tourists. Geographically, the Special Region of Yogyakarta is the second smallest province after DKI Jakarta, but it is a well-known tourist destination after Bali Province among local and foreign tourists (Statistics Indonesia, 2022). The tourism potential as well as the traditional customs and arts of the Special Region of Yogyakarta are still maintained and preserved to this day. Beach tourism is one of the natural beauties that attracts tourists. The tourism industry requires tourist experience as a competitive advantage of tourist destinations (Hu & Shen, 2021). The competitive advantage of tourist destinations is obtained from memorable travel experiences (Ritchie & Crouch, 2000). Memorable travel experiences are travel experiences that are selectively built from tourists' experiences and can be remembered after the trip (Zhang et al., 2018a) Therefore, more and more tourist destinations are starting to provide memorable travel experiences to tourists. This tourist experience will become a memory of a tourist event which is considered an important factor influencing tourist satisfaction and revisit intentions (Marschall, 2012). Memorable travel experiences are considered to have become a focal point for tourism research and management today (Hu & Shen, 2021).

However, what drives traveler satisfaction is still a subject of extensive research. Previous research has confirmed that memorable travel experiences have a significant impact on traveler satisfaction and revisit intentions (H. Chen & Rahman, 2018; Hu & Shen, 2021; Sharma & Nayak, 2019a). In addition to intention to revisit, destination image is a variable that results from memorable travel experiences (Nair & Raju, 2017). The image of a destination can be easily determined based on its excellence and uniqueness in the eyes of tourists (Hui et al., 2007). This is closely related to individuals' subjective beliefs and feelings towards a particular destination (Veasna et al., 2013a). A further study conducted by (Hu & Shen, 2021) suggests that the impact of memorable travel experiences on various dimensions of destination image is still unknown. However, the relationship between travel experience, destination image, traveler satisfaction, and revisit intention is not fully understood. Therefore, this study aims to further explain the relationship between these variables.

Specifically, the novelty of this research is to use a perspective through the Stimulus-Organism-Response (SOR) Model that was first developed by (Russell & Mehrabian, 1978a) and then used to study the influence of environmental stimuli that form memorable tourism experiences as a stimulus, tourists' internal state, namely destination image as an organism and tourists' behavioral responses, namely satisfaction and intention to revisit. This research could have new implications for developing the literature and theory of the S-O-R Model and understanding the relationship between memorable travel experiences, destination image, satisfaction and intention to revisit will help destinations develop more effective marketing strategies.

2. Theoretical Background

Stimulus

The S-O-R model has evolved from the stimulus-response model and focuses on the mediating role of human organismal or internal experiences with stimuli and responses (Russell & Mehrabian, 1978b) The S-O-R framework has qualified the relationship between stimulus (environmental input), organism (mental process), and response (behavioral output) in explaining consumer behavior (Zhao & Bacao, 2021). The S-O-R framework has helped evaluate cognitive decision processes and contextual cues of how decision processes affect consumer behavior (Cham et al., 2022; X. Chen et al., 2020; Chin et al., 2022) This study has adopted the S-O-R Model, where Stimuli (S) is the impression of the tourist experience, Organism (O) is the image of the destination, and the response (R) is in the form of satisfaction and intention to revisit tourist destinations.

Memorable Travel Experience

Experience is the foundation of an overall management strategy, so many companies have paid attention to providing experiences for customers rather than products (Pine & Gilmore, 1999) Memorable travel experiences are defined as travel experiences that are remembered after an event has occurred and are selectively constructed based on individual judgment (K. Kim et al., 2012) When consumers leave tourist destinations, they use long-term memory, which is memory that can be retrieved after a long time (Flacandji & Krey, 2020). The creation of unforgettable travel experiences is designed to strengthen the memory of memorable and enjoyable experiences (Sharma & Nayak, 2019). Tourism studies have identified that a pleasant and well-organized tourist experience acts as a significant determinant of satisfaction and loyalty intentions (Williams & Soutar, 2009).

Destination Image

Destination image is the core of the survival of a tourism destination in a competitive market ((Buhalis, 2000) and plays an important role in growing loyal tourists (Chi & Qu, 2008) (Crompton, 1979) defines destination image as the sum of beliefs, ideas, and impressions a person has about a destination. The image of a destination is a key element that influences the attitude of tourists towards a particular destination (Souiden et al., 2017) (Hasan et al., 2020) have identified that destination image on beach tourism was found to be a strong predictor of tourist attitudes toward satisfaction and loyalty behavior.

The image of the destination is the most significant factor among other factors such as promotional strategy, mass media, pop culture, experience, and other factors to form a memorable travel experience (J.-H. Kim, 2017). Beach tourist destinations will have a strong image by highlighting the beauty and uniqueness of the beach, nearby islands, the history of the site, and the reputation of the area (Allameh et al., 2015) (Smith et al., 2015) have tracked the process of dynamic change in the image of tourist destination destinations during the entire tourist tourism experience. The results of

research by (Dagustani et al., 2017) stated that there is a significant impact of memorable travel experiences on the image of destinations.

