Escalating the Tourist Revisit Intention on the Heritage Destination with the Memorable Tourism Experiences

Saryatun[1]; Sulis Riptiono[2]; Siti Nur Azizah[3]; Intan Muliana Rhamdhani[4]*

[1]*saryatunmoesa@gmail.com, Universitas Putra Bangsa*
[2*]*sulis.riptiono@gmail.com, Universitas Putra Bangsa*
[3]*sitinuraziz@yahoo.com, Universitas Putra Bangsa*
[4]*imramdhani@gmail.com, Universitas Putra Bangsa*
[*] Corresponding Author

ABSTRACT

Objectives: *The objective of this research is to investigate the tourists' revisit intention at heritage destinations by testing memorable tourism experiences, destination image, and tourist satisfaction as predictors.*
Methodology: *The heritage destination studied was the Borobudur temple involving a sample of 330 tourists taken using a convenience sampling technique. Data were processed and analyzed using SEM-AMOS.*
Finding: *The results of this research prove that not all components of memorable experience are proven to be significant on destination image, satisfaction, and revisit intention. Destination image can be predicted by the variable's novelty, local culture, meaningfulness, involvement, and knowledge, while hedonism is not significant. Satisfaction can be predicted by hedonism, novelty, refreshment, meaningfulness, knowledge, and destination image, while local culture and involvement are not significant. Revisit intention is predicted by novelty, local culture, involvement, knowledge, and satisfaction, while hedonism, refreshment, meaningfulness, and destination image are not significant.*
Conclusion: *findings from this research show that local culture is the dominant variable in determining destination image, and novelty is the antecedent that has the greatest influence on satisfaction and revisit intention at heritage destinations.*

Keywords: *Destination Image; Heritage; Memorable Tourism; Satisfaction, Borobudur*

_____

INTRODUCTION

The rapid growth of the tourism industry in Indonesia can contribute as a main driver of the economy (Ratnasari et al., 2020) which can have an impact on increasing living standards and becoming a lifestyle for the community (Cheng & Chen, 2022). This lifestyle change is what triggers tourists to look for tourist attractions that provide new experiences (Jiang et al., 2022). Tourists are not only after free time but also experiences that impress them so they have the potential to visit again. Experience alone is not enough for tourists to improve their behavior in the future, but the experience can leave a special impression on their memories or memorable tourism experiences (Hosseini et al., 2022).

Previous literature researched tourism marketing using the Memorable Tourism Experience construct as a predictor of behavior (Choi & Kim, 2021; Sahabuddin et al., 2021). However, there are still few researchers related to cultural heritage sites whose ecological environment must be protected (Cheng & Chen, 2022). Heritage tourism offers experiences that involve visiting or engaging with authentic places, artifacts, and activities that are rarely researched. Furthermore, experience and knowledge regarding the potential influence of MTE in heritage tourism contexts is still very limited (Rasoolimanesh, Seyfi, Hall, et al., 2021).

The components of the model of a memorable tourism experience still have inconsistent results, there are still many research gaps related to the influence of experience and intention to revisit. Tourists' intention to revisit is supported by local culture, knowledge, involvement, and novelty variables, while hedonism, refreshment, and meaningfulness are not significant for intention to revisit (Riptiono, 2022). Other results were also shown by researchers who revealed that there was a research gap between the influence of memorable tourism experiences on revisit intention (Yu et al., 2019; Rasoolimanesh, Seyfi, Hall, et al., 2021).

Research Gap

Intention to revisit tourist attractions is a very important concept in tourism marketing which is influenced by destination image (Rasoolimanesh, Seyfi, Hall, et al., 2021) and also tourist satisfaction (Kim, 2018). Based on the literature review that has been described, this research emphasizes the need for further investigation to gain a better and broader understanding of the heritage tourism experience and to advance understanding of MTE. Thus, this research aims to overcome the problem of the *empirical gaps* in the previous research is by testing the MTE integration model to encourage tourists to revisit intention, destination image, and satisfaction.

LITERATURE REVIEW

Studies on revisit intention have been carried out by many previous researchers and are still an attraction for scholars to conduct research. Tourists' intention to revisit is described as a form of tourists' possibility to revisit tourist attractions they have visited (Prayag et al., 2017). Many tourist destinations are competing to provide the best service to their visitors so they want to visit again. In tourism marketing, tourist behavior plays an important role because they evaluate their experiences thereby generating the intention to revisit the tourist destination (Kim, 2018; H. Chen & Rahman, 2018; Torabi et al., 2022).

_____

Memorable Tourism Experiences

In the tourism industry, tourists will get different experiences in different destinations. The experience expected by visitors is not just an ordinary experience, but a memorable experience or memories tourism experience (MTE). Experiences like this are used as parameters for destination selection (Kim & Ritchie, 2014). This theory explains the post-visit evaluation of tourists to a destination which has an impact on consumer choices and future behavior (Sharma & Nayak, 2019). Memorable tourism experience is a dimensional construct built by several components, namely hedonism, novelty, local culture, refreshment, meaningfulness, knowledge, and involvement.

