Analysis The Effect of Memorable Tourism Experience on Revisit Intention: The Mediating Role of Destination Satisfaction and Destination Advocacy (Study on Baturraden Tourist)

Hana Maliha Adnindya Zien[1], Weni Novandari[2], Tiladela Luhita[3] Purnama Alamsyah[4]

[1]Jenderal Soedirman University, hana.zien@mhs.unsoed.ac.id, Indonesia
[2]Jenderal Soedirman University, Weni.novandari@unsoed.ac.id, Indonesia
[3]Jenderal Soedirman University, tiladela.luhita@gmail.com, Indonesia
[4]The National Research and Innovation Agency (BRIN), purnama.alamsyah@gmail.com, Indonesia
*corresponding author

ABSTRACT

This study investigates the impact of Memorable Tourism Experience (MTE) on revisit intention, with destination satisfaction and destination advocacy as mediating variables, focusing on the Baturaden tourism area. MTE, comprising dimensions like hedonism, novelty, and local culture, is critical for enhancing tourist satisfaction and fostering advocacy. Employing a survey method, data were collected from tourists who visited Baturaden, with a total sample of 210 respondents. Structural Equation Modeling (SEM) was applied for data analysis. The findings reveal that MTE significantly influences revisit intention both directly and indirectly through destination satisfaction and advocacy. Satisfaction plays a vital role in reinforcing positive emotional connections, while advocacy enhances word-of-mouth promotion. These results underscore the importance of creating memorable experiences to improve tourist loyalty. Practical implications suggest destination managers should prioritize enriching tourists' experiences, ensuring quality service, and leveraging local cultural assets to foster satisfaction and advocacy. The study contributes to tourism literature by elucidating the interconnected roles of MTE, satisfaction, and advocacy in promoting sustainable destination growth.

Keywords: Memorable Tourism Experience, Revisit Intention, Destination Satisfaction, Destination Advocacy, Baturaden, Tourism.

1. Introduction

Tourism is a rapidly growing sector that plays a pivotal role in the economic development of nations, including Indonesia. The contribution of the tourism sector to Indonesia's Gross Domestic Product (GDP) has shown a positive trend, increasing from 4% in 2011 to 5.5% in 2019. This growth underscores its significance as a major driver of economic development. In addition, the sector generates substantial foreign exchange, with earnings rising from USD 8.55 billion in 2011 to USD 16.91 billion in 2019.

Despite this progress, the COVID-19 pandemic severely disrupted global tourism, causing a sharp decline in tourist numbers and revenues. Indonesia's tourism industry was no exception. However, recent recovery trends suggest resilience in this sector. For instance, foreign exchange revenue from tourism in 2022 reached USD 4.26 billion, exceeding the government's target of USD 1.7 billion.

A notable case is the Baturaden Tourism Area in Banyumas Regency, Central Java, which offers natural attractions like hot springs and mountain scenery. Statistical data indicates significant fluctuations in visitor numbers over recent years, from 742,760 visitors in 2019 to a pandemic-induced low of 179,268 in 2021. Encouragingly, 2022 saw a recovery to 408,476 visitors.

In this context, the concept of Memorable Tourism Experience (MTE) emerges as a key determinant of tourists' revisit intention. MTE, characterized by dimensions such as hedonism, novelty, and local culture, has been identified as a significant factor influencing tourist satisfaction and destination advocacy. Satisfaction and advocacy, in turn, are critical mediators that strengthen the relationship between MTE and revisit intention.

The Baturaden Tourism Area provides an ideal setting to explore these dynamics. This study seeks to analyze the effect of MTE on revisit intention with destination satisfaction and advocacy as mediating variables. By understanding these relationships, the research aims to provide actionable insights for enhancing tourist loyalty and fostering sustainable growth in the tourism sector.

2. Literature Review

2.1 Revisit Intention

Revisit intention is a tourist's willingness to return to a previously visited destination in the future. According to Zhang et al. (2018), revisit intention reflects the success of a destination in creating a memorable experience, which fosters loyalty among tourists. Similarly, Hossain et al. (2022) emphasize that revisit intention is influenced by emotional attachment and satisfaction derived from previous visits. These factors contribute to long-term commitment and repeat visits to a destination.