Traveller Satisfaction

Satisfaction can be defined as the inherent evaluation of product acquisition as well as consumption experience (Chiu et al., 2016) (C.-F. Chen & Tsai, 2007) concluded that tourist satisfaction is the overall level of happiness that tourists get because their expectations and demands during the trip are met. (Maghsoodi Tilaki et al., 2016) define tourist satisfaction as a state of psychological preference and pleasure towards tourism products. Research courtesy of (C.-F. Chen & Chen, 2010)) found experiential factors (engagement, peace of mind, and educational experience) as predictors of satisfaction.

Another tourism study, courtesy of (Assaker et al., 2011) has proven the relationship between destination image and visitor satisfaction. (Loi et al., 2017) found that revisit intentions result from positive destination images, particularly through indirect satisfaction formation. Other studies have further proposed destination image as a direct predictor of satisfaction through the development of positive relationships (Mansori & Chin, 2019; Veasna et al., 2013b) (Prayag & Ryan, 2012) have found a relationship between behavioral intention, satisfaction, and destination image.

Revisit Intentions

The intention to revisit is the willingness of tourists to come and visit again (Zhang et al., 2018b) Revisit intent means that the traveler positively evaluates and generates loyalty to the destination after the end of tourism, and is willing to revisit the same destination one or more times in the future, or is willing to recommend and share (Baker & Crompton, 2000). (Kozak & Rimmington, 2000) believe that return visits occur because of tourist satisfaction, and this is very important for the marketing strategy of tourist destinations.

Tourism is becoming a vital source of income, several studies have investigated factors that cause tourists' intentions to revisit, such as destination image (Mursid &; Anoraga, 2022)(Mursid & Anoraga, 2022)Habibi &; Rasoolimanesh, 2021),(Habibi & Rasoolimanesh, 2021)(Cakici et al., 2019)(Cakici et al., 2019). When tourists feel satisfied with everything they feel during the travel process, they have a high probability of revisiting tourist destinations, otherwise, they will not have the intention to revisit (Zhang et al., 2014)

In tourism literature, behavioral intent or loyalty intent is usually measured using the intention to revisit (Beerli & Martín, 2004; Chi & Qu, 2008; Prayag & Ryan, 2012). A study by (Adongo et al., 2015) identified that memorable experiences with local food have a significant influence on the revisit intentions of tourists. Research conducted by (Sharma & Nayak, 2019b) found the influence of memorable travel experiences on the intention of revisit behavior in yoga tourism tourists. Hu & Shen

found that destination image, both cognitive and affective image, has a direct impact on future tourist behavior, namely the intention to revisit.

The marketing literature has established satisfaction as the most powerful driver of behavioral intent, i.e. repurchase intent (Oliver, 1999) Similarly, in the tourism literature, the positive impact of satisfaction has been observed on tourist behavior. Studies (Han et al., 2022) have identified that tourist satisfaction influences the decision to revisit tourist destinations. Another study found that satisfaction is a major determinant of loyalty intentions (Eid, 2015) (Prayag et al., 2017) have confirmed the impact of favorable satisfaction on the intention to revisit to recommend tourist destinations.

Based on the description above, the following hypothesis is compiled:
H1: Memorable travel experiences affect the image of the destination
H2: Memorable travel experiences affect travel satisfaction
H3: Memorable travel experiences affect the intention to revisit
H4: Destination image affects traveler satisfaction
H5: Destination image affects revisit intent
H6: The effect of tourist satisfaction affects the intention to revisit

The conceptual model of the research and the hypothesis developed under the literature are shown in Figure 1.
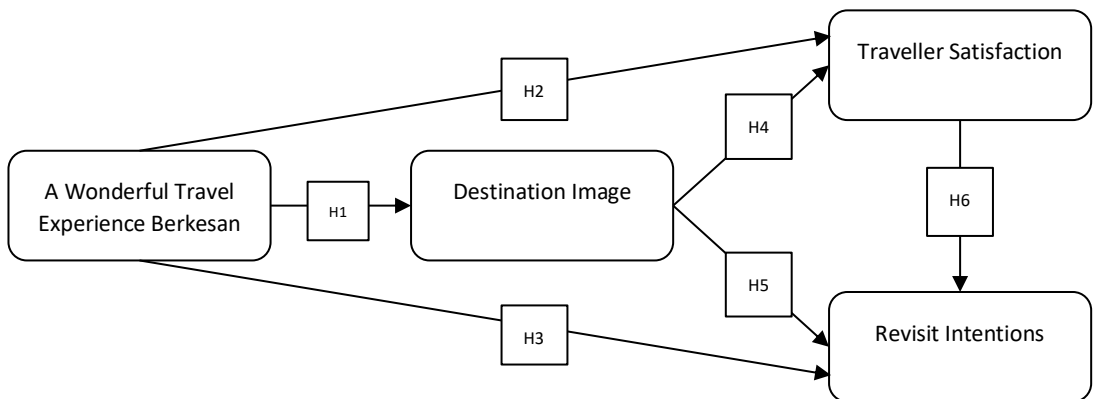
Figure 1. Conceptual Model of Research.

