Tourism Revisit and Recommendation Intention on Heritage Destination: The Role of Memorable Tourism Experiences

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ARTICLE INFORMATION

ABSTRACT

The purpose of this study is to dig deeper into the role of memorable tourism experiences in revisiting intention and recommendation intention by placing tourism satisfaction as mediation. This research involved several 340 tourists visiting heritage destinations in Central Java. Respondents were taken using a convenience sampling technique. The collected data was analyzed by SEM-AMOS. The results of the study show that memorable tourism experiences are proven to have a positive and significant effect on tourist satisfaction. This means that the more memorable the experience the visitor gets, the greater the satisfaction increasing the intention to return and recommendation intention. Memorable experiences also significantly affected the intention to return and recommendation intention. Memorable experience and satisfaction are very important factors for tourists to determine their choice to visit heritage tourism destinations. Therefore, tourism managers must pay attention to cultural heritage sites so that tourists have a positive and unforgettable impression in their memories.

Keywords: Heritage Destination, Memorable Tourism Experiences, Recommendation, Revisit Intention, Satisfaction

INTRODUCTION

The rapid growth of the tourism industry in Indonesia can contribute as a main driver of the economy (Ratnasari, Gunawan, Mawardi, & Kirana, 2020) which can have an effect on increasing living standards and becoming a lifestyle for the community (Cheng & Chen, 2022). It is this lifestyle change that triggers tourists to look for tourist attractions that provide new experiences. Experience is very important because it is the core of the tourism business (Zhang, Wu, & Buhalis, 2017). Jiang, Eck, and An (2022) in his study suggested that in travel, leisure is not a goal that tourists want to pursue, but they also want real experiences. Experience is important because of the impact it has on their decision to revisit or not. Some experts find that experiences that give a distinct impression will be chosen by tourists (Coudounaris & Sthapit, 2017; Sharma & Nayak, 2019; Hosseini, Cortes-Macías, & Almeida-García, 2022).

The concept of the tourist experience has been widely studied by scholars, but the MTE model has rarely received much attention. In existing studies, several researchers focused on eco-natural destination tourism (Choi & Kim, 2021; Lee, Park, Kim, & Lee, 2021; Sahabuddin, Tan, Hossain, Alam, & Nekmahmud, 2021). However, there are still very few researchers who relate to cultural heritage sites whose ecological environment must be protected (Cheng & Chen, 2022). Furthermore, the experiences of heritage tourists and their structures are not adequately discussed in the existing literature. In addition, as noted by Chen & Rahman (2018); Rasoolimanesh, Seyfi, Hall, and Hatamifar (2021) knowledge about the potential influence of MTE in the context of heritage tourism is still limited.

Heritage tourism is known as a tourist trip visiting places that have important historical value for an area that can become a tourist attraction. In Central Java there are several interesting heritage destinations for tourists to visit, such as the Borobudur temple, Keraton Surakarta Hadiningrat, Cetho Temple, the Keris Nusantara Museum, and many other heritage tourist attractions. Of course, this is the main attraction for tourists to visit these heritage attractions. Even though at present there are many more modern tourist attractions offered by tour managers to tourists, the existence of heritage destinations is still a busy and interesting tourist spot to visit. Tourist attractions provide different experiences that can be felt directly by visitors.

Previous research suggests that in the dimensions of the memorable tourism experience model there are still inconsistent results, the intention to revisit tourists is supported by local culture, knowledge, involvement, and novelty variables, while hedonism, refreshment, and meaningfulness are not significant for visit intention (Riptiono, 2022). Other results were also shown by researchers who revealed a research gap (Yu, Chang, & Ramanpong, 2019; Huong, Anh, & Bao, 2021; Rasoolimanesh, Seyfi, Rather, & Hall, 2021). This emphasizes the need for further investigation to gain a better and broader understanding of the heritage tourist experience and to advance understanding of MTE. This study aims to overcome the problem of the gap in literature, this study empirically tests the MTE's integrated model to encourage tourists' return visits and recommendation intentions to others by placing visitor satisfaction as a mediator.

