



## Optimization of Tourism Experiences to Enhance Revisit Intention: Analysis of Destination Image and Accessibility in Yogyakarta

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### Abstract

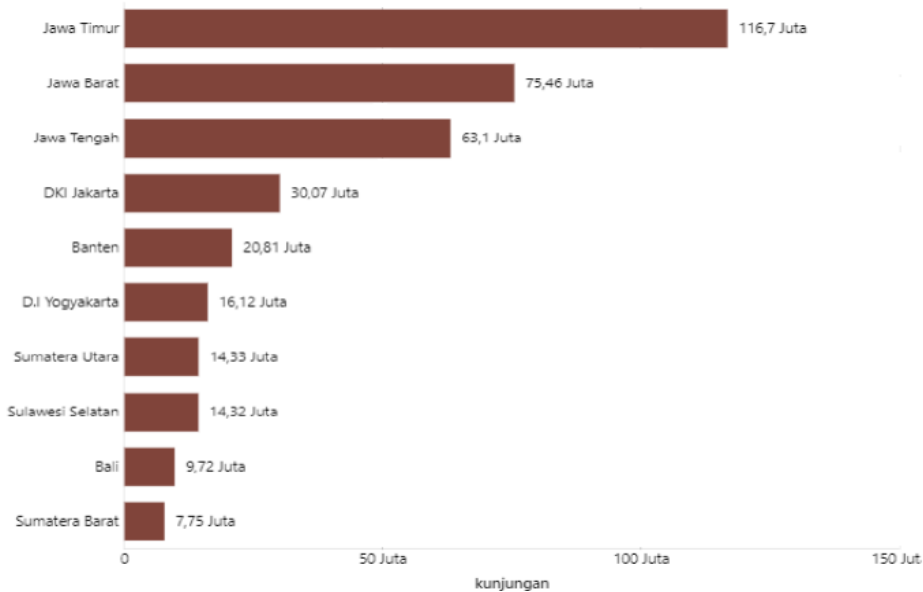
Despite extensive research on revisit intention, limited studies have integrated accessibility, destination image, and memorable tourism experiences within a unified predictive framework that explicitly examines tourist satisfaction as a mediating mechanism, particularly in cultural tourism destinations. Addressing this gap, this study investigates the direct and indirect effects of Accessibility, Destination Image, and Memorable Tourism Experiences on Revisit Intention, with Satisfaction positioned as a mediating variable, in the context of Yogyakarta, Indonesia. A quantitative survey was conducted involving 195 domestic tourists who had visited Yogyakarta within the last six months. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the proposed relationships and mediation effects. The results indicate that Memorable Tourism Experiences exert the strongest effect on Satisfaction ( $\beta$  = highest among predictors) and have a significant direct impact on Revisit Intention. Accessibility and Destination Image also significantly enhance Satisfaction, which in turn demonstrates a strong positive influence on Revisit Intention. Mediation analysis confirms that Satisfaction significantly mediates the effects of Accessibility, Destination Image, and Memorable Tourism Experiences on Revisit Intention, highlighting its central role in shaping repeat-visit behavior. This study contributes theoretically by extending the revisit intention literature through an integrated mediation-based model that clarifies the psychological mechanism linking destination attributes to behavioral intention in cultural tourism contexts. From a managerial perspective, the findings underscore the importance of prioritizing experience design, improving destination accessibility, and maintaining a consistent destination image as strategic levers to enhance tourist loyalty and sustainable destination competitiveness.

## 1. INTRODUCTION

Revisit intention has become a central issue in tourism marketing and consumer behavior research, as repeat visitation reflects tourists' post-consumption evaluations and determines long-term destination competitiveness. Repeat

visitors contribute to more stable demand, positive word-of-mouth, and lower promotional costs, making revisit intention a critical indicator of sustainable destination performance (Martins, 2023a; Viet et al., 2020). Accordingly, identifying the factors that drive tourists' intention to revisit has received increasing scholarly attention.

