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# UNDERSTANDING MEMORABLE TOURISM EXPERIENCES AND REVISIT INTENTION FROM DESTINATION SERVICE QUALITY

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**Abstract:** This research explores the relationship between destination service quality, memorable tourism experiences, and revisit intention. The population of this study were tourists in Bandung, Jakarta, Malang, Yogyakarta, Lombok, and Bali. A sample of 300 respondents was involved in the study. The method used in this research is a survey with structural equation modeling analysis techniques. The results revealed that destination service quality affects memorable tourism experiences and revisit intention. In addition, a memorable tourism experience affects revisit intention. This study found that memorable tourism experience partially mediates the relationship between destination service quality and revisit intention.

**Keywords:** Destination Service Quality, Memorable Tourism Experience, Revisit Intention, Consumer Behavior

**Abstrak:** Penelitian ini mengeksplorasi hubungan antara *destination service quality*, *memorable tourism experience*, dan *revisit intention*. Populasi penelitian ini adalah wisatawan Bandung, Jakarta, Malang, Yogyakarta, Lombok, dan Bali. Sampel sebanyak 300 responden dilibatkan dalam penelitian. Metode yang digunakan dalam penelitian ini adalah survei dengan teknik analisis Structural Equation Modeling. Hasil penelitian mengungkap bahwa *destination service quality* berpengaruh terhadap *memorable tourism experience* dan *revisit intention*. Selain itu, *memorable tourism experience* berpengaruh terhadap *revisit intention*. Penelitian ini menemukan bahwa *memorable tourism experience* berperan sebagai mediasi parsial dalam hubungan *destination service quality* terhadap *revisit intention*.

**Kata Kunci:** *Destination Service Quality, Memorable Tourism Experience, Revisit Intention, Consumer Behavior*

## INTRODUCTION

Tourism is a substantial growth sector that contributes to the country's development (Lee & Chang, 2008). In developing countries, tourism has become an important commercial sector (Viet et al., 2020). Tourism is an industry that produces little pollution and other adverse consequences. The success of the tourism sector is not only measured by the number of tourists visiting. The success of the tourism sector can be measured by how often tourists return to the destination. Tourists' revisiting intentions for a destination can encourage destination expansion and survival in the tourism industry (Abbasi et al., 2021).

Based on research by Manyangara et al. (2023), destination service quality is a crucial factor influencing revisit intention. Travelers who experience superior service quality in a destination are motivated to revisit the same destination (Quintal & Polczynski, 2010). Destination service quality refers to the service tourists receive while visiting a destination. (Moutinho et al., 2011). This service quality includes various aspects, such as accommodation, transportation, tourist attractions, and interactions with residents and other related parties.

From another perspective, a memorable tourism experience shapes tourists' perceptions of a destination. Memorable tourism experiences can create strong memories in the minds of tourists and potentially influence their intentions to revisit based on the quality of the destination's service perceived by tourists. However, no research investigates the role of

memorable tourism experiences as a mediator between destination service quality and revisit intention. In addition, although memorable tourism experiences have been identified as a significant form of tourism, their influence on tourism in developing countries has not been widely investigated. The researcher believes these factors are vital aspects that must be studied comprehensively for a destination to be sustainable.

This study fills the gap in tourism literature. This study examines the revisit intention by offering the concept of tourist evaluation represented by memorable tourism experience to clarify the relationship between destination service quality and revisit intention. The memorable tourist experience is a potential organism that partially mediates the relationship between destination service quality and revisits intention. This research offers valuable insights by incorporating cognitive and affective systems that combine previous experiences and involve long-term memory. The results of this study can provide useful input for relevant parties in developing destination marketing and management strategies in formulating strategies for the success of a destination.

## LITERATURE REVIEW

Destination service quality is a multidimensional construct that varies according to the tourism context (Laela & Firmansyah, 2024). Destination service quality measures the perception of service quality during the visit that remains in the minds of tourists (Kayat & Hai, 2014). Tosun et al. (2015) conceptualized destination service quality in seven concrete dimensions: accommodation, local transportation, cleanliness, hospitality, activities, language communication, and airport services. Empirically, destination service quality is reported as a significant predictor of memorable tourism experiences (Chandralal & Valenzuela, 2013; Mikulic et al., 2015). Destination service quality is an essential factor in memorable tourism experiences. Travelers tend to remember and recall experiences positively influenced by the quality of service provided at the destination (Kim, 2014). In addition, script theory proposes that memorable experiences are created when destinations introduce different attributes, such as destination service quality (Manthiou et al., 2015). This research suggests that destination service quality will lead to memorable tourism experiences. Thus, the hypothesis formulated is:

H<sub>1</sub>: Destination service quality has a positive effect on memorable tourism experiences.