3. Methodology

This study aims to analyze the influence of memorable tourist experiences and their impact on tourist satisfaction and intention to revisit beach attractions in the Special Region of Yogyakarta.

This research design is a quantitative research design. The data collection technique in this study was a survey, namely distributing questionnaires to a number of

respondents. This study uses a sample size of 225, this sample size is based on the recommended guidelines, namely with a size of 100 or more than 100, it can also be with a much larger sample size of 200 ((Hair et al., 2014). The sampling technique in this study used nonprobability sampling techniques with Purposive Sampling. A trial before distributing the questionnaire was carried out by distributing 30 respondents and conducting validity and reliability tests. Respondents were selected according to predetermined criteria, namely at least 17 years old and have traveled and visited one of the beaches in the Special Region of Yogyakarta within the last 3 months. This period follows research conducted by (Ahmad et al., 2022) which examines tourist behavior in the last 3 months to ensure that the tourist experience is still the same as in the minds of respondents.

The question items in this study were adopted from previous research (K. Kim et al., 2012; (Prayag & Ryan, 2012); (Westbrook & Oliver, 1981) (Chi & Qu, 2008) (J.-H. Kim, 2018)) which consists of 19 measurement indicators which are divided into 5 indicators of memorable travel experience variables, 6 indicators of destination image variables, 5 indicators of tourist satisfaction variables and 3 indicators of revisit intention variables (Table 1). This study uses a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). This scale was chosen because previous research shows that a five-point scale can increase the response rate of respondents (Kang et al., 2021). Data analysis in this study consists of testing research instruments, then data is analyzed based on descriptive analysis and Structural Equation Model, hypothesis testing, and Sobel test using the help of AMOS 25 application.

Table 1. Measurement Indicators

Variable	Measurement Indicators	Source
Memorable travel experiences	Enjoy the overall beach tourism experience A refreshing beach tourism experience Learn something about yourself from a beach travel experience Get the opportunity to get up close to the local culture from a beach excursion experience Experience something new from a beach experience	K. Kim et al. (2012)
Destination imagery	Impressive quality of local service Impressive local entertainment Impressive local accommodation Impressive local traffic Impressive natural beauty (e.g., air, sea, sunshine) Location security and impressive ambiance	Prayag and Ryan (2012)
Traveller satisfaction	Excellent beach tour service Satisfying beach tourism environment Satisfying beach excursions Security and satisfactory beach tourism accommodation Satisfying beach tourist location	Westbrook and Oliver (1981); Chi and Qu (2008)
Intention to revisit	The desire to revisit the beaches of the Special Region of Yogyakarta in the future Planning to revisit the beaches of Yogyakarta Special Region in the future Trying to be able to revisit the beaches in the Special Region of Yogyakarta in the future.	J.-H. Kim (2018)

4. Empirical Findings/Result

Respondent Demographics
The characteristics of respondents based on gender profile are dominated by women with a percentage of women at 62.7% and men at 37.3%. The age of respondents was dominated by the age range of 20-25 years with a percentage of 67.6. Based on the last education, respondents were dominated by Bachelor education (S1 / D4) by 55.6% with the dominance of student respondents' jobs (46.7%). Based on tourism information sources, it is dominated by social media (Instagram, Facebook, Twitter, etc.) with a percentage of 56.9% and the frequency of travel more than three times (59.6%). Characteristics based on respondents' travel partners are dominated by friends as travel partners (41.8%) and family (28.0%).

Data Quality Test
Data quality testing consists of a normality test and an outlier test. Normality testing uses multivariate critical ratio criteria. The majority of this study data is normally distributed because the critical ratio (Table 2.) for multivariate shows to be in the range of 2.58 (Hair et al., 2019). Furthermore, an outlier test was carried out using the Mahalanobis Distance criterion which showed a value greater than 43.82 so that it can be concluded that there is no outliers data from this study.

Confirmatory Factor Analysis
The statistical significance and fit value of the proposed research model were tested by confirmatory factor analysis of exogenous variables and endogenous variables. The results of the confirmatory analysis of exogenous variables (Table 2) show that the overall model is acceptable (model fit). Furthermore, a confirmatory analysis of exogenous variables (Table 3) was carried out which showed that most models were acceptable (model fit).