2.2 Memorable Tourism Experience

Memorable Tourism Experience (MTE) is defined as a tourism experience that is positively remembered and recalled after the event (Kim et al., 2012). This concept comprises seven dimensions: hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge. According to Rasoolimanesh et al. (2021), these dimensions significantly shape the overall tourism experience, creating a lasting impression on tourists. Zhang et al. (2018) further highlight that MTE plays a crucial role in enhancing satisfaction, fostering advocacy, and influencing revisit intention.

2.3 Destination Satisfaction

Destination satisfaction refers to the overall evaluation of a tourist's experience, which is often measured by comparing their expectations before the visit with the actual experience (Oliver, 1980). Hossain et al. (2022) state that satisfaction is a key factor in building emotional connections with a destination, thereby increasing loyalty. Similarly, Atmari and Putri (2021) identify satisfaction as a determinant of revisit intention, as it reflects the tourist's fulfillment of expectations and their likelihood of returning.

2.4 Destination Advocacy

Destination advocacy involves tourists actively promoting and recommending a destination to others. According to Hossain et al. (2022), advocacy is strengthened by positive experiences and emotional attachment to the destination. Tran Duc Tri et al. (2023) emphasize that in the digital age, advocacy often occurs through social media, where tourists share their experiences and

influence others' perceptions. This behavior contributes significantly to the destination's competitiveness and repeat visits.

2.5 Hypothesis Development

2.5.1 Influence of MTE on Revisit Intention

Memorable Tourism Experience (MTE) directly influences revisit intention by creating a strong emotional connection between tourists and the destination. Zhang et al. (2018) found that tourists who recall their experiences positively are more likely to revisit. Similarly, Rasoolimanesh et al. (2021) state that MTE dimensions such as novelty and meaningfulness play a significant role in fostering loyalty.
H1: MTE has a positive effect on Revisit Intention.

2.5.2 Influence of Destination Satisfaction on Revisit Intention

Destination satisfaction strengthens tourists' intention to revisit by fulfilling their expectations and creating a sense of loyalty. Hossain et al. (2022) argue that satisfaction is crucial in maintaining long-term relationships with tourists. Atmari and Putri (2024) also confirm that satisfied tourists are more likely to exhibit loyalty and return to the destination.
H2: Destination Satisfaction has a positive effect on Revisit Intention.

2.5.3 The Influence of Destination Advocacy on Revisit Intention

Destination advocacy significantly influences revisit intention by creating a positive image of the destination. According to Hossain et al. (2022), tourists who advocate for a destination through recommendations or social media increase its appeal to both themselves and others. Similarly, Tran Duc Tri et al. (2023) highlight that advocacy serves as a strong motivator for repeat visits.
H3: Destination Advocacy has a positive effect on Revisit Intention.

2.5.4 Influence of MTE on Destination Satisfaction

MTE enhances satisfaction by providing enriching and meaningful experiences. Sharma and Nayak (2019) found that tourists who experience novelty and refreshment are more likely to evaluate their visits positively. Rasoolimanesh et al. (2021) also note that memorable experiences increase overall satisfaction with the destination.
H4: MTE has a positive effect on Destination Satisfaction.

2.5.5 The Influence of MTE on Destination Advocacy

Positive MTE encourages tourists to promote the destination through advocacy. Rasoolimanesh et al. (2021) emphasize that dimensions like meaningfulness and local culture are key drivers of advocacy behavior. Stavrianea (2023) further adds that memorable experiences inspire tourists to recommend the destination to others.
H5: MTE has a positive effect on Destination Advocacy.

2.5.6 The Influence of Destination Satisfaction on Destination Advocacy

Satisfied tourists are more likely to recommend the destination to others. Hossain et al. (2022) argue that satisfaction creates emotional bonds that translate into advocacy behaviors. Saini and Arasanmi (2021) also highlight that satisfaction is a precursor to proactive promotion of the

destination.
H6: Destination Satisfaction has a positive effect on Destination Advocacy.

2.5.7 The Influence of Destination Satisfaction in Mediating the Relationship between MTE and Revisit Intentions

Destination satisfaction mediates the relationship between MTE and revisit intention by reinforcing loyalty. Sharma and Nayak (2019) found that satisfaction amplifies the positive effects of MTE on revisit intention. Similarly, Rasoolimanesh et al. (2021) confirm the mediating role of satisfaction in creating a stronger connection between experiences and loyalty.
H7: Destination Satisfaction mediates the effect of MTE on Revisit Intention.

