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Building memorable experiences: the effect of authenticity and experiencescape on memorable experiences and revisit intention (Study on visitors to tourist attractions in Banyumas Regency)

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ABSTRACT

This study aims to determine the effect of authenticity and experiencescape on the intention to revisit natural tourist attractions in Bayumas Regency with memorable experiences as mediation. The sample in this study was taken using a non-probability sampling technique with a purposive sampling method. The number of respondents was 120 respondents from the population of visitors to natural tourist attractions in Banyumas Regency. Using SEM analysis with AMOS software shows the results that authenticity has a positive effect on memorable experiences, experiencescape has a positive effect on memorable experiences, memorable experiences have a negative effect on revisit intentions, authenticity has a positive effect on revisit intentions, experiencescape has a no effect on revisit intentions, memorable experiences can not mediate the relationship between authenticity and revisit intentions, and memorable experiences can not mediate the relationship between experiencescape and revisit intentions. This study can be implied for managers of natural tourist attractions in increasing revisit intentions.

Keywords: authenticity, experiencescape, memorable experience, revisit intention, natural tourism.

1.Introduction

The tourism sector is one of the sectors that has a significant role and contribution to economic growth in Indonesia (Anam et al., 2021). The importance of developing the tourism sector is because with advanced tourism, people's income and welfare will increase (Miftah, 2023). Banyumas Regency is one of the regencies in Central Java Province which has various tourist attractions such as nature tourism, cultural tourism, artificial tourism, special interest tourism, and other tourism. However, because Indonesia is mostly rural, developing the economy and village welfare is very important to prioritize.

One of the business entities that can help optimize village potential, improve community welfare, and encourage village economic independence is the Village-Owned Enterprise (BUMDes) (Ariyanto, 2024)

In this study there is a gap phenomenon. Several tourist destinations managed by BUMDes experience fluctuations in visits every year, such as the four tourist destinations that will be studied as follows.

Table 1. Number of tourist visits to Banyumas tourist destinations

Tourism Name	Number of visits			
	2020	2021	2022	2023
Curug Jenggala	19.661	17.105	20.147	30.973
Curug Telu		10.716	11.317	13.119
Curug Pinang	16.024	17.194	16.434	13.501
Pagubugan Melung		27.710	26.157	27.910

For research gap, several studies have shown that authenticity has an effect on revisit intention (Kolar & Zabkar, 2010; Zhou et al., 2022). However, in the studies of Rasoolimanesh et al., (2021) and Zhang et al., (2019) different results were obtained that authenticity did not have a significant effect on revisit intention. Likewise, studies have shown that experiencescape has an effect on revisit intention (Ali et al., 2014; Deveci & Yıldız, 2024; Meng & Cui, 2020) but have different results from (Chen & Chen, 2010). Where experiencescape has no direct effect on revisit intention.

2. Literature Review

2.1 Stimulus-Organism-Response

SOR is a more sophisticated model than just I + O or input and output, by paying much greater attention to explaining organism factors than just stimulus/input and response/output (Jacoby, 2002). This SOR theory is used to observe more deeply how the influence of the environment that provides stimulus to the emotions of individual visitors which will then affect the behavior of individual visitors and their intentions to revisit tourist destinations.

2.2 Revisiting Intention

The intention to revisit is an action that arises in response to an object that triggers the desire of tourists to return to visit within a certain period (Rusdianti, 2024). According to (HC et al., 2019; Noerhayati et al., 2021; Pujiastuti et al., 2024; Ramdani & Ernawadi, 2023) there are several factors that influence tourists' intention to revisit, such as, visitors engagement, memorable experience, tourist motivation, destination image, novelty seeking, service quality, satisfaction, quality of culinary experience.

The intention to revisit can provide long-term benefits to tourist destinations because it is a form of their intention to revisit, give a positive impression, spend more time at tourist destinations than expected, and also shop more than expected (Wulanjani & Derriawan, 2017).

2.3 Authenticity

Authentic tourism experiences refer to tourist experiences related to places and objects that maintain authenticity in form and meaning (Park et al., 2020; Taylor, 2001). Authenticity is defined as a tourist's enjoyment and perception referring to how authentic or real their experience of a tourist destination is (Kolar & Zabkar, 2010). Many consumers use authenticity as their reference in evaluating a product and they believe that authenticity indicates that the product is of high quality (Kovács et al., 2014; Shafieizadeh et al., 2021).