Table 2. Exogenous Variable Conformity Test

Goodness of Fit Index	Cut-off value	Research Model	Ket.
Chi-Square	Minimum	4,450	Fit
Probability	> 0,05	0,487	Fit
GFI	≥ 0.90	0,992	Fit
AGFI	≥ 0.90	0,976	Fit
TLI	≥ 0.90	1,001	Fit
RMSEA	≤ 0.08	0,000	Fit
CFI	> 0.90	1,000	Fit

Source : Data Processed (2023)

Table 3. Endogenous Variable Conformity Test

Goodness of Fit Index	Cut-off value	Research Model	Ket.
Chi-Square	Minimum	151,648	Marginal
Probability	> 0,05	0,000	Marginal
GFI	≥ 0.90	0,915	Fit
AGFI	≥ 0.90	0,879	Marginal
TLI	≥ 0.90	0,968	Fit
RMSEA	≤ 0.08	0,068	Fit
CFI	> 0.90	0,974	Fit

Source : Data Processed (2023)

Validity and Reliability

The validity of this study uses the value of factor loading in both endogenous and exogenous constructs. The results of the validity test based on the loading factor value (Table 2.) showed ≥0.50, so it can be concluded that all indicators in this study are declared valid. The reliability of research variables is measured by construct reliability values. The basic statistics of all constructs (Table 4) have construct reliability values ranging from 0.870 to 0.939, and have met the recommended value of 0.70 (Hair et al., 2019) So a conclusion was obtained where all research instruments were declared reliable so that they could be used in this study.

Table 4. CR, Item Mean, Standard Deviation, and Factor Loadings

Variable	Construct Reliability	Item	Average	Std. Dev.	Critical Ratio	Factor Loading
Travel experience memorable	0.926	PW1	3.88	0.935	2.792	0.877
		PW2	3.78	0.907	-1.844	0.813
		PW3	3.86	0.870	-1.487	0.815
		PW4	3.94	0.909	2.895	0.826
		PW5	3.85	0.904	3.275	0.896
Destination imagery	0.939	CD1	3.90	0.965	1.248	0.842
		CD2	3.84	0.993	.654	0.844
		CD3	3.90	0.906	-1.812	0.843
		CD4	3.92	0.943	-.513	0.858
		CD5	3.94	0.884	-1.443	0.839
		CD6	3.87	0.945	-1.980	0.868
Traveller satisfaction	0.928	KW1	3.87	0.967	-2.376	0.846
		KW2	3.96	0.990	2.563	0.859
		KW3	3.80	0.953	-2.028	0.853
		KW4	3.87	0.950	-1.639	0.845
		KW5	3.92	0.977	1.948	0.839
Intention to revisit	0.870	NM1	3.95	0.910	0.032	0.823
		NM2	3.88	0.997	0.699	0.818
		NM3	3.87	1.007	0.674	0.852

Source : Data Processed (2023)

Structural Equation Model *(SEM)* Test

The SEM analysis model begins with a test of goodness of fit. Several goodness of fit statistics are used to evaluate the adequacy of measurement models and structural models. These values are Root Mean Square Error of Approximation (RMSEA), Standardized Root Mean Square Residual (SRMR), Comparative Fit Index (CFI), Normed Fit Index (NFI), Goodness of Fit Index (GFI), Tucker Lewis Index (TLI) dan Adjusted Goodness of Fit Index (AGFI).

The results of the goodness of fit model test (Table 5.) show that there are 4 criteria for the model to not fit, so it is necessary to modify the model to get alternative model results. The goodness of fit results after modifications to this study (Table 6.) show fit results on all model criteria, so that the model can be accepted.

Path Analysis and Hypothesis Test

After testing data quality, confirmatory factor analysis, validity and reliability testing, structural model analysis, and hypothesis testing are carried out. The structural model (Figure 1.) and the relationship of hypotheses in the model are tested. The fit value of the structural model indicates a good value, so the estimated and t-statistical values are considered to test the hypothesis (Figure 3. and Table 7).

Table 5. *Goodness of Fit* Early Models

Goodness of Fit Index	Cut-off value	Research Model	Conclusion
Chi-Square	Minimum	245,217	Not Fit
Probability	> 0,05	0,000	Not Fit
GFI	≥ 0.90	0,896	Not Fit
AGFI	≥ 0.90	0,865	Not Fit
TLI	≥ 0.90	0,972	Fit
RMSEA	≤ 0.08	0,055	Fit
CFI	> 0.90	0,976	Fit

Source : Data Processed (2023)

Table 6. *Goodness of Fit* Modified Models

Goodness of Fit Index	Cut-off value	Research Model	Conclusion
Chi-Square	Minimum	164,418	Fit
Probability	> 0,05	0,062	Fit
GFI	≥ 0.90	0,930	Fit
AGFI	≥ 0.90	0,903	Fit
TLI	≥ 0.90	0,992	Fit
RMSEA	≤ 0.08	0,029	Fit
CFI	> 0.90	0,994	Fit

Source : Data Processed (2023)

Tabel 7. Hasil Uji Hipotesis

	Hypothesis	Estimate	C.R.	p-value	Conclusion
H1	Memorable travel experiences → Destination Image	0.895	14.546	0.000	Accepted
H2	Memorable travel experiences → Travel Satisfaction	0.269	2.538	0.011	Accepted
H3	Memorable travel experiences → Intention to revisit	0.185	2.040	0.041	Accepted
H4	Destination imagery → Traveller satisfaction	0.644	5.678	0.000	Accepted
H5	Destination imagery → Intention to revisit	0.560	4.872	0.000	Accepted
H6	Tourist satisfaction → Intention to revisit	0.288	3.217	0.001	Accepted