2.5.8 The Influence of Destination Advocacy in Mediating the Relationship between MTE and Revisit Intention

Destination advocacy serves as a mediator by leveraging positive experiences to encourage repeat visits. Tran Duc Tri et al. (2023) state that advocacy amplifies the impact of MTE on revisit intention by creating a favorable image of the destination. Chen and Rahman (2018) also highlight the importance of advocacy in strengthening the relationship between memorable experiences and loyalty.
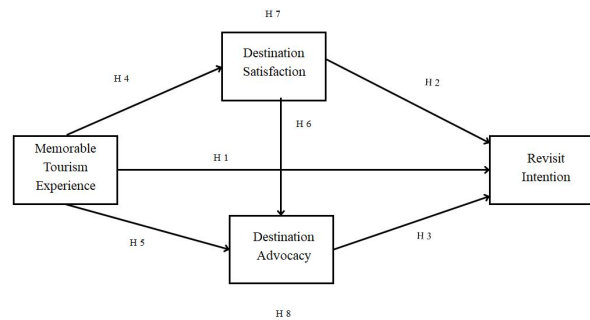H8: Destination Advocacy mediates the relationship between MTE and Revisit Intention.

Figure 1. Research Framework

3. Research Methodology

This is quantitative research that collects data through a survey method, namely a questionnaire containing structured statements and questions distributed to respondents in a hybrid manner (offline and online). A total of 210 valid responses were obtained using purposive sampling with the criteria that respondents were at least 18 years old and had visited the Baturaden tourist area at least once in the past year. Data was processed using AMOS software and Structural Equation Modeling (SEM) analysis. Mediation testing utilized an automatic Sobel test method via the Preacher Tool (http://www.quantpsy.org/sobel/sobel.htm). Based on the respondents, 78.9% were female, and 21.1% were male. The majority of respondents 60.3% were aged 18–25 years old, and 46.8% were Senior High School graduates. The majority of respondents' profession is as students, namely 52.8%; and they have an income or pocket money of less than IDR 1,000,000, namely 47.7%. Additionally, 57% of the respondents were domiciled outside Banyumas Regency.

4. Results

4.1 Evaluation of Goodness of Fit Criteria

Table 4.1. SEM Model Feasibility Testing

Goodness of Fit Index	Cutt-Off Value	Result	Model Evaluation
Chi-Square	Expected to be Small	60,303	Fit
Probability	≥0,05	0,092	Fit
RMSEA	≤0,08	0,037	Fit
GFI	≥0,90	0,952	Fit
AGFI	≥0,90	0,920	Fit
TLI	≥0,95	0,987	Fit
CFI	≥0,95	0,991	Fit

Source: Processed primary data, 2024

Based on Table 1, the SEM model in this research demonstrates excellent feasibility, with all goodness of fit indicators meeting the required criteria. The Chi-Square value (60.303) is smaller than the critical value (244.808), and the Probability value (0.092) exceeds 0.05, indicating a good model fit. Additionally, the RMSEA (0.037) is below 0.08, while GFI (0.952) and AGFI (0.920) exceed 0.90, signifying a strong absolute fit. Incremental fit indicators, TLI (0.987) and CFI (0.991), both surpass 0.95, confirming the model's robustness. Thus, this SEM model is fit for hypothesis testing.

4.2 Hypothesis test

Hypothesis testing was conducted using a fit research model, with statistical tests and suitability analysis confirming the SEM data processing results. The following are the data processing findings of the entire research model:
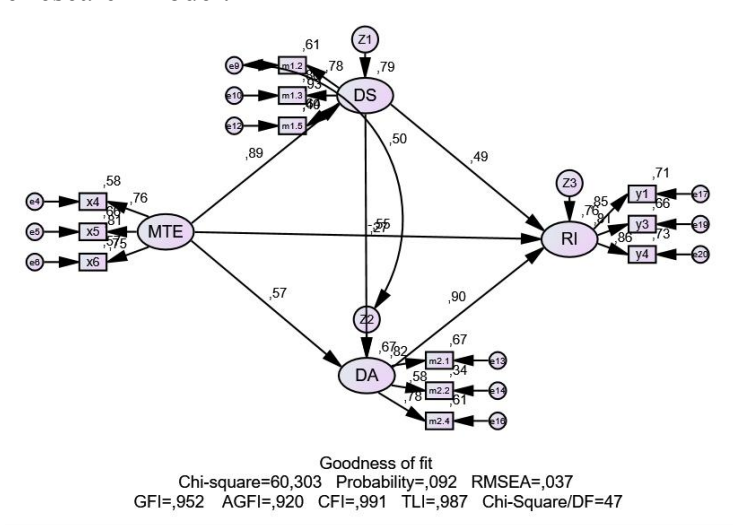

