THE INFLUENCE OF MEMORABLE SOUVENIRS SHOPPING EXPERIENCE AND PLACE IDENTITY ON REVISIT INTENTION (THE CASE OF YOGYAKARTA)

Dina Islamiyati[1], Chairy Chairy[2*]

[1]School of Business, President University, Bekasi, Indonesia
Email: dinaislamiyati2@gmail.com
[2]School of Business, President University, Bekasi, Indonesia
Email: chairy@president.ac.id

*penulis korespondensi

ABSTRAK
Yogyakarta adalah penyumbang terbesar kedua bagi Indonesia setelah Bali untuk industri pariwisata dan salah satu dari tiga wilayah emas yang disebut sebagai Joglosemar (Yogyakarta, Solo, dan Semarang). Malioboro salah satu ikon di Yogyakarta, tempat ini menjadi yang paling banyak dikunjungi oleh wisatawan domestik. Penelitian ini berupaya untuk mengetahui pengaruh pengalaman belanja souvenir berkesan pada niat mengunjungi kembali dengan variabel mediasi yaitu identitas tempat dan hubungan masing-masing variabel. Metode penelitian ini adalah kuantitatif, di mana data yang dikumpulkan melalui kuesioner online menggunakan Google Form dan menyebar ke responden target, yaitu orang-orang yang telah mengunjungi Yogyakarta. PLS 3.2.8 digunakan sebagai alat untuk menganalisis data. Hasil penelitian menunjukkan adanya dampak langsung dari pengalaman belanja souvenir berkesan pada niat mengunjungi kembali dan juga identitas tempat pada niat mengunjungi kembali. Penelitian ini juga membuktikan peran mediasi identitas tempat dalam hubungan antara pengalaman belanja souvenir berkesan dan niat mengunjungi kembali. Implikasi penelitian juga dibahas dalam penelitian ini .Penelitian lanjutan dapat menambah variabel lain yang berkaitan dengan pengalaman pariwisata.

Keywords: Pariwisata, Pengalaman belanja souvenir berkesan, Identitas tempat, Niat mengunjungi kembali

ABSTRACT
Yogyakarta is the second biggest contributor after Bali for Indonesia tourism industry. This area is also known as Joglosemar (Yogyakarta, Solo, and Semarang), a golden triangle for tourism. Malioboro is one of the icons in Yogyakarta, this place become the most visited destination by domestic tourists. This research attempted to find the impact of memorable souvenir shopping experience on revisit intention with place identity as the mediating variable. The methodology of this research was quantitative in nature, where the data collected using google form online questionnaire spreading to the target respondents who are the visitors of Yogyakarta. PLS 3.2.8 was adopted as a tool to analyze the data. The result showed that there is a direct impact of memorable souvenirs shopping experience on revisit intention and also place identity on revisit intention. This research also showed a mediating role of place identity in the relationship between memorable souvenirs shopping experience and revisit intention. The managerial implication was also discussed. The future research may add another variable related to tourist experience.

Keywords: *Tourism, Memorable souvenirs shopping experience, Place identity, Revisit intention*

1. INTRODUCTION
Research Background
Tourism is a multi-stakeholder's industry that includes the government, private segment, business com-munity, and more prominent society (Wijayanti & Damanik, 2019). The tourism industry is one of the most significant worldwide business activities in the world, brings acknowledge 30% of the world's exports of service and has become the essential salary of numerous countries (Khuong & Ha, 2014). Based on information detailed by destinations around the world, it is assessed that international tourist appearances (overnight guests)

worldwide expanded 7% in 2017. This is well over the supported and reliable trend of 4% or higher development since 2010 and represent to the best result in seven years. (UNWTO, 2018)

There are many countries uses tourism industry as Foreign Exchange income. The activities that are connected to the other countries such as export and import and service from all of those countries will be easy, it caused by foreign exchange. Based on SWIFT's (a money transfer instruction) 2015 report, the most currencies that are used in 2014, which are USD, Euro, British Pound, Japanese Yen, and Chinese Yuan. Then, if Foreign Exchange income a country got from those currencies are increase, so the country does international trade easily. That is the reason foreign exchange income plays important role for a country. The more international tourist visits a country, the greater the number of foreign exchange income a country will get.