Hedonism is defined as a pleasant feeling for tourists when faced with tourist attractions that can create experiences. Novelty is a component that can motivate tourists to travel. "New-seeking" is the degree of contrast between perception and current experience. Local culture means that tourists interact with local culture such as regional languages, and eating local food can create a unique and memorable holiday experience. Refreshment is a motivation for visitors to travel or travel, the aim is to escape from the stressful environment and routine of daily life. Meaningfulness in the tourism business can help tourists have an unforgettable experience because they consider the travel experience to be very important or valuable. Knowledge means adding new information or learning that visitors get after taking the tour. Involvement is defined as the relevance that tourists feel towards a tourist attraction. A high level of tourist involvement can increase tourists' memories of past travel experiences.

Previous literature discussed the significant influence of memorable tourism experiences on destination image (Kim, 2018; Sharma & Nayak, 2019). Tourists who get a positive impression will have an experience that sticks in their memories, thus creating satisfaction (Wong & Lai, 2021). Apart from that, positive memories will give rise to a desire to revisit a destination, the stronger the memory, the higher the desire to visit (Riptiono, 2022; Rasoolimanesh, Seyfi, Rather, et al., 2021). Furthermore, previous researchers also found that MTE is an important factor in fostering the intention to provide recommendations to others (Chang et al., 2018; X. Chen et al., 2020). Thus, the hypotheses tested are:

H1a – H1g: Hedonism, novelty, local culture, refreshment, meaningfulness, knowledge, and involvement positive and significant toward destination image

H2a – H2g: Hedonism, novelty, local culture, refreshment, meaningfulness, knowledge, and involvement positive and significant toward satisfaction

H3a – H3g: Hedonism, novelty, local culture, refreshment, meaningfulness, knowledge, and involvement positive and significant toward revisiting intention

Destination Image

Destination image is an important construct in influencing decision-making, destination choice, evaluation, and behavior of future tourists (Zhang et al., 2017). However, experience is formed due to tourists' perceptions of the destination image and influences revisit intention (Rahayu et al., 2023). Previous studies define destination image as several knowledge, beliefs, ideas, and overall perceptions that a tourist has about a destination (Kim, 2018). As a multidimensional construct, the destination image is formed by three different but hierarchically interrelated

components: cognitive, affective, and conative (Tasci & Gartner, 2007). A better image of a tourist spot will have a direct impact on tourist satisfaction (Kim, 2018) and influence the intention to revisit the tourist spot (Rasoolimanesh, Seyfi, Hall, et al., 2021). Therefore, the hypotheses built in this research are:

H4: Destination image positive and significant toward satisfaction

H5: Destination image positive and significant toward revisit intention

Visitor Satisfaction

Tourist satisfaction plays an important role in consumer behavior literature. This relates to how service providers provide their services to consumers so that they get a positive response (Satrya & Susilo, 2022). The point is that a satisfaction response appears when the perceived performance equals or exceeds consumer expectations (Kim, 2018). Tourist satisfaction is a precursor that must always be maintained by the destination because consumer assessments of the places they visit produce feelings of satisfaction or dissatisfaction. Satisfied consumers will tend to make repeat visits (Sharma & Nayak, 2019; Gohary et al., 2020). Therefore, the following hypothesis is proposed:

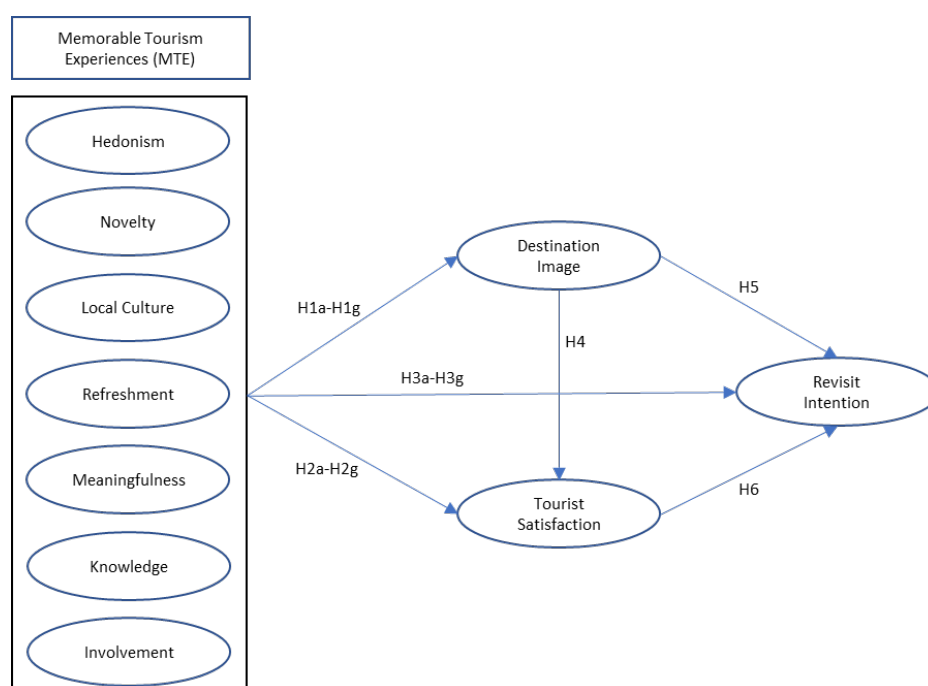H6: Satisfaction positive and significant toward revisit intention