Figure 2. Structural Equation Model (SEM) Testing

The results of AMOS SEM analysis with a significance level of 0.05 were used to measure the hypothesis testing of this research. The CR value of a causal relationship is obtained from the results of SEM processing.

Table 4.2. Hypothesis Testing

			Estimate	S.E.	C.R.	P	Description
DS	<---	MTE	,771	,095	8,109	,000	H4 Accepted
DA	<---	MTE	,577	,192	3,011	,003	H5 Accepted
DA	<---	DS	,310	,215	1,443	,149	H6 Rejected

			Estimate	S.E.	C.R.	P	Description
RI	<---	MTE	-,545	,225	-2,426	,015	H1 Accepted
RI	<---	DS	,559	,232	2,413	,016	H2 Accepted
RI	<---	DA	,887	,153	5,799	,000	H3 Accepted

This research accepts hypothesis 1, hypothesis 2, hypothesis 3, hypothesis 4, and hypothesis 5. Acceptance of this hypothesis is due to the P value < sig (0.05). Furthermore, hypothesis 6 is rejected. The hypothesis was rejected because the P value > sig (0.05).

	Test Statistic	Std.Error	p-value	Results
H7	2,309	0,186	0,020	Accepted
H8	2,668	0,191	0,007	Accepted

The table above shows that H7 and H8 were accepted because the calculated z value exceeded the table Z value with a significance level of 0.05, namely 1.96.

5. Discussion

This study reveals several significant findings regarding the relationships between Memorable Tourism Experience (MTE), destination satisfaction, destination advocacy, and revisit intention. First, MTE was found to positively and significantly influence revisit intention. The most memorable aspects identified by respondents included natural scenery (90.7%), such as mountain views and cool air, followed by attractions like waterfalls and hot springs (55.3%), and cleanliness of facilities (34.6%). These elements collectively create lasting impressions, aligning with Rasoolimanesh et al. (2021), who emphasized the importance of emotional and practical factors in encouraging revisit intentions.

Destination satisfaction also positively influences revisit intention, with aspects like clean facilities, comfort, and friendly locals enhancing tourists' overall satisfaction. The statement "I am satisfied with my decision to visit Baturaden" received the highest index, reinforcing the idea that satisfaction strengthens emotional attachment and encourages tourists to return. This finding aligns with Atmari and Putri (2021), who noted that satisfaction with service quality and destination attractiveness increases revisit likelihood. Similarly, destination advocacy showed a significant impact on revisit intention. Tourists who share positive experiences through recommendations or social media are more likely to return, supporting the findings of Tri et al. (2023), who highlighted the role of advocacy in fostering repeat visits.

Moreover, MTE positively affects both destination satisfaction and advocacy. Memorable experiences, such as emotional relaxation, engaging activities, and natural beauty, enhance tourists' satisfaction and motivate them to advocate for the destination. These findings are consistent with Kim et al. (2022) and Rasoolimanesh et al. (2021), who emphasized the critical role of emotional and impactful experiences in strengthening satisfaction and advocacy. However, the influence of destination satisfaction on destination advocacy was not significant in this study. Despite being satisfied, most respondents only occasionally share their experiences, suggesting that satisfaction alone is insufficient to motivate advocacy. This aligns with Nurdin et al. (2013), who stated that advocacy requires extraordinary or emotionally impactful experiences. Finally, this study highlights the mediating roles of destination satisfaction and advocacy. Satisfaction mediates the relationship between MTE and revisit intention, with positive experiences enhancing satisfaction and reinforcing the intention to return. Likewise, advocacy mediates the relationship between MTE and revisit intention by encouraging tourists to share their experiences, which strengthens their emotional connection and motivates future visits. These results are in line with Rasoolimanesh et al. (2021), Hossain et al. (2022), and Tran et al.

(2023), who demonstrated the importance of satisfaction and advocacy as mediators in tourism behavior.