Central Java has three most known cities, they are Yogyakarta, Solo, Semarang. These three cities also known as *Joglosemar* (Yogyakarta, Solo, Semarang). Yogyakarta is one of the favorite tourist destinations. It is located in Java island. The study of Tunjungsari *et al* (2019) showed that Borobudur Temple of Yogyakarta is one of the most the most visited tourist destination in Indonesia. This city also serves as the second biggest contributor for Indonesia after Bali in tourism industries. Regard to the diversity of objects, Yogyakarta has comprehensive tourist attraction both in physical and non-physical term. Yogyakarta is known as having rich social legacy, excellent natural landscape and furthermore as education center. Yogyakarta also known for its cultural tourism and shopping destination. Most of the shopping places in Yogyakarta today has a modern atmosphere while the traditional one also maintained through years. Spending holiday in Yogyakarta is a good choice, enjoying the ethnic food, the beach, the mountain, and the hospitality of the people of Yogyakarta. (Wibowo & Roostika, 2019).

Memorable Souvenirs Shopping Experience
Memorable souvenir shopping experience define as tourism experiences that are positively remembered and recalled after the events have occurred (Sthapit, Coudounaris, & Bjork, 2018). However, although souvenirs are a symbol of memory (Timothy, 2005), some studies have pointed on tourists' souvenir shopping experiences and the affection to the memorability of the travel. The study on memory and its relation with experience showed that memory associates with the assessment of tourist experience (Fridgen, 1984). Bad events will in general fade while interesting events are reviewed excitingly. This significance of memory as a potential aspect of experience is stated by Selstad (2007) and Cary (2004). Although memory is viewed as the result of experiences, it also can be effectively engaged with the interpretation and transformation of experiences through story.

Place Identity
Place identity can be a symbol and influence emotional of a place. It is defined as the sentiments and recollections an individual has about a place that bring out a strong feeling of association with the place (Kyle, Bricker, Graefe, & Wickham, 2004). Some studies have mentioned that place identity is one part of place attachment, where actually place attachment is divided in term of two dimension: place identity and place dependence. As stated by Cuba & Hummon (1993), place identity is "an understanding of self that utilizes environmental meanings to symbolize or arrange identity". In addition, Relph (1976) has specified that there is a connection between individual and a place that turns into a crucial source of both individual and social identity and security, a state of departure from which we arrange ourselves in the world. The identity of place is required not to be as a part of a person's self-identity when individual for a first time visit the

place, but after occupying in a place for some time, the identity of place could be acclimated to person's self-identity.

Revisit Intention
Baker & Crompton (2000) stated that revisit intentions is visitors' intention to revisit in a year and their ability to travel often to the place. The unexpected outcome for the provider of service is to predict whether visitors repeat their visit in the future through the service of quality after system creation. Concerning the intention of revisit, it is appeared in the model as the part of loyalty. In fact, loyalty can cause the intention to revisit and probability to suggest to visit certain destination. Hui, Wan, & Ho (2007)) stated that tourists who were satisfied with the entire of travel would probably suggest the destination to others and return to visit this destination in the near future. According to Supriwanto & Tunjungsari (2020), beside motivation, attractiveness, image, facility, accessibility, perceived risk, and e-word of mouth, experience is also one the most important factors considered by tourist in visiting a destination.