Source : Data Processed (2023)
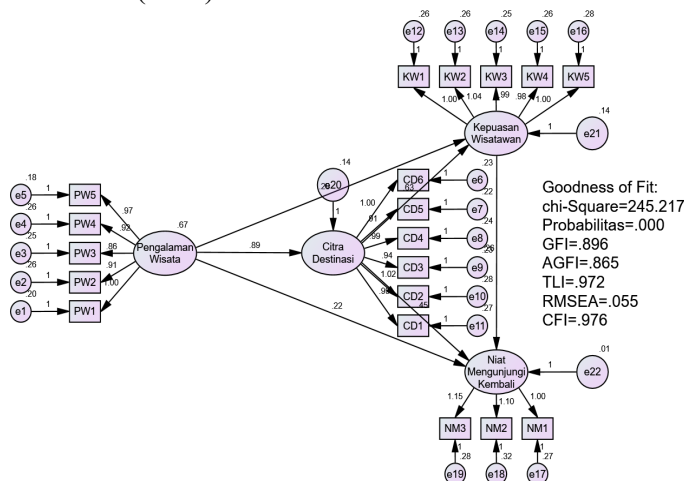
Figure 2. Structural Model Before Modification
Source : Data Processed (2023)
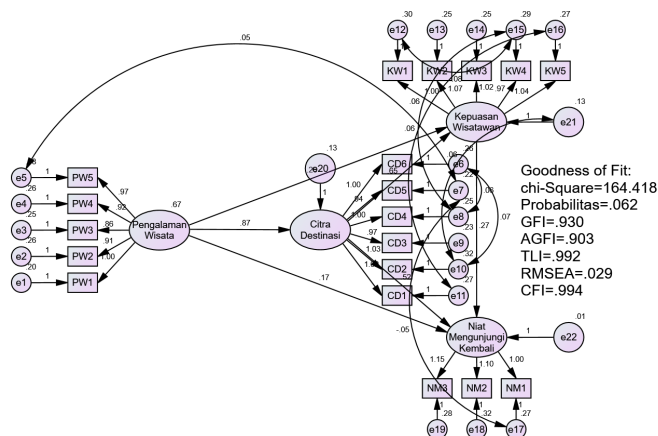
Figure 3. Structural Model after Modification
Source : Data Processed (2023)

Based on the results of the hypothesis test (Table 7), all hypotheses of this study are supported. The results of statistical calculations, memorable travel experiences (β=0.895, CR=14.546 p=0.000<0.050) directly have a significant and positive effect on the image of the destination, thus supporting H1; with the same results, the relationship between memorable travel experiences (β=0.269, CR=2.538 p=0.011<0.050) and destination images (β=0.644, CR=5.678 p=0.000<0.050) directly had a significant and positive effect on tourist satisfaction, thus supporting H2 and H4. The results of statistical calculations also showed a direct relationship that had a positive and significant effect on memorable tourist experiences (β=0.185, CR=2.040 p=0.041<0.050), destination images (β=0.560, CR=4,872 p=0.000<0.050), and tourist satisfaction (β=0.288, CR=3.217 p=0.001<0.050) to the intention to revisit, these results supported H3, H5, and H6.

5. Discussion

This study found that memorable tourism experiences positively influence the destination image of tourists visiting beaches in the Special Region of Yogyakarta. The extraordinary natural beauty with soft white sand, attractive waves, and beautiful views of karst cliffs create a mesmerizing visual experience. In addition, participating in activities such as surfing, snorkeling, exploring caves, or simply enjoying spectacular sunsets adds a dimension to the unforgettable experience.

The rich cultural life and local traditions are an integral part of the experience. Travelers can experience the distinctive atmosphere of the Special Region of Yogyakarta through art performances, traditional ceremonies, as well as trying out local culinary delights. This not only provides an in-depth cultural perspective, but also enriches the overall experience. A warm and friendly welcome from locals creates an emotional connection between travelers and the host community. These positive interactions contribute significantly to the destination's image as a friendly place that welcomes visitors with open arms.

Over time, these valuable experiences shape tourists' positive perceptions of the Special Region of Yogyakarta as a fascinating and diverse tourist destination. This has a direct impact on travelers' intention to return to the destination or give positive recommendations to their family, friends and acquaintances. This entire process plays an important role in building and maintaining a positive image of beach tourism destinations in the Special Region of Yogyakarta, which in turn will continue to attract tourists to the area.

This shows that the better the impression felt by tourists on their visit to beach tourism objects in the Special Region of Yogyakarta, the better the image of the destination. The results of this study are in line with previous research conducted by Dagustani et al. (2017) which found that there is a significant influence of memorable tourism

experiences on destination image. Memorable tourism experiences have a positive and significant effect on the satisfaction of tourists visiting the beach in the Special Region of Yogyakarta. This shows that the better the impression received by tourists for their visit to a beach tourist attraction in the Special Region of Yogyakarta, it will increase their perceived satisfaction. The results of this study are in accordance with previous research by Zhong et al. (2017) which proves that memorable travel experiences have a significant positive effect on satisfaction.