Studies in various countries consistently show that superior destination service quality positively impacts revisit intention (Abbasi et al., 2021; Tosun et al., 2015; Viet et al., 2020). Destination service quality was found to have a more substantial influence than other destination attributes in influencing tourists' decision to revisit intentions (Moutinho et al., 2011). Revisit intention is the post-consumption behavior of tourists related to specific actions or revisiting a destination. When tourists experience high destination service quality, they tend to intend to return to that destination (Laela et al., 2023; Laela & Azhari, 2023). Thus, the hypothesis formulated is:

H<sub>2</sub>: Destination service quality has a positive effect on revisit intention.

Memorable tourism experience impacts revisit intention significantly (Lu et al., 2022; Zhang et al., 2017). A memorable tourism experience is defined as a subjective mental state that tourists feel during their trip, which can be remembered and remembered after the trip. The impact of a memorable tourism experience on revisit intention can be attributed to the emotional connection that tourists form with the destination during the journey. A schema is called from long-term memory to working memory when a novel occurrence intrigues tourists. This schema provides a framework for analyzing, supporting, and comprehending the novel event (Erasmus et al., 2002). The more connected tourists are with a destination, the more likely they are to remember and recall the experience, thereby increasing the intention to revisit.

Therefore, memories are a critical factor that might guide visitors’ revisiting decisions. Thus, the hypotheses formulated are:

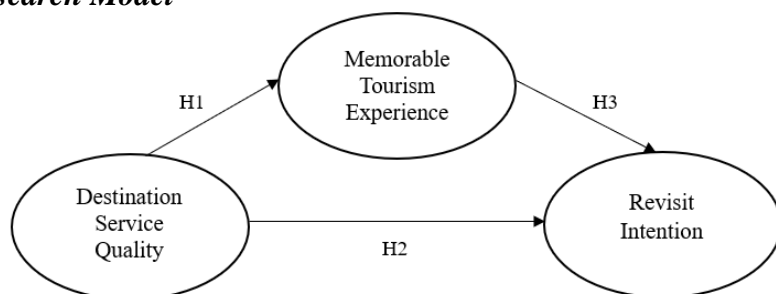
H<sub>3</sub>: Memorable tourism experience has a positive effect on revisit intention.

**RESEARCH METHOD**

This research uses a survey method with a closed questionnaire instrument. The research sample was taken from the population of tourists visiting the cities of Bandung, Jakarta, Malang, Yogyakarta, Lombok, and Bali. Referring to Hair, Jr. et al. (2019), a good sample size ranges from 100 to 200 respondents with a minimum sample of five times and a maximum of ten times the number of indicators. The minimum sample size for this study was 265 respondents. A minimum of 265 samples were obtained from five times the estimated parameters. The estimated parameters in this study are 53. Thus 53 x 5 = 265 samples. This study uses non-probability sampling techniques with purposive sampling types that consider the criteria: 1) Bandung, Jakarta, Malang, Yogyakarta, Lombok, and Bali tourists; 2) Visiting the destination for at least the last six months; and 3) Willing to be a respondent. The study used the semantic scale to obtain responses in interval-scaled data. Respondents were asked to respond to each statement on a scale of 1-10. The even scale range aims to ensure that respondents will not tend to choose neutral or middle numbers.

This study uses the Structural Equation Modeling (SEM) analysis technique to visualize the relationship between variables. SEM is useful for evaluating the entire set of relationships between latent constructs indicated by several measures that define the research model and for distinguishing between indirect and direct relationships between latent constructs (Gefen et al., 2000). The statistical analysis tools used in this study were IBM SPSS 26.0 and IBM SPSS AMOS 24. The following model is used to clarify the conceptual flow of variable interrelationships in the study.

**Figure 1**  
**Research Model**



Source: Researcher (2024)

In the structural model, all item measurements are adapted from the literature. The following is the operationalization of the variables tested in the study.