Figure 1. Research Framework

METHOD

This type of research is classified as basic research or fundamental research (Zamani-Farahani & Musa, 2012) with a quantitative approach using surveys of respondents. The questionnaire contains closed questions using a 5-point Likert scale, with point 1 to describe the answer Strongly Disagree and point 5 to describe Strongly Agree. This research will be conducted in 2023 at a heritage destination in Central Java, namely the Borobudur temple, The population of

this research is tourists or visitors with 330 respondents as samples taken using a convenience sampling technique. Respondents in this research were tourists who had visited cultural heritage sites in Central Java. The collected data was processed and analyzed using SEM-AMOS.

Variable measurements in this study used parameters adopted from previous research. The revisit intention variable was measured using 3 indicators adopted from (Zhang et al., 2017). Visitor satisfaction is measured using 3 indicators adopted from (Kim, 2018). Destination Image is measured using 4 indicators adopted from (Rasoolimanesh, Seyfi, Hall, et al., 2021). MTE is measured using 23 indicators (hedonism 4 items, novelty 4 items, local culture 3 items, refreshment 3 items, meaningfulness 3 items, involvement 3 items, and knowledge 3 items) adopted from (Rasoolimanesh, Seyfi, Rather, et al., 2021). Referring to (Hair et al., 2010), the minimum sample size using SEM is the number of parameters x (5-10), so the number of samples in this study is 33x10 = 330 respondents.

RESULTS AND DISCUSSION

Sample and Data Collection

This research involved a total of 330 tourists who were visiting Borobudur temple after we eliminated some of the respondents' answers because some were incomplete. Overall, the profile of respondents can be seen in Table 1. There were 146 male respondents (44%) which were fewer than 184 female respondents (56%). Apart from that, the age range of respondents was dominated by the 39 - 49-year age range with 119 people (36%), followed by the 28 - 38-year age range with 89 people (27%). Most of the respondents' education were college graduates, 142 people (43), followed by associates, 76 people (23%). For work, the majority are employees as many as 89 people (27%0), and students as many as 87 people (26%). Meanwhile, for monthly income, most respondents are in the range of IDR 5,000,001 – IDR 6,000,000 for as many as 90 people (27%) and an income range of IDR 4,001,000 – IDR 5,000,000 for 75 people (23%).

Table 1. Respondent Profile

Characteristic		Frequency	Percent
Gender	Male	146	44%
	Female	184	56%
Age	17 – 27	64	19%
	28 – 38	89	27%
	39 – 49	119	36%
	49 – 59	39	12%
	Above 60	19	6%
Education	High school and less	73	22%
	Associate Degree	76	23%
	Bachelor	142	43%
	Master/Doctor	39	12%
Occupation	Student	87	26%
	Civil Servant	52	16%
	Business Owner	77	23%
	Employee	89	27%
	Others	25	8%
Income level (000)	Rp. 2.000 and less	19	6%
	Rp. 2.001 – Rp. 3.000	34	10%
	Rp. 3.001 – Rp. 4.000	56	17%

Rp. 4.001 – Rp. 5.000	75	23%
Rp. 5.001 – Rp. 6.000	90	27%
Rp. 6.000 and above	56	17%

Measurement Model

Validity and reliability tests were carried out to check the reliability and validity of variable measures using confirmatory factor analysis (CFA). The model testing results presented in Table 2 show that all loading factors have values higher than 0.70. The average Variance Extracted (AVE) for all variables is higher than 0.50, ranging from 0.840 to 0.938. All composite reliabilities show values higher than the cut-off point of 0.70. Overall, these findings confirm convergent validity (Hair et al., 2009). The discriminant validity test was declared adequate because the AVE of each pair of constructs was higher than the squared correlation of each latent variable (Fornell and Larcker, 1981) and the internal consistency of all latent variables was greater than $\alpha = 0.70$.

Table 2. Assessment of measurement model

Construct	Measure	Loading	α	AVE	CR
Hedonism	Hed1	0.770	0,834	0.937	0.889
	Hed2	0.814			
	Hed3	0.796			
	Hed4	0.895			
Novelty	Nov1	0.892	0,891	0.882	0.933
	Nov2	0.736			
	Nov3	0.755			
	Nov4	0.861			
Local Culture	Loc1	0.875	0,913	0.903	0.930
	Loc2	0.812			
	Loc3	0.833			
Refreshment	Ref1	0.729	0,807	0.873	0.927
	Ref2	0.841			
	Ref3	0.817			
	Ref4	0.811			
Meaningfulness	Mea1	0.795	0.798	0.840	0.878
	Mea2	0.752			
	Mea3	0.730			
Involvement	Inv1	0.815	0.867	0.913	0.937
	Inv2	0.898			
	Inv3	0.848			
Knowledge	Kno1	0.719	0,775	0.852	0.888
	Kno2	0.783			
	Kno3	0.819			
Destination Image	Des1	0.843	0.819	0.876	0.929
	Des2	0.772			
	Des3	0.759			
	Des4	0.840			
Satisfaction	Sat1	0.899	0.833	0.887	0.916