Memorable tourist experiences have a positive and significant effect on the intention to revisit tourists visiting the beach in the Special Region of Yogyakarta. This shows that the better the impression received by tourists for their visit to a beach tourist attraction in the Special Region of Yogyakarta, it will increase their intention to visit again in the future. The results of the research conducted are in line with those presented by Sharma & Nayak (2019) who found that the effect of memorable travel experiences on the behavior of revisit intentions in tourism tourists.

Destination image has a positive and significant effect on the satisfaction of tourists visiting the beach in the Special Region of Yogyakarta. This shows that the better the destination image of beach attractions in the Special Region of Yogyakarta, it will be able to increase the satisfaction felt by tourists. This study supports the research of Assaker et al. (2011) which found that destination image positively affects visitor satisfaction.

Destination image has a positive and significant effect on tourists' intention to visit the beach again in the Special Region of Yogyakarta. This shows that a better destination image on beach attractions in the Special Region of Yogyakarta will be able to increase the intention generated by tourists to visit again in the future. The results of this study are in accordance with previous research by Song et al. (2017) which proves that a positive destination image effectively increases return visit intentions.

Destination image has a positive and significant effect on tourists' return visit intention to the beach in the Special Region of Yogyakarta. This shows that a better destination image of beach attractions in the Special Region of Yogyakarta will increase the intention generated by tourists to visit again in the future. These results support the research presented by Sharma & Nayak (2019) which shows that there is a positive effect of satisfaction on loyalty intentions.

This research provides guidance to parties involved in the tourism industry, such as tourist destinations, travel agents, and other service providers, to understand how to increase tourist satisfaction and encourage return visit intentions. This will contribute to the sustainable development of the tourism industry and economic growth in the destination.

6. Conclusions

The findings of this study highlight the significant impact of memorable tourism experiences and destination image on tourist satisfaction and revisit intentions. When tourists encounter positive and memorable experiences and perceive a favorable destination image, their satisfaction increases, leading to a heightened intention to revisit the destination in the future.

The practical implication derived from these results is that managers of tourist attractions possess a strategic opportunity to enhance tourist satisfaction and foster return visit intentions. Focusing on creating memorable experiences through initiatives like interactive tours, unique attractions, and excellent customer service can contribute positively. Simultaneously, maintaining a positive destination image is crucial, necessitating effective promotion and sustainable environmental management.

However, it is important to acknowledge certain limitations in our study. The research primarily concentrates on the direct influences of memorable tourism experiences and destination image, without delving into potential moderating variables. Future research endeavors could explore additional factors that might influence the observed relationships, providing a more nuanced understanding of tourist behavior.

Furthermore, while our study emphasizes the importance of memorable experiences and destination image, it does not delve deeply into the specifics of how different demographic or psychographic factors might influence these relationships. Future research could consider exploring these nuances to tailor strategies more effectively.

References

Adongo, C. A., Anuga, S. W., & Dayour, F. (2015). Will they tell others to taste? International tourists' experience of Ghanaian cuisines. *Tourism Management Perspectives*, *15*, 57–64. https://doi.org/https://doi.org/10.1016/j.tmp.2015.03.009

Allameh, S. M., Khazaei Pool, J., Jaberi, A., Salehzadeh, R., & Asadi, H. (2015). Factors influencing sport tourists' revisit intentions. *Asia Pacific Journal of Marketing and Logistics*, *27*(2), 191–207. https://doi.org/10.1108/APJML-12-2013-0159

Assaker, G., Vinzi, V. E., & O'Connor, P. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism Management*, *32*(4), 890–901. https://doi.org/https://doi.org/10.1016/j.tourman.2010.08.004

Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, *27*(3), 785–804. https://doi.org/https://doi.org/10.1016/S0160-7383(99)00108-5

Beerli, A., & Martín, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, *31*(3), 657–681. https://doi.org/https://doi.org/10.1016/j.annals.2004.01.010

BPS-DIY. (2023). *Perkembangan Pariwisata D . I . Yogyakarta , Perkembangan Pariwisata*.

Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, *21*(1), 97–116. https://doi.org/https://doi.org/10.1016/S0261-5177(99)00095-3

Cakici, A. C., Akgunduz, Y., & Yildirim, O. (2019). The impact of perceived price justice and satisfaction on loyalty: the mediating effect of revisit intention. *Tourism Review*, *74*(3), 443–462. https://doi.org/10.1108/TR-02-2018-0025

Cham, T. H., Cheah, J. H., Ting, H., & Memon, M. A. (2022). Will destination image drive the intention to revisit and recommend? Empirical evidence from golf tourism. *International Journal of Sports Marketing and Sponsorship*, *23*(2), 385–409. https://doi.org/10.1108/IJSMS-02-2021-0040

Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, *31*(1), 29–35. https://doi.org/https://doi.org/10.1016/j.tourman.2009.02.008

Chen, C.-F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, *28*(4), 1115–1122. https://doi.org/https://doi.org/10.1016/j.tourman.2006.07.007

Chen, H., & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, *26*, 153–163. https://doi.org/10.1016/j.tmp.2017.10.006

Chen, X., Cheng, Z. feng, & Kim, G. B. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability (Switzerland)*, *12*(5), 1–24. https://doi.org/10.3390/su12051904

Chi, C. G.-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, *29*(4), 624–636. https://doi.org/https://doi.org/10.1016/j.tourman.2007.06.007

Chin, C. H., Wong, W. P. M., Ngian, E. T., & Langet, C. (2022). Does Environmental Stimulus Matters To Tourists' Satisfaction and Revisit Intention: a Study on Rural Tourism Destinations in Sarawak, Malaysia. *Geojournal of Tourism and Geosites*, *42*(2), 683–692. https://doi.org/10.30892/gtg.422spl06-877

Chiu, W., Zeng, S., & Cheng, P. S.-T. (2016). The influence of destination image and tourist satisfaction on tourist loyalty: a case study of Chinese tourists in Korea. *International Journal of Culture, Tourism and Hospitality Research*, *10*(2), 223–234. https://doi.org/10.1108/IJCTHR-07-2015-0080

Crompton, J. L. (1979). An Assessment of the Image of Mexico as a Vacation Destination and the Influence of Geographical Location Upon That Image. *Journal of Travel Research*, *17*(4), 18–23. https://doi.org/10.1177/004728757901700404

Dagustani, D., Kartini, D., Oesman, Y. M., & Kaltum, U. (2017). Memorable Tourism Experience. Antecedents and Destination Image Outcome in Indonesia. *Journal of Environmental Management & Tourism*, *8*(8(24)), 1482–1493. https://doi.org/https://doi.org/10.14505/jemt.v8.8(24).04

Eid, R. (2015). Integrating Muslim Customer Perceived Value, Satisfaction, Loyalty and Retention in the Tourism Industry: An empirical study. *International Journal of Tourism Research*, *17*(3), 249–260. https://doi.org/10.1002/jtr.1982

Flacandji, M., & Krey, N. (2020). Remembering shopping experiences: The Shopping Experience Memory Scale. *Journal of Business Research*, *107*, 279–289. https://doi.org/https://doi.org/10.1016/j.jbusres.2018.10.039

Habibi, A., & Rasoolimanesh, S. M. (2021). Experience and Service Quality on Perceived Value and Behavioral Intention: Moderating Effect of Perceived Risk and Fee. *Journal of Quality Assurance in Hospitality & Tourism*, *22*(6), 711–737. https://doi.org/10.1080/1528008X.2020.1837050

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th Editio). Cengage Learning, EMEA.

Han, C.-H., Shih, C.-W., & Lin, L. (2022). The Analysis of Service Quality , Satisfaction and Revisit Intention Taking Yilan Green Expo. *The International Journal of Organizational Innovation*, *14*(4), 70–89.

Hasan, M. K., Abdullah, S. K., Lew, T. Y., & Islam, M. F. (2020). Determining factors of tourists' loyalty to beach tourism destinations: a structural model. *Asia Pacific Journal of Marketing and Logistics*, *32*(1), 169–187. https://doi.org/10.1108/APJML-08-2018-0334

Hu, F., & Shen, H. (2021). Memorable Tourism experiences, destination image, satisfaction, and revisit intention of Chinese outbound Tourists to south pacific islands. In *Advances in Hospitality and Leisure* (Vol. 17, pp. 103–128). Emerald Publishing Limited. https://doi.org/10.1108/S1745-354220210000017006

Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management*, *28*(4), 965–975. https://doi.org/10.1016/j.tourman.2006.08.008

Hendriyani, I., G., A., D. (2023, January 25). *Siaran Pers: Wamenparekraf Paparkan Arah Pengembangan Parekraf Tahun 2023 kepada DPR RI.* Kemenparekraf/Baparekraf RI.

Kim, J.-H. (2017). The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction. *Journal of Travel Research*, *57*(7), 856–870. https://doi.org/10.1177/0047287517721369

Kim, K., Hallab, Z., & Kim, J. N. (2012). The Moderating Effect of Travel Experience in a Destination on the Relationship Between the Destination Image and the Intention to Revisit. *Journal of Hospitality Marketing & Management*, *21*(5), 486–505. https://doi.org/10.1080/19368623.2012.626745

Kozak, M., & Rimmington, M. (2000). Tourist Satisfaction with Mallorca, Spain, as an Off-Season Holiday Destination. *Journal of Travel Research*, *38*(3), 260–269. https://doi.org/10.1177/004728750003800308