**Table 1**  
**Operationalization of Research Variables**

Variables	Dimensions	Indicator	Label
Destination Service Quality (Tosun et al., 2015)	Accommodation	Quality of accommodation guaranteed	DSQ1
	Local Transport	Extensive local transportation service network	DSQ2
		Convenience of transportation services	DSQ3
		Cleanliness	Cleanliness of destination facilities is guaranteed
	Hospitality	Local community attitudes	DSQ5
		Overall attitude of staff in tourism	DSQ6
	Activities	Availability of outdoor activities	DSQ7
		Availability of daily tour services to each of the attraction’s destinations	DSQ8

	Language Communication	Overall Indonesian/English language level in the destination	DSQ9
	Airport Services	Speed of entry and exit at the destination airport	DSQ10
Memorable Tourism Experience (Rasoolimanesh et al., 2021)	Hedonism	Happy to have new experiences	MTE1
	Novelty	A once-in-a-lifetime experience	MTE2
		In contrast to previous experience	MTE3
	Local Culture	Make a good impression on the local community	MTE4
	Refreshment	Freedom	MTE5
	Meaningfulness	Destinations matter a lot	MTE6
		Learn about yourself	MTE7
	Involvement	Enjoying activities that you want to do	MTE8
	Knowledge	Travel experiences are exploratory	MTE9
			Get a lot of information during the trip
Revisit Intention (Lin, 2013)	Intention to Revisit	Return visit	RI1
		Likely to be the next destination	RI2
	Intention to Recommend	Recommend the destination to friends/relatives	RI3
		Recommend destinations to people looking for advice	RI4

Source: Researcher (2024)

## RESULTS AND DISCUSSION

Respondents obtained in this study amounted to 300 tourists, with characteristics divided into several groups of criteria, namely based on gender, age, favorite destinations often visited, and the intensity of visiting the same destination. Table 2 presents the characteristics of the respondents selected for the study.

**Table 2**  
**Respondent Characteristics**

Characteristics	Attributes	Frequency	%
Gender	Male	123	41
	Female	177	59
Age	18-25	109	36,33
	26-35	88	29,33
	36-45	62	20,67
	>46	41	13,67
	West Java	142	47,33
Domicile	Central Java	72	24
	East Java	54	18
	Outside Java	32	10,67
	Bandung	94	31,33
Favorite destinations	Jakarta	60	20
	Malang	43	14,33
	Yogyakarta	67	22,33
	Lombok	10	3,33
	Bali	26	8,67
Visiting intensity	One time in 1 year	138	46
	Two times in 1 year	88	29,33
	>2 times in 1 year	74	24,67

Source: Researcher (2024)

Of the 300 respondents, there were 123 men or 41%, and 177 women or 59%. Based on age, 109 people, or 36,33%, are 18-25, 88 people, 29,33%, are 26-35, 62 people or 20,67%, 36-45, and 41 people or 13.67%, are >46 years old. Predominantly, respondents come from the millennial generation and z generation. They are a tourist with productive ages. Based on domicile, 89,33% of respondents came from Java Island and 10,67% from outside Java Island. Based on favorite destinations, 94 or 31.33% of respondents tend to visit destinations in Bandung, 60 or 20% of respondents tend to visit destinations in Jakarta, 43 or 14,33% of respondents tend to visit destinations in Malang, 67 or 22,33% of respondents tend to visit

destinations in Yogyakarta, 10 or 3,33% of respondents tend to visit destinations in Lombok, and 26 or 8,67% of respondents tend to visit destinations in Bali. A total of 138 tourists, or 46% of tourists, have a visit intensity of one time in one year, 88, or 29,33% of tourists, have a visit intensity of two times in one year, and 74, or 24,67% of tourists have a visit intensity of more than two times in one year.

A descriptive statistical analysis of each variable was conducted to determine tourist responses. Destination service quality is a tourist’s assessment of the performance of services consumed in a particular destination (Kayat & Hai, 2014). Respondents’ responses regarding the destination service quality indicators were rated very good. Memorable tourism experience refers to the positive and lasting impact of the tourist experience in a destination (Hosany et al., 2022). Respondents’ responses regarding the memorable tourism experience indicators were rated very well. Furthermore, revisit intention refers to the possibility of tourists returning to a destination after their first visit (Viet et al., 2020). Respondents’ responses regarding the indicators of revisit intention varied. The revisit statement (RI1) has a value with a very good classification. In addition, respondents’ responses regarding the statements of the possibility of becoming the next destination (RI2), recommending destinations to friends/relatives (RI3), and recommending destinations to people seeking advice (RI4) were rated as good.