2.4 Experiencescape

The experiences generated by sensory, functional, social, natural, and cultural stimuli in a product or service environment balanced with a culture of hospitality result in positive or negative cognitive, affective, and behavioral reactions to the product, service, brand, and company (Pizam & Tasci, 2019). Experiencescape includes both physical and social elements that are inseparable from the environment in which the experience occurs, so it is necessary to examine how this influences visitors to revisit a tourist destination.

2.4 Memorable Experience

Memorable experiences, also referred to as memorable tourism experiences or MTEs, are experiences that tourists actively remember after visiting a tourist destination (Kim et al., 2012). Memorable experiences are something that visitors will remember after visiting a place. This is related to their memory of the place. Even according to research results (Meng & Cui, 2020), memorability is the most important construct to encourage the intention to revisit. Therefore, this study uses memorable experiences as one of its variables.
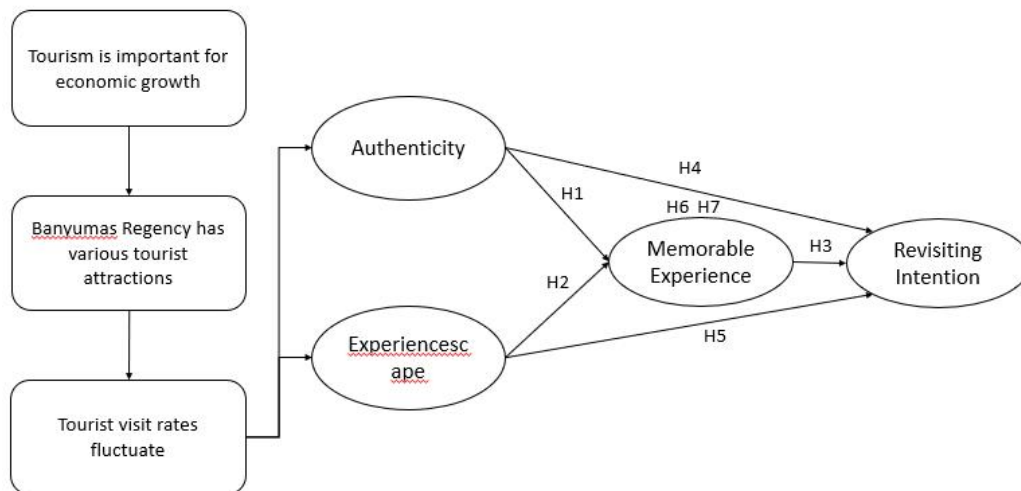

Figure 1. Reaserch framework and model

3. Research Methodology

3.1 Research design

3.1.1 Type, location, time

This research is a type of quantitative research. The research location was carried out in Banyumas Regency, Central Java. This research was conducted in October-December 2024

3.1.2 Subject and object

The research subjects in this study were visitors to natural tourist destinations in Banyumas Regency managed by BUMDes, namely Curug Jenggala, Curug Pinang, Curug Telu, and Pagubugan Melung. The research objects used in this study are authenticity and experiencescape variables as independent variables, intention to revisit as a dependent variable, and memorable experiences as a mediating variable.

3.1.3 Population, sample and method

The population to be studied is visitors to natural tourist destinations in Banyumas Regency managed by BUMDes, namely Curug Jenggala, Curug Pinang, Curug Telu, and Pagubugan Melung with criteria of at least 17 years old. 7. Sample Hair et al in (Suliyanto, 2018) recommended to use 5-10 times the number of parameters (indicators + path coefficients). In this study, there are 17 indicators and 7 path coefficients so that the minimum sample in this study is (17 + 7) x 5 = 120. For this reason, the minimum sample size that must be obtained in this study is at least 120 respondents.The method used in this study is non-probability sampling. The type of non-probability sampling used is purposive sampling, which is a sample selected through certain criteria to obtain maximum information from the sample.

3.1.4 Data source and collection

The data used in this study is primary data. The technique used for data collection in this study is by distributing questionnaires. The distribution of questionnaires will be carried out online in the form of gforms distributed through social media such as WhatsApp.