Loi, L. T. I., So, A. S. I., Lo, I. S., & Fong, L. H. N. (2017). Does the quality of tourist shuttles influence revisit intention through destination image and satisfaction? The case of Macao. *Journal of Hospitality and Tourism Management*, *32*, 115–123. https://doi.org/https://doi.org/10.1016/j.jhtm.2017.06.002

Maghsoodi Tilaki, M. J., Hedayati Marzbali, M., Abdullah, A., & Bahauddin, A. (2016). Examining the Influence of International Tourists' Destination Image and Satisfaction on Their Behavioral Intention in Penang, Malaysia. *Journal of Quality Assurance in Hospitality & Tourism*, *17*(4), 425–452. https://doi.org/10.1080/1528008X.2015.1096756

Mansori, S., & Chin, J. H. (2019). Shopping Mall Attributes: Tourist Satisfaction and Loyalty. *Management Dynamics In The Knowledge Economy*, *7*, 571–590. https://doi.org/10.25019/MDKE/7.4.08

Marschall, S. (2012). Tourism and memory. *Annals of Tourism Research*, *39*(4), 2216–2219. https://doi.org/10.1016/j.annals.2012.07.001

Mursid, A., & Anoraga, P. (2022). Halal destination attributes and revisits intention: the role of destination attractiveness and perceived value. *International Journal of Tourism Cities*, *8*(2), 513–528. https://doi.org/10.1108/IJTC-03-2021-0040

Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, *63*(4_suppl1), 33–44. https://doi.org/10.1177/00222429990634s105

Pine, B. J., & Gilmore, J. H. (1999). *The experience economy : work is theatre and every business a stage*.

Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research*, *56*(1), 41–54. https://doi.org/10.1177/0047287515620567

Prayag, G., & Ryan, C. (2012). Antecedents of Tourists' Loyalty to Mauritius. *Journal of Travel Research*, *51*(3), 342–356. https://doi.org/10.1177/0047287511410321

Russell, J. A., & Mehrabian, A. (1978a). Approach-avoidance and affiliation as functions of the emotion-eliciting quality of an environment. *Environment and Behavior*, *10*(3), 355–387. https://doi.org/10.1177/0013916578103005

Russell, J. A., & Mehrabian, A. (1978b). Approach-Avoidance and Affiliation as Functions of the Emotion-Eliciting Quality of an Environment. *Environment and Behavior*, *10*(3), 355–387. https://doi.org/10.1177/0013916578103005

Sharma, P., & Nayak, J. K. (2019a). Understanding memorable tourism experiences as the determinants of tourists' behaviour. *International Journal of Tourism Research*, *21*(4), 504–518. https://doi.org/10.1002/jtr.2278

Sharma, P., & Nayak, J. K. (2019b). Understanding memorable tourism experiences as the determinants of tourists' behaviour. *International Journal of Tourism Research*, *21*(4), 504–518. https://doi.org/10.1002/jtr.2278

Smith, W. W., Li, X. (Robert), Pan, B., Witte, M., & Doherty, S. T. (2015). Tracking destination image across the trip experience with smartphone technology. *Tourism Management*, *48*, 113–122. https://doi.org/https://doi.org/10.1016/j.tourman.2014.04.010

Souiden, N., Ladhari, R., & Chiadmi, N. E. (2017). Destination personality and destination image. *Journal of Hospitality and Tourism Management*, *32*, 54–70. https://doi.org/https://doi.org/10.1016/j.jhtm.2017.04.003

Uppink, L., & Soshkin, M. (2022). Travel & Tourism Development Index 2021 Rebuilding for a Sustainable and Resilient Future. *World Economic Forum: Geneva, Switzerland*.

Veasna, S., Wu, W.-Y., & Huang, C.-H. (2013a). The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. *Tourism Management*, *36*, 511–526. https://doi.org/10.1016/j.tourman.2012.09.007

Veasna, S., Wu, W.-Y., & Huang, C.-H. (2013b). The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. *Tourism Management*, *36*, 511–526. https://doi.org/https://doi.org/10.1016/j.tourman.2012.09.007

Williams, P., & Soutar, G. N. (2009). Value, Satisfaction And Behavioral Intentions In An Adventure Tourism Context. *Annals of Tourism Research*, *36*(3), 413–438. https://doi.org/https://doi.org/10.1016/j.annals.2009.02.002

Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, *40*, 213–223. https://doi.org/https://doi.org/10.1016/j.tourman.2013.06.006

Zhang, H., Wu, Y., & Buhalis, D. (2018a). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, *8*, 326–336. https://doi.org/10.1016/j.jdmm.2017.06.004

Zhang, H., Wu, Y., & Buhalis, D. (2018b). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, *8*, 326–336. https://doi.org/https://doi.org/10.1016/j.jdmm.2017.06.004

Zhao, Y., & Bacao, F. (2021). How does gender moderate customer intention of shopping via live-streaming apps during the COVID-19 pandemic lockdown period? *International Journal of Environmental Research and Public Health*, *18*(24). https://doi.org/10.3390/ijerph182413004