This study conducted confirmatory factor analysis (CFA) to verify the measurement model. CFA is used to assess the role of measurement error, validate multifactorial models, and determine group effects on factors. The results of the analysis are presented in Table 3.

**Table 3**  
**Confirmatory Factor Analysis of Exogenous and Endogenous Variables**

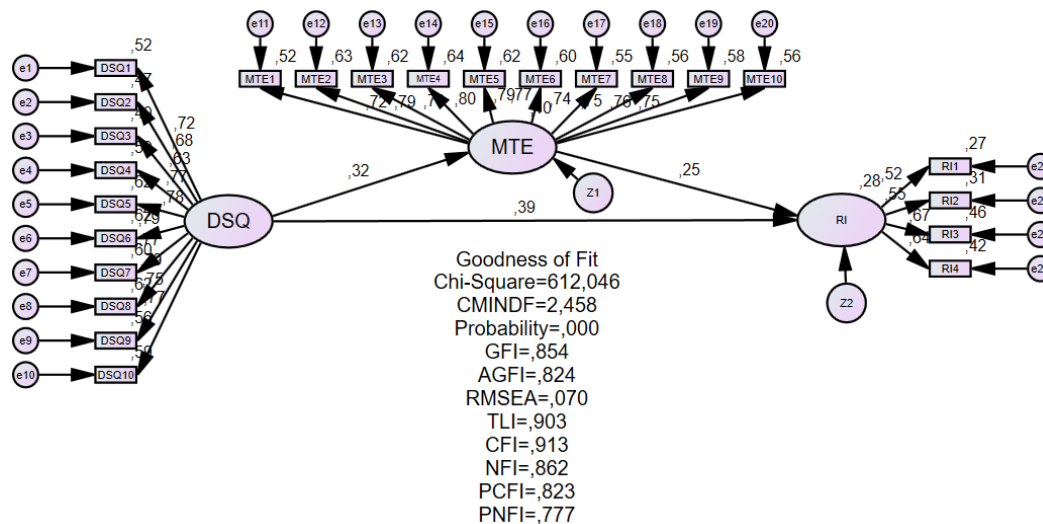
Dimensions	Estimate	S.E.	C.R.	P
MTE1 <--- MTE	1,000			
MTE2 <--- MTE	1,191	0,088	13,523	0,000
MTE3 <--- MTE	1,150	0,085	13,479	0,000
MTE4 <--- MTE	1,179	0,086	13,760	0,000
MTE5 <--- MTE	1,156	0,086	13,460	0,000
MTE6 <--- MTE	1,099	0,083	13,229	0,000
MTE7 <--- MTE	1,051	0,083	12,606	0,000
MTE8 <--- MTE	0,984	0,077	12,765	0,000
MTE9 <--- MTE	1,013	0,078	12,986	0,000
MTE10 <--- MTE	1,024	0,081	12,666	0,000
DSQ1 <--- DSQ	0,926	0,072	12,856	0,000
DSQ2 <--- DSQ	0,882	0,073	12,101	0,000
DSQ3 <--- DSQ	0,790	0,071	11,172	0,000
DSQ4 <--- DSQ	0,985	0,069	14,169	0,000
DSQ5 <--- DSQ	0,987	0,069	14,352	0,000
DSQ6 <--- DSQ	0,954	0,066	14,397	0,000
DSQ7 <--- DSQ	1,040	0,074	14,089	0,000
DSQ8 <--- DSQ	1,026	0,071	14,436	0,000
DSQ9 <--- DSQ	0,972	0,071	13,608	0,000
DSQ10 <--- DSQ	1,000			
RI1 <--- RI	1,000			
RI2 <--- RI	1,179	0,192	6,140	0,000
RI3 <--- RI	1,377	0,210	6,555	0,000
RI4 <--- RI	1,369	0,201	6,823	0,000

Source: Researcher (2024)