	Sat2	0.761			
	Sat3	0.792			
Revisit Intention	Rev1	0.907	0.891	0.938	0.957
	Rev2	0.886			
	Rev3	0.883			

Assessment Goodness of Fit

Before testing the hypothesis, we first ensure the goodness of fit value in the research model. The test results are presented in Table 3, the GoF index shows that the level of suitability for the research model is at a satisfactory limit so that it is acceptable (Chi-square of 1.279, RMSEA = 0.054, GFI = 0.934, AGFI = 0.911, and CFI = 0.942).

Table 3. Model fit indices

Fit Index	Level of Acceptance	Model Fit
Chi-square	$p > 0.05$	1.279
RMSEA	≤ 0.08	0.054
GFI	≥ 0.90	0.934
AGFI	≥ 0.90	0.911
CFI	≥ 0.90	0.942

Hypotheses Results

To test the research hypotheses, we used a structural equation model with AMOS 24.0. The results of the hypothesis test are presented in Table 4.

Table 4. Results of Hypothesis

	Path			Beta	t-value	p-value	Supported
H1a	Hedonism	→	Destination Image	0,041	0,032	0,982	No
H1b	Novelty	→	Destination Image	0,296	4,563	***	Yes
H1c	Local Culture	→	Destination Image	0,351	4,625	***	Yes
H1d	Refreshment	→	Destination Image	0,101	1,079	0,223	No
H1e	Meaningfulness	→	Destination Image	0,267	3,314	0,009	Yes
H1f	Involvement	→	Destination Image	0,308	3,407	0,001	Yes
H1g	Knowledge	→	Destination Image	0,411	5,512	***	Yes
H2a	Hedonism	→	Satisfaction	0,417	5,527	***	Yes
H2b	Novelty	→	Satisfaction	0,428	5,519	***	Yes
H2c	Local Culture	→	Satisfaction	0,099	1,091	0,566	No
H2d	Refreshment	→	Satisfaction	0,325	4,348	0,002	Yes
H2e	Meaningfulness	→	Satisfaction	0,427	4,466	0,001	Yes
H2f	Involvement	→	Satisfaction	0,087	0,119	0,349	No
H2g	Knowledge	→	Satisfaction	0,576	6,502	***	Yes
H3a	Hedonism	→	Revisit Intention	0,119	1,022	0,775	No
H3b	Novelty	→	Revisit Intention	0,601	6,534	***	Yes
H3c	Local Culture	→	Revisit Intention	0,522	5,611	***	Yes

H3d	Refreshment	→	Revisit Intention	0,065	1,015	0,109	No
H3e	Meaningfulness	→	Revisit Intention	0,098	1,124	0,116	No
H3f	Involvement	→	Revisit Intention	0,477	5,098	***	Yes
H3g	Knowledge	→	Revisit Intention	0,418	5,557	***	Yes
H4	Destination Image	→	Satisfaction	0,399	4,448	0,001	Yes
H5	Destination Image	→	Revisit Intention	0,093	1,041	0,211	No
H6	Satisfaction	→	Revisit Intention	0,451	4,576	***	Yes

The results of testing the first hypothesis which tested the Memorable tourism experience component on destination image (H1a-H1g) showed that 5 hypotheses were accepted (H1b, H1c, H1e, H1f, and H1g) and 2 hypotheses were rejected (H1a and H1d). A significant influence is shown by the relationship between novelty towards the destination image (H1b), local culture towards the destination image (H1c), meaningfulness towards the destination image (H1e), involvement towards the destination image (H1f), and knowledge towards the destination image (H1g), while hedonism (H1a) and refreshment (H1d) are not significant for destination image.

Evaluation of the second hypothesis was carried out to determine the effect of MTE components on visitor satisfaction (H2a-H2g). The test results show that five hypotheses are accepted (H2a, H2b, H2d, H2e, and H2g) and 2 hypotheses are rejected (H2c and H2f). A significant relationship is shown in the influence of hedonism on visitor satisfaction (H2a), novelty on visitor satisfaction (H2b), refreshment on visitor satisfaction (H2d), meaningfulness on visitor satisfaction (H2e), and knowledge on visitor satisfaction (H2g). Meanwhile, insignificant results were found on the relationship between local culture on visitor satisfaction (H2c) and involvement in visitor satisfaction (H2f). H1d). A significant influence is shown by the relationship between novelty towards the destination image (H1b), local culture towards the destination image (H1c), meaningfulness towards the destination image (H1e), involvement towards the destination image (H1f), and knowledge towards the destination image (H1g), while hedonism (H1a) and refreshment (H1d) are not significant for destination image.