Yogyakarta is widely recognized as one of Indonesia's prominent cultural tourism destinations, characterized by a strong historical identity, rich cultural heritage, and iconic attractions. However, despite these advantages, Yogyakarta has not consistently outperformed neighboring destinations in terms of domestic tourist visits, particularly when compared to Central Java, which attracts substantially higher visitor numbers (Muhamad, 2023). This contrast suggests that strong destination appeal does not automatically translate into repeat visitation, highlighting the need to move beyond descriptive tourism statistics toward a deeper understanding of tourists' evaluative and behavioral responses.



**Figure 1. 10 Provinces with the Most Domestic Tourist Visits (Jan-Jun 2023)**  
Sources: (Muhamad, 2023)

As illustrated in Figure 1, Yogyakarta's domestic tourist visits remain lower than those of neighboring provinces, underscoring the importance of examining behavioral factors—rather than purely structural or geographic advantages—that influence revisit intention.

From a consumer behavior perspective, revisit intention is shaped by tourists' perceptions and experiences formed during and after consumption. Prior studies identify destination image and accessibility as key antecedents of tourist satisfaction and behavioral intention (Afshardoost & Eshaghi, 2020; Chin et al., 2018). A favorable destination image strengthens tourists' expectations and evaluations, while good accessibility reduces travel-related effort and enhances perceived convenience, thereby increasing satisfaction (Le et al., 2020; Sugiama et al., 2024). Nevertheless, empirical evidence remains fragmented, as many studies examine these attributes in isolation and report inconsistent findings regarding their direct and indirect effects on revisit intention.

More recent tourism research emphasizes the role of Memorable Tourism Experiences (MTE) as a crucial driver of post-visit behavior. Memorable experiences capture the emotional and cognitive dimensions of tourism consumption and have been shown to significantly influence satisfaction and loyalty-related outcomes (Hu & Shen, 2021b; Monica et al., 2022). However, existing studies often treat MTE either as a standalone predictor or focus on limited mediation structures, without integrating MTE simultaneously with destination image and accessibility in a single explanatory model.

Consequently, a clear research gap emerges in the revisit intention literature. While destination image, accessibility, and memorable tourism experiences are individually acknowledged as important determinants, there is limited empirical research that integrates these three constructs within a unified structural framework and explicitly examines tourist satisfaction as the psychological mechanism linking destination attributes to revisit intention, particularly in cultural tourism contexts (Ćulić et al., 2021; H. O. D. Phi et al., 2022)). This limitation constrains theoretical understanding of how functional and experiential attributes are transformed into repeat-visit behavior.

Addressing this gap, the present study investigates the direct and indirect effects of Destination Image, Accessibility, and Memorable Tourism Experiences on Revisit Intention, with Tourist Satisfaction positioned as a mediating variable, in the context of Yogyakarta, Indonesia. Using Partial Least Squares Structural Equation Modeling (PLS-SEM), this study offers two main contributions. Theoretically, it advances revisit intention literature by proposing and empirically validating an integrated mediation-based model that clarifies the role of satisfaction in linking

destination attributes to behavioral intention. Managerially, the findings provide actionable insights for destination managers by emphasizing the strategic importance of experience design, accessibility enhancement, and image consistency in strengthening tourist loyalty and sustainable destination competitiveness.

## 2. LITERATURE REVIEW

This study is grounded in consumer behavior theory, particularly Expectation–Confirmation Theory (ECT) and relationship marketing theory, which explain how consumers form post-consumption evaluations and develop long-term relational intentions. Expectation–Confirmation Theory posits that satisfaction arises from the comparison between prior expectations and actual performance, subsequently influencing future behavioral intentions such as repurchase or revisit intention (Oliver, 1980, 2014). In tourism contexts, satisfaction functions as a critical psychological mechanism that translates destination attributes into repeat-visit behavior.

From a relationship marketing perspective, revisit intention represents a form of attitudinal loyalty that emerges through repeated positive interactions between tourists and destinations (Morgan & Hunt, 1994). Rather than focusing solely on transactional attributes, relationship marketing emphasizes experiential value, emotional bonds, and perceived relational benefits, making it particularly relevant for cultural tourism destinations where experiential engagement plays a central role.