LITERATURE REVIEW

Revisit Intention
Studies on revisit intention have been carried out by many previous researchers and are still an attraction for scholars to conduct research. Tourist intention to revisit is described as a form of possibility for tourists to revisit tourist attractions that have been visited (Prayag, 2009). Many tourist destinations are competing to provide the best service to visitors so they want to visit again. In tourism marketing, tourist behavior plays an

important role because they evaluate their experiences so as to foster an intention to revisit these tourist destinations (Rasoolimanesh et al., 2021a).

Recommendation Intention

Recommendation behavior is shown by consumers as a result of their positive evaluation of a product (Chang, Yeh, Pai, & Huang, 2018). This behavior reflects consumer psychological behavior voluntarily. They will usually provide recommendations on what they experience to those closest to them, friends, colleagues to use the recommended product (Chen, Cheng, & Kim, 2020). This means that if they have a positive experience, the stronger their intention to recommend and vice versa, if the experience is negative, they are reluctant to provide recommendations to others (Rahayu, Ulumuddin, Asshofi, & Pamungkas, 2023). Furthermore, the intention to recommend to others reflects visitor loyalty (Altunel & Erkut, 2015).

Memorable Tourism Experiences

In the tourism industry, tourists will get different experiences at different destinations. The experience expected by visitors is not just an ordinary experience, but a memorable experience or memorable tourism experiences (MTE's). Experience like this is used as a parameter for selecting a destination (Kim, 2014). This theory explains post-visit evaluations of tourists to destinations that have an impact on consumer choices and future behavior (Sharma & Nayak, 2019).

Memorable tourism experience is a dimensional construct built by several components, namely hedonism, involvement, refreshment, knowledge, local culture, meaningfulness, and novelty. The first component is hedonism, hedonism is defined as a pleasant feeling for tourists when dealing with tourist attractions that can create experiences (Coudounaris & Sthapit, 2017). This is an important dimension in an individual's evaluation of visitor experience because it relates to hedonic values.

The second component is involvement. In the context of tourism marketing, involvement is defined as the relevance felt by tourists to tourist objects. Involvement plays an important role in modeling visitor behavior because it has the potential to determine attitudes and decision making. A high level of tourist involvement can increase tourists' memories of past travel experiences.

The third component is refreshment. An important component in tourism and recreation is refreshment. Refreshment has an important role for visitors to release fatigue in daily life activities. This is a motivation for visitors to travel or travel, the goal is to escape from the stressful environment and routine of daily life. The mind becomes refreshed after they go on a tourism trip, besides that the feeling of relaxation can refresh tourists, making them happier, healthier, and more relieved after traveling.

The fourth component is knowledge. Knowledge means adding new information or learning that visitors get after taking a tour. It is concerned with informative experiences that create an intellectual impression. This experience can certainly provide motivation for tourists to travel to tourist attractions. The combination of tourism and opportunities to learn is the main attraction for tourist attractions.

The fifth component is local culture. Tourists can learn and explore about other countries or local culture before deciding to visit. Understanding and exploring local culture and meeting local people are significant motivations for tourists. Tourists who interact with local culture, such as local language, eat local food can build a unique and memorable holiday experience.

The sixth component is meaningfulness. Meaningfulness in the tourism business can help tourists to have an unforgettable experience because they perceive that travel experience is very important or valuable. Most tourists hope to get pleasure, enjoyment, and excitement during the trip. Meaningfulness can help promote tourism development. This means that meaningfulness can influence the future behavior of tourists to decide whether to return to a tourist attraction or not.

The seventh component is novelty. Novelty is a component that can motivate tourists to travel. "New search" is the degree of contrast between present perception and experience. This means that novelty refers to the tendency of tourists to seek new experiences or something unique in travel, such as adventure, boredom relief, sensation, and surprise. The search for novelty involves the tourist's willingness to take risks. This is important because it can motivate future behavior.