The third hypothesis test was carried out to determine the influence of MTE components on tourists' revisit intentions at heritage destinations. The test results show that there are four accepted hypotheses (H3b, H3c, H3f, and H3g) and three rejected hypotheses (H3a, H3d, and H3e). This means that novelty is proven to influence revisit intention (H2b), local culture influences revisit intention (H3c), involvement influences satisfaction, and knowledge influences revisit intention (H3c). Meanwhile, the results of rejecting the hypothesis are shown in the relationship between hedonism and revisit intention (H1a), refreshment and revisit intention (H3d), and meaningfulness and revisit intention (H3e).

The next test was carried out to test the effect of destination image on visitor satisfaction (H4) and the results were declared significant. However, destination image was not proven to influence revisit intention, which means the fifth hypothesis (H5) was rejected. Finally, in the sixth test (H6) significant results were found in the relationship between visitor satisfaction and revisit intention (H3e).

DISCUSSION

In the present study, testing was carried out on the MTE component of destination image, visitor satisfaction, and revisiting intention of heritage tourism at Borobudur temple. Based on research results, it is proven that tourists who visit heritage destinations are not able to influence a positive image and intention to visit again but can create satisfaction. In general, one of the goals of tourists visiting tourist attractions is to seek experience (Kim, 2018). Maintaining a destination's image is very important to create an unforgettable experience (X. Chen et al., 2020). However, this research confirms that one of the components of MTE, namely hedonism, is unable to influence destination image. Apart from that, visitors do not come to travel because of hedonism so they cannot increase their revisit intention (Rasoolimanesh, Seyfi, Rather, et al., 2021). Overall, they were satisfied with their visit to a heritage destination with hedonism as an antecedent. Previous studies suggest that the tourist pleasure-seeking factor is a factor that can increase tourist satisfaction (Prayag et al., 2017).

From a visitor's cognitive perspective, novelty-seeking is a trigger for memorable experiences for tourists (Skavronskaya et al., 2020). Tourists hope to find new experiences that have never been had before when they visit Borobudur Temple. A valuable experience will make tourists feel satisfied (Nurjannah et al., 2023). Something new and different can create memorable memories of a destination so that it can increase a positive image of the destination (Wei et al., 2019). The novelty that tourists find in making tourist visits is also proven to provide satisfaction for visitors. In heritage tourism, novelty is used as a predictor of visitor satisfaction (Jiang et al., 2022). Furthermore, tourists who find novelty in their tourism activities will increase their intention to visit that destination. Thus, it can be said that novelty is an important key to creating tourists' intention to visit again (Huong et al., 2021; Riptiono, 2022).

Local culture plays an important role for destinations in creating harmonious interactions between visitors and tourist attractions. Tourists will visit a destination by considering the local culture of the area because it can reflect the image of a destination (H. Chen & Rahman, 2018). This study confirms previous studies (Kim, 2018) that local culture is an important component of the destination image. Furthermore, like the previous study conducted by (Gohary et al., 2020), the results of this research found that the relationship between local culture and visitor satisfaction was not significant. The reason satisfaction is not influenced by local culture may be because cultural attractions are available at certain times or not all the time cultural attractions are showing. This research is also in line with previous studies which found that tourists' revisit intentions are influenced by local culture (Yu et al., 2019; Riptiono, 2022). This means that interesting cultural attractions will create an impression of experience for tourists so that they can create the intention to make a repeat visit.

The feeling of relaxation and refreshing experience makes tourists feel happy, thus creating a better destination image (Kim, 2018). However, the results of this study show that refreshment does not affect destination image. Furthermore, this research confirms that refreshment can act as an antecedent of visitor satisfaction (H. Chen & Rahman, 2018). This means that when tourists feel refreshed, they will feel satisfied with their tourism activities. In general, tourists' motivation to visit a destination is to refresh themselves and relieve fatigue in their tourism activities (Lee & Lee, 2021; Wong & Lai, 2021). The results of this study show results that do not support the influence of refreshment on revisit intention. This is possible because they think that to relieve fatigue is not visiting heritage destinations but tourism that provides

_____

entertainment. This research is in line with previous studies which stated that refreshment was not significant in revisit intention (Yu et al., 2019).

The results of this research show that meaningfulness is a factor that can improve destination image. Tourists prefer to seek information first about destinations before they travel in a meaningful way (H. Chen & Rahman, 2018) which is obtained through tourism experiences (Sthapit & Coudounaris, 2018). Meaningfulness has also been proven to influence visitor satisfaction. The results of this research are in line with previous studies conducted by (Gohary et al., 2020). This means that tourists who have visited heritage tourism have gained meaning in their visit so that they feel satisfied. However, the meaning they get when they travel is not proven to increase their intention to make a repeat visit. The results of this study are the same as previous research which stated that meaningfulness was not significant in revisit intention (Yu et al., 2019; Rasoolimanesh, Seyfi, Rather, et al., 2021).