2. METHODOLOGY
This research adopted the exploratory descriptive method aimed to explore factors affecting behavioral intention. In this research, the variables are memorable souvenir shopping experience as the independent variable, revisit intention as dependent variable, and place identity as mediator in the relationship between memorable souvenir shopping experience and revisit intention. The population of this study is tourist who have visited Yogyakara at least once in the last three years. The sample of this research was drawn using nonporbability sampling method. Sekaran & Bougie (2016) stated that sample is one of the members chosen from population of the study. The sum of respondents of this study is 152 respondents. PLS-SEM is adopted for data analysis

HYPOTHESIS DEVELOPMENT
Memorable Souvenirs Shopping Experience and Revisit Intention
Nowadays experience memorability is an essential aspect in the tourism industry (Campos et al., 2016). Consequently, tourism industry needs to offer memorable experiences to attract more tourists (Kim, Ritchie, & McCormick, 2012), and at the same time tries to develop other competitive advantage (Hudson & Ritchie, 2009). Memorable experience will upgrade tourists' identification with a place and reinforce their connection to it (Loureiro, 2014). This will also reinforce the intention to revisit of tourists. The positive emotions such as pleasant excitement will create positive memories, which in turn will impact place attachment, revisit intention and ability to suggest the destination, or even post-visit experience offering to other people Therefore, the first hypothesis is as follows:

H_1: There is a positive influence of memories of the souvenir-shopping experience on revisit intention.

Memorable Souvenirs Shopping Experience and Place Identity
Previous research showed a positive connection between memories of a trip experience and place attachment (Loureiro, 2014). This research suggested that memorable souvenirs shopping experiences has a direct positive effect on place identity. Since souvenirs shopping is a hedonism part during the trip (favorite and meaningful activities), the souvenirs shopping experience will be a part of memorable factors of the trip. Therefore, the next hypothesis is as follows:

H_2: There is a positive influence of memorable souvenir shopping experience on place identity.

Place Identity and Revisit Intention

Place identity explains the connection between an individual and a setting attached by the physical and kinds of settings in a place. Prayag & Ryan (2012) found that the loyalty of tourists depends on the place attachment, individual contribution, and the image of destination. So, there is a connection between place identity and the intention to revisit (George & George, 2004; Prayag & Ryan, 2012). Therefore, the third hypothesis is as follows:

H_3: There is a positive influence of place identity on revisit intention

Place Identity mediate the influence of Memorable Souvenir Shopping Experience on Revisit Intention.

As mentioned before, memorable experience could upgrade tourists' identification with a place and reinforce their relationship (Loureiro, 2014). Prayag & Ryan (2012) also found that the relationship between past visit and revisit intention of tourists is mediated by place attachment such as place identity. Therefore, this study predict that place identity serves as mediator in the relationship between memorable souvenir shopping experience and revisit intention.

H_4: Place identity mediates the relationship between memorable souvenir shopping experience and revisit intention.

3. RESULTS AND DISCUSSION

Validity and Reliability Test

The pretest was carried out for the validity and reliability test. The data was analyzed using SPSS v22. The results showed that all items in the questionnaire are valid. The range of corrected item-total correlation values are from 0. 538 to 0. 838, exceed the required value 0.355 (Ghozali, 2011).

For reliability check, this study used Cronbach Alpha (α) value. The result shows the Cronbach Alpha as follows: memorable souvenir shopping experience = 0.759 (good), place identity = 0.920 (excellent), revisit intention = 0.870 (good).

Respondent Profile

Table 1 shows the respondents profile. The respondents consist of 87 females (57%) and 65 males (43%). The highest proportion of age group is 18-25 years old with total amount 140 persons (92%). The majority of the respondents, 70 persons, are Senior High School graduates (46%). Most of the respondents (80 persons) are students (53%).

Table 1. Respondent Profile

Demographic	Total	Percentage
Gender:		
Male	65	57%
Female	87	43%
Age:		
18-25	140	92%
26-30	11	7%
31-40	1	1%

Educational Background:		
Senior High School	70	46%
Undergraduate	68	45%
Other	12	8%
Junior High School	2	1%
Occupations		
Students	80	53%
Employee	33	22%
Other	19	12%
Entrepreneur	13	8%
Freelance	7	5%

Outer Model Analysis

Table 2. Outer Loading Factor

	MSSE	Place Identity	Revisit Intention
MS1	0.870		
MS2	0.896		
MS3	0.911		
PI1		0.682	
PI2		0.720	
PI3		0.791	
PI4		0.876	
PI5		0.842	
PI6		0.639	
PI7		0.700	
PI8		0.737	
PI9		0.776	
RI1			0.783
RI2			0.825
RI3			0.755
RI4			0.766
RI5			0.781

Table 2 above shows that all indicators in the model meet the minimum required value of 0.60. It means that all indicators are valid.