Prior research has found numerous critical elements affecting tourists' inclination to return to a site, including destination image, accessibility, and contentment. Nevertheless, numerous discoveries have been conveyed in a somewhat disjointed fashion. Certain studies have indicated a favorable correlation between destination image and tourist behavior (Afshardoost & Eshaghi, 2020; Giao et al., 2020), however other study highlights the essential influence of accessibility on the whole tourism experience (Simeon et al., 2017). Moreover, visitor satisfaction has been identified as a mediating variable that connects location attractiveness, accommodation quality, and cultural involvement to the intention to revisit (Ćulić et al., 2021; Viet et al., 2020). Several scholars have also shown that destination image not only influences satisfaction but also stimulates word-of-mouth promotion, thereby strengthening tourist loyalty (Kamel, 2021). Nevertheless, many of these studies have yet to integrate these variables into a comprehensive structural model, particularly in examining more complex mediation mechanisms. For instance, although service quality and destination image exert direct effects on revisit intention, memorable tourism experiences tend to influence revisit intention indirectly through satisfaction (H. D. Phi et al., 2022). Furthermore, while core facilities and accessibility have been found to be significant predictors, supporting facilities demonstrate only a limited effect (Anam et al., 2021; Sugiyama et al., 2024).

This study's unique contribution is its thorough application of Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the interconnected relationships among destination image, accessibility, and memorable tourism experiences, with tourist satisfaction acting as a mediating variable affecting revisit intention. This research introduces a dynamic model by positioning satisfaction as a mediator, contrasting with past studies that often analyzed these variables in isolation, an element that has not been thoroughly investigated in earlier scholarly work.

### Accessibility and Tourist Satisfaction

Destination accessibility, which encompasses the ease of reaching a location through various modes of transportation as well as the availability of adequate supporting facilities, constitutes a key factor in enhancing tourists' comfort throughout their travels. This increased level of comfort subsequently contributes positively to tourists' overall satisfaction with the destination. This proposition is consistent with prior empirical findings indicating that higher levels of accessibility are associated with greater tourist satisfaction (Sugiyama et al., 2023; ZHAO et al., 2026). On this basis, the initial hypothesis proposed is as follows:

H1: Accessibility has an effect on tourist satisfaction.

### Destination Image and Tourist Satisfaction

Destination image pertains to tourists' perceptions regarding the quality and allure of a tourism locale. When travelers possess a positive view of a destination, their expectations for the visit typically increase. If these expectations are met or surpassed, their satisfaction level is likely to rise. This rationale aligns with previous empirical evidence demonstrating that a favorable destination image significantly impacts tourist satisfaction (Le et al., 2020; Martins, 2023a). Consequently, the subsequent hypothesis is posited as the second hypothesis of this study:

H2: Destination image has an effect on tourist satisfaction.

### Memorable Tourism Experiences and Tourist Satisfaction

Memorable tourism experiences reflect a deep level of emotional and cognitive involvement on the part of tourists during their visit to a destination. These experiences extend beyond functional aspects and encompass the psychological impressions formed through interactions, activities, and the overall atmosphere encountered throughout the journey.

Prior research has demonstrated that positive and enduring tourism experiences make a significant contribution to enhancing tourist satisfaction (Hu & Shen, 2021b; Monica et al., 2022). Accordingly, memorable tourism experiences are regarded as an important determinant in the formation of tourist satisfaction. Based on this theoretical foundation and supporting empirical evidence, the third hypothesis of this study is formulated as follows:

H3: Memorable tourism experiences have an effect on tourist satisfaction.

### **Memorable Tourism Experiences and Revisit Intention**

Memorable tourism experiences have been shown to exert a significant influence on tourists' intentions to revisit a destination. When tourists derive positive and emotionally engaging experiences during their travels, they tend to develop a stronger inclination to return in the future. This finding is consistent with prior empirical evidence demonstrating that Memorable Tourism Experiences have a direct and positive effect on Revisit Intention (Apriani et al., 2024; Eviana, 2025; Tiwari et al., 2024). Based on this theoretical and empirical foundation, the fourth hypothesis of this study is formulated as follows:

H4: Memorable tourism experiences have an effect on revisit intention.