This research proves that involvement influences destination image, with similar results to previous studies (Kim, 2018). Direct involvement will make it easier for consumers to understand their travel journey which will improve the image of a destination. The image plays an important role in determining consumer intentions and behavior regarding product choices (Murtiningsih et al., 2024). This involvement also influences tourist satisfaction. The results of this research are in line with previous studies which found that involvement influences satisfaction (Altunel & Erkut, 2015; Gohary et al., 2020; Rasoolimanesh, Seyfi, Rather, et al., 2021). Customers will be satisfied when they get quality involvement (Ricardianto et al., 2024). However, involvement does not always increase the intention to visit again. A study conducted by Intention (Yu et al., 2019; Rasoolimanesh, Seyfi, Rather, et al., 2021) states that involvement does not affect revisit.

Consumer experience with an object determines intentions and behavior in the future (Santy & Iffan, 2023). This research proves that knowledge is an antecedent for destination image, satisfaction, and revisit intention in heritage tourism. In general, tourists visit heritage destinations not only to gain experience but also to gain knowledge (Seyfi et al., 2020). Knowledge plays an important role in providing a good image of a destination (Kim, 2018) and behavior (Rizkiatami et al., 2023). Apart from that, when visitors get additional knowledge from their tourism activities, they will feel satisfied with the results of their visit. Previous studies also stated that visitor satisfaction at heritage destinations can be predicted by knowledge factors (Kastenholz et al., 2018). Furthermore, knowledge has also been proven to be able to increase tourists' intention to revisit heritage destinations (Rasoolimanesh, Seyfi, Rather, et al., 2021).

The destination image of a tourist attraction is the overall perception of a destination that can influence tourist behavior in the future (Zhang et al., 2017; Quang Vinh, 2023). Tourists hope that when they make a tourist visit it will be able to fulfil their needs. The results of this research prove that destination image has a positive effect on satisfaction. This research is in line with a study conducted by (Quang Vinh, 2023) which stated that the better the destination image, the greater the increase in visitor satisfaction. Apart from that, destination image will influence revisit intention (Rasoolimanesh, Seyfi, Hall, et al., 2021). However, the results of this study found that destination image was not significant in revisit intention. This is possible because visitors who visit heritage destinations are already convinced that the image of the destination is good, so they do not care about the destination image. Apart from that, tourists think that a

_____

visit that meets their expectations can increase revisit intention (Süer, 2021; Rasoolimanesh, Seyfi, Rather, et al., 2021).

CONCLUSION

In the present study, the results of this research provide answers to research problems related to tourist revisit intention at heritage destinations. The results showed that of the 24 hypotheses tested, there were 16 significant hypotheses and 8 insignificant hypotheses. Tourists' revisit intention at heritage destinations is influenced by their satisfaction in carrying out tourist activities, positive destination image, discoveries from tourist attractions, interesting local culture, involvement when they carry out tourist activities, and increasing knowledge for tourists. Meanwhile, refreshment and meaningfulness do not affect revisit intention. Furthermore, tourist satisfaction at heritage destinations can be determined by hedonism, novelty, refreshment, meaningfulness, and knowledge, but local culture and involvement are not significant. Destination image in heritage tourism is influenced by novelty, local culture, meaningfulness, involvement, and knowledge, while hedonism and refreshment do not affect improving destination image.

The theoretical implication of the results of this research is to provide evidence that not all components of the memorable tourism experience have been proven to have a positive influence on destination image, satisfaction, and revisit intention. Apart from that, the practical implications of the research results show that a memorable experience for tourists at a heritage destination can create a destination image, and satisfaction and increase the intention to visit again. This finding of course can be used as a reference for heritage tourism management as the managerial implications to increase tourism competitiveness so that heritage tourism becomes the main destination for tourists.

This research has several limitations, including the respondents and heritage destination objects. The respondents used in this research only used a sample of domestic tourists, while many of the visitors who traveled came from abroad. Of course, future research can be differentiated based on the characteristics of the respondent's country of origin. Then, this concept was tested on destination objects at the Borobudur temple only. For future studies, this concept can be tested using other heritage objects such as other historical buildings, and natural buildings such as caves, museums, and so on.

Acknowledge

REFERENCES

Altunel, M. C., & Erkut, B. (2015). Cultural Tourism in Istanbul: The Mediation Effect of Tourist Experience and Satisfaction on the Relationship Between Involvement and Recommendation Intention. Journal of Destination Marketing & Management, 1–9. https://doi.org/10.1016/j.jdmm.2015.06.003

Chang, Y. C., Yeh, T. M., Pai, F. Y., & Huang, T. P. (2018). Sport activity for health!! The

_____

effects of karate participants' involvement, perceived value, and leisure benefits on recommendation intention. International Journal of Environmental Research and Public Health, 15(5). https://doi.org/10.3390/ijerph15050953

Chen, H., & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. Tourism Management Perspectives, 26(September 2017), 153–163. https://doi.org/10.1016/j.tmp.2017.10.006

Chen, X., Cheng, Z. feng, & Kim, G. B. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. Sustainability (Switzerland), 12(5), 1–24. https://doi.org/10.3390/su12051904