3.2 Data analysis

3.2.1 Research variable measurement

This study uses variable measurement with a Likert scale. The Likert scale is a scale used to measure variables that are described into indicators and then become the basis for compiling question or statement instruments with gradations from very positive to very negative in the form of words such as strongly agree, agree, not really agree, disagree, strongly disagree. In this study, it can be represented by giving a score of 1-5

Table 2. Likert Scale

Statement	Scale
Strongly disagree	1
Disagree	2
Not Really Agree	3
Agree	4
Strongly agree	5

3.2.2 Data analysis method and stage

This research uses Structural Equation Model or SEM using the Covariance-Based Approach (CB-SEM) technique, then tested with Amos software. There are several stages in data analysis in this study, referring to (Suliyanto, 2018), such as, development of a theory model, compiling a path diagram, compiling structural equations and measurement models, evaluation of goodness of fit criteria (normality assumption test, evaluation of data outliners, evaluation of goodness of fit) validity and reability testing, hypothesis testing, mediation testing.

4. Results

4.1 Result

4.1.1 Demographic profile

Table 3. Demographic Profile

	N = 120	%
Gender		
Male	26	21.7
Female	94	78.3
Age		
17-25	103	85.9
26-35	9	7.5
36-45	1	0.8
56-65	7	5.8
Occupations		
Student	88	73.3
Civil Servant	9	7.5
Employee	10	8.3
Self-Employed	5	4.2
Other	8	6.7
Tourist Attractions Visited		
Curug Jenggala	73	39.3
Curug Telu	65	34.9
Curug Pinang	24	12.9
Pagubugan Melung	24	12.9
Frequency of Visits (6 month)		
1-2	102	86.7
2-3	11	9.1
3-4	2	1.7
4-5	2	1.7
>5	1	0.8

4.1.2 Evaluation of Goodness of Fit Criteria

Based on the results, it can be concluded that the univariate data is normal because all critical values < 2.58. However, the multivariate data is not normal because the critical value of 5.957> 2.58. Based on the results above, no outlier data was found because the Mahalanobis Distance value was less than the Chi-Square value, which was 27.59. So the data is suitable for use.

Based on the evaluation results of the goodness of fit criteria below, CMIN/DF is in the good fit category. Then, RMSEA, GFI, AGFI, TLI, and CFI are in the marginal fit category, so it can be concluded that the model fits because the number of fit criteria is 5. Assessing the feasibility of a model is considered sufficient by using 4-5 Goodness of Fit criteria (Hair et al., 2010, quoted by Siregar et al., (2021)).

Table 4. Evaluation of Goodness of Fit Criteria

Goodness of Fit Index	Cut of Value	Results	Information
X2-Chi Square	Expected small	160,905	Not Fit
Probability	≥ 0.05	0,000	Not Fit
RMSEA	≤ 0.08	0.088	Marginal Fit
GFI	≥ 0.90	0.863	Marginal Fit
AGFI	≥ 0.90	0.804	Marginal Fit
CMIN/DF	≤ 2.00	1,916	Good Fit
TLI	≥ 0.95	0.925	Marginal Fit
CFI	≥ 0.95	0.940	Marginal Fit

4.1.3 Validity Test

In this study, convergent and discriminant validity tests were carried out. The results in the table below show that the indicators of the 4 variables meet the convergent validity criteria, namely > 0.50. However, there are invalid indicators, namely AT1 (0.420) and AT3 (0.481) because their loading factors are < 0.50. Based on the results of the discriminant validity test above, it is concluded that each construct has good validity because the AVE root value has a value that is greater than the correlation of each variable.

Table 4. Convergent Validity Test

Variables	Indicator	Loading Factor	Cut Off	Information
Authenticity	AT2	0.670	0.50	Valid
	AT4	0.824	0.50	Valid
	AT5	0.716	0.50	Valid
Experiencescape	EXP1	0.718	0.50	Valid
	EXP2	0.811	0.50	Valid
	EXP3	0.777	0.50	Valid
	EXP4	0.764	0.50	Valid
	EXP5	0.740	0.50	Valid

Memorable	ME1	0.894	0.50	Valid
Experience	ME2	0.860	0.50	Valid
	ME3	0.880	0.50	Valid
Revisit Intention	RI1	0.841	0.50	Valid
	RI2	0.834	0.50	Valid
	RI3	0.891	0.50	Valid
	RI4	0.870	0.50	Valid

Table 5. Discriminant Validity Test

	AT	EXP	PB	NBK
AT	0.825			
EXP	0.690	0.902		
ME	0.755	0.878	0.956	
RI	0.797	0.647	0.665	0.896

4.1.4 Reliability Test

Reliability test is measured by looking at the Construct Reliability and Variance Extract values. Based on the results below, it can be concluded that all variables have good reliability because the Variance Extract value of all variables has a value of > 0.50 and the Construct Reliability value of all variables has a value of > 0.70. The results of Construct Reliability and Variance Extract are as follows:

Table 5. Reliability Test

Variables	Indicator	Slf	Slf^2	Error	AVE	CR
AT	AT2	0.670	0.449	0.144	0.681	0.864
	AT4	0.824	0.679	0.303		
	AT5	0.716	0.513	0.320		
EXP	EXP1	0.718	0.516	0.147	0.814	0.935
	EXP2	0.811	0.658	0.101		
	EXP3	0.777	0.604	0.127		
	EXP4	0.764	0.584	0.122		
	EXP5	0.740	0.548	0.169		
ME	ME1	0.894	0.799	0.076	0.915	0.970
	ME2	0.860	0.740	0.076		
	ME3	0.880	0.774	0.064		
RI	RI1	0.841	0.707	0.219	0.802	0.900
	RI2	0.834	0.696	0.151		
	RI3	0.891	0.794	0.158		
	RI4	0.870	0.757	0.201		

4.1.5 Hypothesis Testing

Based on the result in the table, the accepted hypotheses are the first hypothesis (Authenticity -> Memorable Experience), the second hypothesis (Experiencescape -> Memorable Experience) and the fourth hypothesis (Authenticity -> Revisit Intention), while the other hypotheses are rejected. The results of the full model Structural Equation Modeling (SEM) analysis processing are as follows:
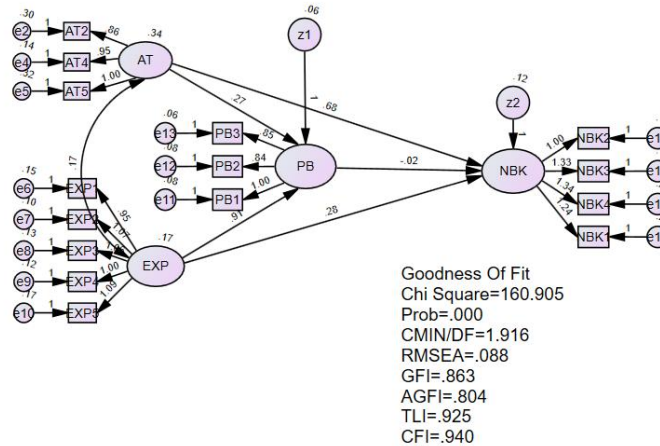
Figure 2. SEM Testing

Table 6. Regression Weight Structural Equational

			Estimate	SE	CR	P	Result
ME	<---	AT	0.271	0.099	2,733	0.006	Accepted
ME	<---	EXP	0.834	0.143	5.825	***	Accepted
RI	<---	AT	0.844	0.209	4.031	***	Accepted
RI	<---	EXP	0.317	0.324	0.979	0.328	Rejected
RI	<---	ME	-0.022	0.303	-0.072	0.942	Rejected

4.1.5 Mediation Testing

The mediation test in this study uses the Sobel test. If the test statistic value > t table (1.658) then it can be concluded that there is a mediation effect. The results show that the sixth and seventh hypotheses are rejected, namely that there is no mediation effect. The Sobel test that was carried out gave the following results:

Table 7. Sobel Test Result

	Statistical Test	Std. Error	P Value
AT -> ME -> RI	-0.073	0.082	0.942
EXP -> ME -> RI	-0.073	0.253	0.942

5. Discussion

This study found that authenticity has a positive effect on memorable experiences and revisit intentions, but memorable experiences do not always increase these intentions. Unique experiences and authenticity of tourist attractions such as Curug Jenggala, Curug Telu, Curug Pinang, and Pagubugan Melung provide beautiful memories for visitors, especially because of the natural beauty, uniqueness, facilities, and comfort provided. However, factors such as tiring travel, lack of innovation, and many choices of similar tourist attractions make visitors prefer to

explore new destinations rather than return to places they have visited. These results indicate that authenticity is the main factor influencing revisit intentions, while memorable experiences and experiencescape do not significantly encourage visitors to return in the near future.

6. Conclusion

The results of this study are expected to be useful for managers of natural tourist attractions, namely BUMDes, to be able to provide memorable experiences to visitors so that visitors intend to visit again. Including paying attention to several factors that can influence their intention to visit again, such as authenticity where tourist destinations are expected to maintain their authenticity. In addition, the experiencescape factor also needs to be considered where tourist destination managers are expected to be able to pay attention to the environment of the tourist attraction in order to provide comfort and security for visitors.

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