Confirmatory factor analysis results on the destination service quality variable are built on ten measurements, memorable tourism experience is built on ten measurements, and revisit intention is built on four measurements. Based on Table 3, each variable forming measurement shows good results, a C.R. value greater than S.E. with a P smaller than 0,05. This research uses indicators representing dimensions into specific items to measure each variable (DeVellis, 2017). The dimensions in this research provide a structure that helps ensure that the indicators

used truly reflect the variables you want to measure. Thus, the measurements forming the variables have shown one-dimensionality. Then, based on this confirmatory factor analysis, the research model can be used for further analysis without modification or adjustment. The goodness of fit performance analysis was then used to determine the structural relationship between the variables. The results of the analysis are presented in Figure 2.

**Figure 2**  
**SEM Full Model Test Results**



Source: Researcher (2024)

Figure 2 presents the goodness of fit values of the full SEM model in Table 4.

**Table 4**  
**SEM Full Model Goodness of Fit Test**

Goodness of Index	Cut-Off Value	Model Results	Description
Chi-Square	Expectedly Small	612,046	
RMSEA	≤0,08	0,070	Fit
GFI	≥0,90	0,854	Marginal Fit
AGFI	≥0,90	0,824	Marginal Fit
CMIN/DF	≤2,0	2,458	Marginal Fit
TLI	≥0,95	0,903	Marginal Fit
CFI	≥0,95	0,913	Marginal Fit

Source: Researcher (2024)

Based on the analysis results, the chi-square value is 612,046, so the tested model is good. The RMSEA value is 0,070, so the model is supported. The RMSEA value smaller or equal to 0,08 indicates a model fit based on the degrees of freedom in the model. In addition, the CMIN/DF value is 2,458, the GFI value is 0,854, the AGFI value is 0,824, the TLI value is 0,903, and the CFI is 0,913. The GFI, AGFI, TLI, and CFI values fall into the marginal fit category. Based on the fit index, the measurement model on the construct has a good fit. The overall model is supported and can be analyzed further.

The validity test is then used to measure the validity of the questionnaire. The loading factor value is used to measure construct validity. In addition, convergent validity is used to determine that each estimated measurement validly measures the dimensions of the tested concept and has a direct relationship. The minimum value of the loading factor is ≥ 0,4 or, ideally, ≥ 0,7 (Hair, Jr. et al., 2019). Validity, construct reliability, and variance extracted are presented in Table 5.

**Table 5**  
**Validity, Construct Reliability, and Variance Extracted**

Variable	Label	Lf	Error	R	Ve
Destination Service Quality (Tosun et al., 2015)	DSQ1	0,720	0,28	0,956	0,688
	DSQ2	0,683	0,317		
	DSQ3	0,634	0,366		
	DSQ4	0,770	0,23		
	DSQ5	0,785	0,215		
	DSQ6	0,791	0,209		
	DSQ7	0,773	0,227		
	DSQ8	0,788	0,212		
	DSQ9	0,750	0,25		
	DSQ10	0,767	0,233		
Memorable Tourism Experience (Rasoolimanesh et al., 2021)	MTE1	0,723	0,277	0,962	0,717
	MTE2	0,793	0,207		
	MTE3	0,788	0,212		
	MTE4	0,803	0,197		
	MTE5	0,789	0,211		
	MTE6	0,774	0,226		
	MTE7	0,744	0,256		
	MTE8	0,750	0,25		
	MTE9	0,762	0,238		
	MTE10	0,747	0,253		
Revisit Intention (Lin, 2013)	RI1	0,516	0,484	0,780	0,473
	RI2	0,555	0,445		
	RI3	0,675	0,325		
	RI4	0,645	0,355		

Source: Researcher (2024)

Table 5 shows that the measurements produce appropriate loading factor values, declaring all measurements valid. Based on the reliability test with construct reliability, the reliability coefficient ranges from 0-1. Construct reliability is good if the construct reliability value is > 0,7 and the variance extracted value is > 0,5. Construct reliability on destination service quality is 0,956, memorable tourism experience is 0,962, and revisit intention is 0,780. Thus, the construct reliability in this study is good. The indicators used are reliable and relatively able to explain the latent variables they form. In addition, the variance extracted on destination service quality is 0,688, memorable tourism experience is 0,717, and revisit intention is 0,473. Although the variance extracted from revisit intention is 0,473, this value is supported because the variance extracted is conservative. Thus, the questionnaire used in this study is declared reliable. The effect of the independent on the dependent variable is ascertained by hypothesis testing. The hypothesis is supported if the probability value <0,05. The results of hypothesis testing in the study are presented in Table 6.