Tourists who get positive impressions will create their own satisfaction, because they have experiences that stick in their memories (Wong & Lai, 2021). In addition, positive memory will create a desire to revisit a destination, the stronger the memory, the higher the desire to visit (Mahdzar, Shuib, Ramachandran, & Afandi, 2015; Rasoolimanesh et al., 2021b; Riptiono, 2022). In addition, previous researchers also found that MTE is an important factor in growing the intention to provide recommendations to others (Chang et al., 2018; Chen et al., 2020). Thus, the hypothesis being tested is:
H1: Memorable tourism experiences positive and significant effect toward visitor satisfaction
H2: Memorable tourism experiences positive and significant effect toward revisit intention
H3: Memorable tourism experiences positive and significant effect toward recommendation intention

Tourist Satisfaction
Tourist satisfaction plays an important role in the consumer behavior literature. This relates to how service providers provide their services to consumers so that they get a positive response (Khaw et al., 2023; Satrya & Susilo, 2022). The point is that a satisfaction response arises when the perceived performance equals or exceeds consumer expectations (Kim, 2018). Tourist satisfaction is a precursor that must always be maintained by destinations, because consumer evaluations at places of visit produce feelings of satisfaction or dissatisfaction. Satisfied consumers will tend to make repeat visits (Kim, 2018; Sharma & Nayak, 2019; Gohary, Pourazizi, Madani, & Chan, 2020) and provide recommendations to others to visit (Altunel & Erkut, 2015; Prayag, Hosany, Muskat, & Chiappa, 2017). Therefore, the following hypotheses are proposed:
H4: Visitor satisfaction positive and significant effect toward revisit intention
H5: Visitor satisfaction positive and significant effect toward recommendation intention

Figure 1. Conceptual Research Framework
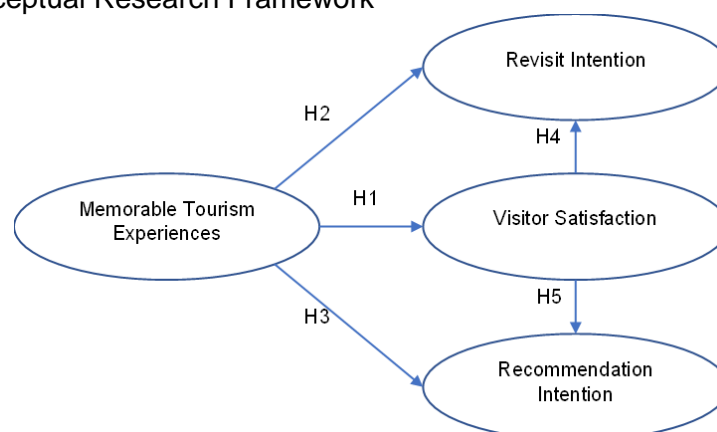
RESEARCH METHOD

This research will be conducted in 2022 at a heritage destination in Central Java. Quantitative method using a survey of respondents to fill out a questionnaire. The questionnaire uses a 5-point Likert scale. This study involved 340 respondents as a sample with a convenience sampling technique used to collect data. Respondents in this study were tourists who had visited cultural heritage sites in Central Java. The collected data was processed and analyzed using SEM-AMOS.

Variable measurement in this study uses parameters adopted from previous studies. The revisit intention variable is measured using 3 indicators adopted from (Zhang et al., 2017). Recommendation intention is measured using 4 indicators adopted from (Chen et al., 2020). Visitor satisfaction is measured using 3 indicators adopted from (Kim, 2018). MTE is measured using 7 indicators adopted from (Rasoolimanesh et al., 2021a). Referring to Hair, Black, Babin, and Anderson (2010), the minimum number of samples using SEM is the number of parameters x 15-20, so the number of samples in this study is 17x20 = 340 samples.

RESULTS

Descriptive statistics of the sample (N=340) demonstrated that 62% of respondents were female and 38% were male. Generally, 36% the age of most respondents was between 26 and 35 years old. Most respondent in the education level of college degree and above, accounting for 66%. For monthly income respondents had income of more than 4.000.000 rupiahs.