6. Conclusion

This study concludes that Memorable Tourism Experience (MTE) plays a pivotal role in influencing tourists' revisit intention to Baturaden, either directly or indirectly through destination satisfaction and destination advocacy. Key factors such as natural beauty, engaging attractions, and the overall comfort of the destination contribute significantly to tourists' satisfaction and advocacy behaviors. While MTE has a strong positive effect on satisfaction and advocacy, destination satisfaction alone does not significantly drive advocacy. This finding highlights that satisfaction must be complemented by unique and emotionally impactful experiences to encourage tourists to promote the destination actively. Furthermore, the mediating roles of satisfaction and advocacy underscore their importance in translating memorable experiences into future visit intentions. These results provide valuable insights for tourism managers to enhance the quality and emotional appeal of experiences offered, fostering greater tourist loyalty and advocacy for sustainable growth

References

Atmari, N. V., & Putri, V. W. (2021). The Effect of Tourism Experience on Revisit Intention through Destination Image and Satisfaction. *Journal of Management and Business Review*, Vol. 23(1), 45-60.

Badan Pusat Statistik Provinsi Jawa Tengah. (2022). *Draft Buku Statistik - Jawa Tengah Dalam Angka 2022.*

Hair, J. F. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2010*). Multivariate data analysis*: A global perspective (7th ed.). USA: Pearson.

Hosany, S., Sthapit, E., & Björk, P. (2022). Memorable tourism experience: A review and research agenda. Psychology & Marketing, 39(8), 1467-1486.

Hossain, M. A., Kalam, A., Hossain, M. S., Sarmin, M. N., & Nuruzzaman, M. (2022). An integrated model of destination advocacy and its direct and mediating effects on destination revisit intention. *Business, Management and Economics Engineering*, 20(2), 286–311.

Rahman, M. F. (2023). Surpassing the target, Sandiaga: Tourism foreign exchange in 2022 reaches US$4.26 billion. *Bisnis.com*. https://ekonomi.bisnis.com/read/20230125/12/1621574/lampaui-target-sandiaga-devisa-pariwisata-2022-capai-us426-miliar

Rasoolimanesh, S. M., Seyfi, S., Rather, R. A., & Hall, C. M. (2022). Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context. Tourism Review, 77(2), 687-709. https://doi.org/10.1108/TR-02-2021-0086.

Rehman, S.-U., & Qayyum, A. (2018). Tourist Advocacy: Positive Role of Tourist Satisfaction and Negative Role of Terrorism Risk. *Abasyn Journal of Social Sciences.*

Saini, S., & Arasanmi, C. N. (2021). Attaining digital advocacy behaviour through destination image and satisfaction. *International Journal of Tourism Cities*.

Soleimani, G. A., & Einolahzadeh, H. (2018). The influence of service quality on revisit intention: The mediating role of WOM and satisfaction. *Cogent Social Sciences*.

Stavrianea, A. (2023). The effects of memorable tourism experiences dimensions on revisit intentions. In A. Kavoura, T. Borges-Tiago, & F. Tiago (Eds.), *Strategic innovative marketing and tourism: Current trends and future outlook—10th ICSIMAT, Ionian Islands, Greece, 2023* (pp. 149-158).

Sthapit, E., Del Chiappa, G., Coudounaris, D. N., & Björk, P. (2019). Tourism experiences, memorability and behavioural intentions: A study of tourists in Sardinia, Italy. Tourism Review, 75(3), 533-558. https://doi.org/10.1108/TR-03-2019-0102

Tran Duc Tri, Hoang Trong Hung, Hoang La Phuong Hien, Le Ngoc Anh Vu, Duong Dac Quang Hao (2023). Tourists' engagement behaviors on social media, destination advocacy and revisit intention. *Hue University Journal of Science: Economics and Development*, 132(5B), 99-112.

Zhang, H. M., Xu, F. F., Leung, H. H., & Cai, L. P. (2016). The influence of destination country image on prospective tourists' visit intention: Testing three competing models. *Asia Pacific Journal of Tourism Research*, 21(7), 811–835.

Zhong, Y. Y. S., Busser, J., & Baloglu, S. (2017). A Model of Memorable Tourism Experience: The Effects on Satisfaction, Affective Commitment, and Storytelling. *Tourism Analysis, 22*(2), 201-217.