Table 3 shows the value of Average Variance Extracted. (AVE). Indicator is considered as valid if it has a AVE value above 0.50. Since all values in Table 3 are >0.50, it means that it meets the convergent validity criteria.

Table 3. Average Variance Extracted

Variables	AVE	Minimum Value	Result
Memorable Souvenir Shopping Experience (MSSE)	0.797	0.50	Valid
Place Identity	0.570	0.50	Valid
Revisit Intention	0.612	0.50	Valid

Table 4 shows the values of Cronbach Alpha. All values of Cronbach's Alpha are above minimum value of 0.60. It meets the reliability criterion.

Table 4. Cronbach's Alpha

Variables	Cronbach's Alpha	Minimum Value	Result
MSSE	0.873	0.60	Reliable
Place Identity	0.904	0.60	Reliable
Revisit Intention	0.842	0.60	Reliable

Table 5. Coefficient Determination (R^2)

Variables	R^2 Value	Result
Place Identity	0.355	Moderate
Revisit Intention	0.602	Substantial/Strong

As shown in Table 5, the research model has moderate result for the effect of memorable souvenir shopping experience on revisit intention (35.5%). Further, it has strong result for the effect of memorable souvenir shopping experience and place identity on revisit intention (60.2%).

Inner Model Analysis

Table 6. Hypotheses Testing

Effects	T-Statistic	Result
MSSE → Place Identity	9.949	Significant
MSSE → Revisit Intention	5.722	Significant
Place Identity → Revisit Intention	6.997	Significant
MSSE→ Place Identity→ Revisit Intention	5.700	Significant

Table 6 above shows the result of hypotheses testing. Memorable shopping souvenir experience significantly impact place identity (t value = 9.949 > 1.96), so H1 is supported. Memorable shopping souvenir experience significantly impact revisit intention (t value = 5.722 >1.96), so H2 is supported. Place identity significantly impact revisit intention (t value = 6.997 >1.96), so H3 is supported. The effect of memorable shopping souvenir experience on revisit intention through place identity is significant (t value = 5.700 >1.96). It means that place identity serves as mediator in the relationship between memorable shopping souvenir experience and revisit intention. These results support the findings of previous researches (George & George, 2004; Hudson & Ritchie, 2009; Kim, et al, 2012; Prayag & Ryan, 2012; Loureiro, 2014; Campos et al., 2016)

4. CONCLUSION AND RECOMMENDATION
The purpose of this research is to find out whether memorable souvenir shopping experience and place identity impact revisit intention of Yogyakarta tourists. The findings of this study showed that all hypotheses are supported by the data. Memorable shopping souvenir experience affects place identity significantly. The effect of memorable shopping souvenir experience on revisit intention is significant. Further, the effect of memorable shopping souvenir experience on revisit intention is mediated by place identity. Based on this research results, marketers of tourist destinations in Yogyakarta should pay more attention on memorable souvenir shopping experience and place identity. For instance, providing tourists with ethnic food as souvenir (Chairy & Syahrivar, 2019). They may focus on developing shopping area in order to attract tourist for shopping and get memorable experience. Marketers should also provide many kinds of souvenirs that showed the identity of Yogyakarta.

This research focused only on memorable souvenir as hedonism part for tourism experience, while actually there are many other variables that affect revisit intention. Future research could consider many other factors such as involvement (to visit a place coveted, to enjoy the trip), local culture (great impressions, humble people and intently experience the methods for the nearby local people), refreshment (feeling of freedom, refreshing, renewed), and meaningfulness (to accomplish something valuable and significant, to find out about him/herself). Beside focuses only on domestic tourist, future study could also investigate the perception of international tourist on Yogyakarta.

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