Table 1. Confirmatory Factor Analysis

Construct	Loading	CR	Cronbach's alpha	AVE	√AVE
Memorable Tourism Experience		0,939		0,690	0,831
• MTE1	0,699		0,707		
• MTE2	0,814		0,812		
• MTE3	0,767		0,788		
• MTE4	0,756		0,742		
• MTE5	0,822		0,830		
• MTE6	0,665		0,851		
• MTE7	0,711		0,788		
Satisfaction		0,902		0,755	0,869
• SAT1	0,755		0,766		
• SAT2	0,901		0,748		
• SAT3	0,726		0,803		
Revisit Intention		0,922		0,797	0,892
• REV1	0,833		0,761		
• REV2	0,857		0,715		
• REV3	0,789		0,724		
Recommendation Intention		0,889		0,668	0,817
• REC1	0,771		0,808		
• REC2	0,689		0,711		
• REC3	0,707		0,739		
• REC4	0,763		0,742		

Based on table 2. In order to examine the reliability of the measurement model, several items including factor loadings, Cronbach's alpha, and composite reliability were estimated. The results of the reliability test were declared reliable because they referred to the Cronbach's alpha value which was greater than 0.7. A variable with a composite reliability index above 0.4 is reliable. All the variables have appropriate internal consistency for the measurement model. The results of the convergent validity test refer to the average variance extracted (AVE), the results obtained are critical values above 0.5, therefore the results of the convergent validity test are declared valid. The square root of AVE of each construct was larger than the correlation coefficients involving the construct, thus confirming discriminant validity. The goodness-of-fit statistics of the proposed model showed that the model showed acceptable fit: $x2 = 552–926$, df = 113, RMSEA = 0.061, CFI = 0.975, GFI = 0877, AGFI = 0.834, NFI = 0.968, TLI = 0.970 and IFI = 0.975.

Table 2. Results of Hypothesis Test

Hypothesis	Path	Estimates	Sign.	Status
H1	MTE → SAT	0,231	0,015	Accepted
H2	MTE → REV	0,339	0,000	Accepted
H3	MTE → REC	0,276	0,009	Accepted
H4	SAT → REV	0,245	0,002	Accepted
H5	SAT → REC	0,412	0,000	Accepted

The results of testing the hypothesis in this study can be seen in table 2. The first hypothesis examines the effect of memorable tourism experiences on tourist satisfaction. The test results obtained a significant value of more than 0.5 (0.015 <0.015) with an estimated value of 0.231, therefore the first hypothesis test was declared accepted. Likewise for testing the second, third, fourth, and fifth hypotheses whose results were declared accepted.

DISCUSSION

Experience is the basis for tourists to evaluate what they feel. Tourists will remember what they experienced when they visited the destination. In testing the first hypothesis, testing the effect of memorable tourism experience on visitor satisfaction at heritage destinations in Central Java. The results of this study indicate that experience has a positive and significant impact on tourist satisfaction. Therefore, the first hypothesis is declared accepted. This means that the more memorable the experience the visitor gets, the greater the satisfaction. The results of this study are in line with previous research conducted by (Wong & Lai, 2021).

This research proves that the memorable experiences dimension can make visitors feel satisfied when they travel to heritage tourism sites. Tourists are satisfied because they get what they expect. Dimensions of memorable tourism experiences such as tourist hedonism are proven to make consumers feel satisfied, direct involvement of tourists in tourist attractions can affect satisfaction, refreshment is proven to have an effect on satisfaction, increasing knowledge will have an effect on satisfaction, local culture is also proven to be an indication that makes tourists satisfied, tourist satisfaction because heritage has meaningfulness for them, and tourist satisfaction because they get novelty at heritage destinations.