Cheng, Z., & Chen, X. (2022). The Effect of Tourism Experience on Tourists' Environmentally Responsible Behavior at Cultural Heritage Sites: The Mediating Role of Cultural Attachment. Sustainability, 14(1), 565. https://doi.org/https://doi.org/10.3390/su14010565

Choi, S., & Kim, I. (2021). Sustainability of nature walking trails: predicting walking tourists' engagement in pro-environmental behaviors. Asia Pacific Journal of Tourism Research, 26(7), 748–767. https://doi.org/10.1080/10941665.2021.1908385

Gohary, A., Pourazizi, L., Madani, F., & Chan, E. Y. (2020). Examining Iranian tourists' memorable experiences on destination satisfaction and behavioral intentions. Current Issues in Tourism, 23(2), 131–136. https://doi.org/10.1080/13683500.2018.1560397

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate data analysis: A Global Perspective (7th edn). Pearson.

Hosseini, S., Cortes-Macías, R., & Almeida-García, F. (2022). Extending the memorable tourism experience construct: An investigation of tourists' memorable dark experiences. Journal of Vacation Marketing, July. https://doi.org/10.1177/13567667221113078

Huong, P. T. L., Anh, T. T. Van, & Bao, T. D. Q. (2021). The influence of memorable tourism experience to revisit intention of domestic tourists: A case study for Danang city, Vietnam. HCMCOUJS-Economics and Business Administration, 12(1), 3–17. https://doi.org/10.46223/HCMCOUJS.econ.en....1941.2021

Jiang, S., Moyle, B., Yung, R., Tao, L., & Scott, N. (2022). Augmented reality and the enhancement of memorable tourism experiences at heritage sites. Current Issues in Tourism, March. https://doi.org/10.1080/13683500.2022.2026303

Kastenholz, E., Carneiro, M. J., Marques, C. P., & Loureiro, S. M. C. (2018). The dimensions of rural tourism experience: impacts on arousal, memory, and satisfaction. Journal of Travel and Tourism Marketing, 35(2), 189–201. https://doi.org/10.1080/10548408.2017.1350617

Kim, J. H. (2018). The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction. Journal of Travel Research, 57(7), 856–870. https://doi.org/10.1177/0047287517721369

Kim, J. H., & Ritchie, J. R. B. (2014). Cross-Cultural Validation of a Memorable Tourism Experience Scale (MTES). Journal of Travel Research, 53(3), 323–335. https://doi.org/10.1177/0047287513496468

Lee, K. J., & Lee, S. Y. (2021). Cognitive appraisal theory, memorable tourism experiences, and family cohesion in rural travel. Journal of Travel and Tourism Marketing, 38(4), 399–412. https://doi.org/10.1080/10548408.2021.1921094

Murtiningsih, D., Wulandari, R., & Mulyaningsih, H. D. (2024). The Influence of Green Marketing and Brand Awareness on Purchase Intention Through Brand Image as a Mediation Variable. MIX: Jurnal Ilmiah Manajemen, 14(1), 158–174.

_____

https://doi.org/http://dx.doi.org/10.22441/jurnal_mix.2024.v14i1.009

Nurjannah, Erwina, Basalamah, J., & Syahnur, M. H. (2023). The Impact of E-CRM and Customer Experience on E-Commerce Consumer Loyalty Through Satisfaction in Indonesia. MIX: Jurnal Ilmiah Manajemen, 12(1), 56–69. https://doi.org/http://dx.doi.org/10.22441/jurnal_mix.2022.v12i1.005

Prayag, G., Hosany, S., Muskat, B., & Chiappa, G. Del. (2017). Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. Journal of Travel Research, 56(1), 41–54. https://doi.org/10.1177/0047287515620567

Quang Vinh, N. A. (2023). Impact of Self-Congruity and Destination Image on Tourist Loyalty: Evidence From Recreation Farm Tourism. International Journal of Professional Business Review, 1–16.

Rahayu, S., Kenamon, M., Nazipawati, Yulitiawati, & Dona, E. M. (2023). Designing the Revisit Intention of the Tourism Model on Visiting the Borobudur Temple. MIX: Jurnal Ilmiah Manajemen, 13(2), 334–347. https://doi.org/http://dx.doi.org/10.22441/jurnal_mix.2023.v13i2.006

Rasoolimanesh, S. M., Seyfi, S., Hall, C. M., & Hatamifar, P. (2021). Understanding memorable tourism experiences and behavioural intentions of heritage tourists. Journal of Destination Marketing and Management, 21, 100621. https://doi.org/10.1016/j.jdmm.2021.100621

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

Ratnasari, R. T., Gunawan, S., Mawardi, I., & Kirana, K. C. (2020). Emotional experience on behavioral intention for halal tourism. Journal of Islamic Marketing, 12(4), 864–881. https://doi.org/10.1108/JIMA-12-2019-0256

Ricardianto, P., Risdiana, A. O., Abdurachman, E., Saputro, S. E., & Purba, O. R. (2024). Passenger Loyalty and Satisfaction: Empirical Evidence at the South Sumatra LRT Station in Indonesia. MIX: Jurnal Ilmiah Manajemen, 14(1), 82–100. https://doi.org/http://dx.doi.org/10.22441/jurnal_mix.2024.v14i1.005

Riptiono, S. (2022). Menguji Memorable Tourism Experiences terhadap Niat Kunjung Ulang Wisatawan Pada Geopark Di Kebumen. Jurnal Manajemen Kewirausahaan, 19(02), 111–122.