**Table 6**  
**Significance Test of Coefficients and Influence of Variables**

Dimensions	Estimate	P	Information
MTE <--- DSQ	0,258	0,000	Supported
RI <--- DSQ	0,188	0,000	Supported
RI <--- MTE	0,150	0,001	Supported

Source: Researcher (2024)

Table 6 shows that all probability values are < 0,05. All hypotheses are supported. Destination service quality influences memorable tourism experience of 0,258. This finding supports hypothesis 1. Destination service quality influences revisit intention of 0,188. This finding supports hypothesis 2. In addition, memorable tourism experiences influence a revisit

intention by 0,150. This finding supports hypothesis 3. This study found that destination service quality affects memorable tourism experiences and revisit intention. In addition, a memorable tourism experience affects revisit intention. This study found that memorable tourism experience partially mediates the relationship between destination service quality and revisit intention.

Destination service quality affects memorable tourism experiences. Tourists who get quality service in tourist destinations tend to have a more memorable experience. Thus, increasing destination service quality can increase the likelihood of tourists having a memorable tourism experience. Destination management needs to focus on improving service quality. Destination can involve staff training, investment in infrastructure and facilities, development of tourist service programs, and use of technology to improve efficiency and service quality. Destination service quality affects revisit intention. Positive experiences experienced by tourists during the initial visit to the destination can shape perceptions of service quality (Ng et al., 2022). If tourists feel well served and have a satisfying experience, tourists are more likely to consider returning (Tosun et al., 2015). Thus, destinations that provide quality services will likely increase the likelihood of tourists returning. Therefore, destination managers should prioritize investing in quality services to improve tourists' chances of returning to their destination.

Memorable tourism experience affects revisit intention. Experiences that make a deep impression on tourists have the potential to create a solid emotional bond with the destination, which in turn can encourage the intention to return and repeat the experience (Oh et al., 2007). Tourists with positive experiences will likely be effective destination ambassadors, provide recommendations to others, and potentially return on subsequent visits. Although tourists cannot recall specific trip details, pleasant feelings derived from travel, such as happiness, satisfaction, and relaxation, can still be a major catalyst to influence return visit intentions (Wirtz et al., 2003). Travel memory is a script written in the minds of tourists that is used for future travel planning. Therefore, the destination should include memorable experiences so that tourists can recall the experience (Kim, 2014). Memorable tourism experiences that tourists have can help strengthen the visitor base. In addition, memorable tourism experience plays a partial mediating role in the relationship between destination service quality and revisit intention. Although destination service quality directly impacts revisit intention, part of the influence is also explained by the memorable tourism experience created by the service. Therefore, destination management should understand the mediating role of memorable tourism experience in strengthening the relationship between destination service quality and revisit intention so that they can direct their efforts towards increasing revisit intention. Combining these insights means that travel can generate many sources of opportunity.

## **CONCLUSIONS**

This research provides theoretical and practical contributions. Theoretically, destination service quality affects memorable tourism experiences and revisit intention. In addition, a memorable tourism experience affects revisit intention. Memorable tourism experience partially mediates destination service quality and revisit intention. The results of this study deepen the understanding of revisit intention. Practically, this research shows the importance of a destination's investment in improving service quality. Staff training, infrastructure improvements, and facility upgrades are some of the concrete steps that can be taken to improve service quality. Destinations must also consider aspects that can enhance the tourist experience to make it memorable. Destinations can organize special activities, unique facilities, or authentic local experiences. By following up on this research, destinations can optimize their potential to increase tourist visits and create memorable experiences for tourists, which can positively impact the tourism industry.

This research offers insightful information about the connection between destination service quality, memorable tourism experience, and revisit intention. However, the study is



limited to a specific sample, so the findings may need to be generalized with caution. In addition, external factors were not considered in the study, such as weather factors, the state of the economy, or significant events that occurred in the destination at the time of the study. These factors may influence tourists' perceptions and intentions to revisit. Therefore, moderating variables can be used in future research.

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