In testing the second hypothesis, the results of the study were declared accepted. This means that memorable tourism experiences have a positive influence on the intention to revisit tourist attractions. Something that has a distinct impression on visitors will have an impact on their intention to return to visit again. The more memorable the experience

received, the higher the intention of tourists to return to visit. The results of this study are relevant to previous research conducted by (Mahdzar et al., 2015; Rasoolimanesh et al., 2021b; Riptiono, 2022).

This research proves that the dimension of memorable tourism experiences can increase the intention to revisit. Tourists who get high or hedonic pleasure will increase their intention to revisit heritage destinations. Higher involvement is also able to have a positive effect on revisit intention, the higher the refreshment tourists get, the higher their intention to visit the place again, the increasing knowledge for tourists after visiting also has a positive correlation in increasing repeat visits, the stronger local culture the more original it also affects the revisit intention, the meaningfulness after they visit is able to predict the intention to revisit, and the novelty that they get when visiting heritage destinations is proven to have a positive influence on revisit intention.

Testing the third hypothesis, testing the effect of MTE on recommendation intention shows positive and significant results. This means that the stronger the consumer's memory of the impression they get, the stronger their intention to provide recommendations to others to visit the destination. The results of this study are in line with previous research conducted by (Chang et al., 2018; Chen et al., 2020). This study provides evidence that the dimension of memorable tourism experiences also has a positive effect on recommendation intention. Tourists will provide recommendations to others. When they get evidence that the tourist spot provides an experience that suits their hedonic needs, involvement is also able to have a positive influence on the tourist's intention to provide recommendations to other people to visit the tourist attraction, the higher the refreshments. what they get after visiting has a positive correlation on recommendation intention, the higher the knowledge they get, the higher the intention to provide recommendations, besides that, local culture also acts as a predictor in increasing recommendation intention, the stronger meaningfulness will be able to increase tourists to provide recommendations, and the novelty they find when visiting is also a strong predictor of giving recommendations to others.

The results of testing the fourth hypothesis indicate that visitor satisfaction is a very important factor in increasing the intention to revisit tourists. Visitors have expectations for destinations that are fulfilled even beyond their expectations. This means that the higher tourist satisfaction with the destination, the stronger their intention to return to visit. The results of this study are in line with (Kim, 2018; Sharma & Nayak, 2019; Gohary et al., 2020) which states that satisfaction acts as a predictor for revisit intention.

And testing the fifth hypothesis the results are declared accepted. This research indicates that satisfaction can also increase recommendation intention. The results of this study are in line with previous research which suggests that the more satisfied tourists are with their visit, the higher their intention to provide recommendations to others (Altunel & Erkut, 2015; Prayag et al., 2017). This research shows that tourist satisfaction plays an important role in encouraging tourists to share their positive experiences with others, in other words providing recommendations for these tourist attractions.

CONCLUSION

The results of the study indicate that memorable tourism experiences positive and significant toward tourist satisfaction, revisit intention, and recommendation intention. Moreover, satisfaction also positive and significant toward tourist revisit intention, and recommendation intention. In addition, this research provides evidence that memorable tourism experiences are very important in the tourism industry, especially heritage site destinations. Experience for tourists will determine their satisfaction after experiencing a

visit. Tourists with an impression of experience that sticks in their memory will tend to intend to return to visit and provide recommendations to others to make visits.

Tourists with memorable experiences will always be remembered in their memory. Thus, the results of this study can be used as a reference for tourism management in improving their services, especially heritage tourism. Managers of tourist attractions need to pay attention to the dimensions in memorable tourism experiences so that they can be adopted in determining the marketing strategy of the heritage tourism places they manage.

LIMITATION

The limitations of this research are two important points, firstly the heritage destination used in this study is still general, because it is only a heritage site in Central Java. Therefore, future training can use more specific objects and a wider scope of research locations. Second, the respondents in this study were still limited to visitors who visited heritage sites in general. Therefore, future research can be more specific in determining respondents, for example local tourists or foreign tourists. In addition, future research can also use other variables and models to fill the research gap on revisit intention.

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DECLARATION OF CONFLICTING INTERESTS
The authors state that there is no potential conflict of interest regarding this manuscript.

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