Rizkiatami, A., Masnita, Y., & Kurniawati. (2023). Embracing Sustainability in Purchase Behavior Using the Theory of Planned Behavior. MIX: Jurnal Ilmiah Manajemen, 13(1), 15–29. https://doi.org/http://dx.doi.org/10.22441/jurnal_mix.2023.v13i1.002

Sahabuddin, M., Tan, Q., Hossain, I., Alam, M. S., & Nekmahmud, M. (2021). Tourist environmentally responsible behavior and satisfaction; study on the world's longest natural sea beach, cox's bazar, bangladesh. Sustainability (Switzerland), 13(16). https://doi.org/10.3390/su13169383

Santy, R. D., & Iffan, M. (2023). The Effect of Artificial Intelligence and Gamification on Online Purchase Intention Mediated by Customer Experience: Study on Indonesian Marketplace Users. MIX: Jurnal Ilmiah Manajemen, 13(1), 227–243. https://doi.org/http://dx.doi.org/10.22441/jurnal_mix.2023.v13i1.015

Satrya, I. D. G., & Susilo, A. A. (2022). Ecotourism Development in the Tanjung Papuma Area , Jember Regency to Attract Generation Z ' s Visiting Interest. International Journal of

_____

Tourism & Hospitality in Asia Pacific, 5(3), 16–25.

Seyfi, S., Hall, C. M., & Rasoolimanesh, S. M. (2020). Exploring memorable cultural tourism experiences. Journal of Heritage Tourism, 15(3), 341–357. https://doi.org/10.1080/1743873X.2019.1639717

Sharma, P., & Nayak, J. K. (2019). Understanding memorable tourism experiences as the determinants of tourists' behaviour. International Journal of Tourism Research, 21(4), 504–518. https://doi.org/10.1002/jtr.2278

Skavronskaya, L., Moyle, B., Scott, N., & Kralj, A. (2020). The psychology of novelty in memorable tourism experiences. Current Issues in Tourism, 23(21), 2683–2698. https://doi.org/10.1080/13683500.2019.1664422

Sthapit, E., & Coudounaris, D. N. (2018). Memorable tourism experiences: antecedents and outcomes. Scandinavian Journal of Hospitality and Tourism, 18(1), 72–94. https://doi.org/10.1080/15022250.2017.1287003

Süer, S. (2021). The Relationship between Tourist Satisfaction and Service Quality with Recommendation Intention: Study of a Cultural Heritage Site. Journal of Tourism and Gastronomy Studies, 9(2), 710–724. https://doi.org/10.21325/jotags.2021.812

Tasci, A. D. A., & Gartner, W. C. (2007). Destination image and its functional relationships. Journal of Travel Research, 45(4), 413–425. https://doi.org/10.1177/0047287507299569

Torabi, Z. A., Shalbafian, A. A., Allam, Z., Ghaderi, Z., Murgante, B., & Khavarian-Garmsir, A. R. (2022). Enhancing Memorable Experiences, Tourist Satisfaction, and Revisit Intention through Smart Tourism Technologies. Sustainability (Switzerland), 14(5), 1–18. https://doi.org/10.3390/su14052721

Wei, C., Zhao, W., Zhang, C., & Huang, K. (2019). Psychological factors affecting memorable tourism experiences. Asia Pacific Journal of Tourism Research, 24(7), 619–632. https://doi.org/10.1080/10941665.2019.1611611

Wong, J. W. C., & Lai, I. K. W. (2021). Gaming and non-gaming memorable tourism experiences: How do they influence young and mature tourists' behavioural intentions? Journal of Destination Marketing and Management, 21(May), 100642. https://doi.org/10.1016/j.jdmm.2021.100642

Yu, C. P., Chang, W. C., & Ramanpong, J. (2019). Assessing visitors' memorable tourism experiences (MTEs) in forest recreation destination: A case study in Xitou Nature Education Area. Forests, 10(8), 1–15. https://doi.org/10.3390/f10080636

Zamani-Farahani, H., & Musa, G. (2012). The relationship between Islamic religiosity and residents' perceptions of socio-cultural impacts of tourism in Iran: Case studies of Sare'in and Masooleh. Tourism Management, 33(4), 802–814. https://doi.org/10.1016/j.tourman.2011.09.003

Zhang, H., Wu, Y., & Buhalis, D. (2017). A model of perceived image, memorable tourism experiences and revisit intention. Journal of Destination Marketing & Management, 8, 326–336. https://doi.org/https://doi.org/10.1016/j.jdmm.2017.06.004