### **Tourist Satisfaction and Revisit Intention**

A high level of tourist satisfaction represents a key factor in encouraging tourists to return to a destination. Prior empirical studies demonstrate that satisfaction has a significant effect on revisit intention, whereby satisfied tourists tend to exhibit a stronger desire to return to the same destination (Alshiha, 2022; Hu & Shen, 2021b). Based on this empirical foundation, the fifth hypothesis in this study is formulated as follows:

H5: Tourist satisfaction has an effect on revisit intention.

### **Tourist Satisfaction Mediates the Effect of Accessibility on Revisit Intention**

Tourist satisfaction is expected to function as a mediating variable in the relationship between destination accessibility and revisit intention. Prior empirical studies demonstrate that higher levels of accessibility enhance tourist satisfaction, which subsequently strengthens their intention to revisit the destination (Fatmawati & Olga, 2023; Sugiama et al., 2024). Thus, accessibility does not only exert a direct influence on revisit intention, but also an indirect effect through tourist satisfaction as an intervening variable. Based on this theoretical and empirical foundation, the sixth hypothesis of this study is formulated as follows:

H6: Tourist satisfaction can mediate the effect of accessibility on revisit intention.

### **Tourist Satisfaction Mediates the Effect of Destination Image on Revisit Intention**

Destination image is recognized as an important determinant of tourist behavior. When tourists hold a positive perception of a destination, they tend to develop high expectations regarding the quality of experiences they anticipate receiving. If their actual experiences align with or even exceed these expectations, their level of satisfaction is likely to increase, which subsequently strengthens their intention to revisit the destination. Thus, tourist satisfaction has the potential to function as a mediating variable that bridges the relationship between destination image and revisit intention. Consistent with prior empirical evidence demonstrating that destination image influences satisfaction and ultimately affects revisit intention (Liu et al., 2024; Zheng, 2024), the seventh hypothesis of this study is formulated as follows:

H7: Tourist satisfaction can mediate the effect of destination image on revisit intention.

### **Tourist Satisfaction Mediates the Effect of Memorable Tourism Experiences on Revisit Intention**

Memorable tourism experiences play a strategic role in shaping tourists' future behavioral intentions. When tourists encounter experiences that are enjoyable, unique, and emotionally or cognitively engaging, their overall satisfaction with the destination tends to increase. This heightened satisfaction subsequently strengthens their intention to revisit the destination. Prior studies indicate that memorable tourism experiences do not merely exert a direct influence on tourist satisfaction but may also function as a mediating variable in the relationship between satisfaction and revisit intention (Tuan & Toan, 2022; Yamagishi et al., 2024). Accordingly, memorable tourism experiences are regarded as a key determinant in fostering tourist loyalty toward a destination. Based on this reasoning, the eighth hypothesis of this study is formulated as follows:

H8: Tourist satisfaction can mediate the effect of memorable tourism experiences on revisit intention.

## **3. METHODS**

This study employed a descriptive quantitative research design to examine the effects of Destination Image, Accessibility, and Memorable Tourism Experiences on Tourist Satisfaction and Revisit Intention in Yogyakarta. Data were collected using a structured questionnaire administered to domestic tourists only. The respondents consisted exclusively of Indonesian citizens who had visited Yogyakarta within the last six months, ensuring that the sample represented recent and relevant travel experiences.

To ensure sample validity and clarity of interpretation, the inclusion criteria were explicitly defined as follows: (1) respondents must be domestic tourists, (2) respondents must have completed at least one leisure visit to Yogyakarta within the previous six months, and (3) respondents must be aged 18 years or older to ensure informed responses. International tourists were not included in this study in order to maintain sample homogeneity and to reduce potential bias arising from differences in cultural background, travel motivation, and service expectations.

Data were collected through a closed-ended questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was distributed online via Google Forms and accessed by respondents through a QR code. This approach facilitated efficient data collection, ensured respondent anonymity, and minimized response bias. A simple random sampling technique was applied to provide each eligible domestic tourist with an equal probability of selection, thereby enhancing the representativeness and generalizability of the findings (Sekaran & Bougie, 2017).

Accessibility was operationalized as tourists' perceptions of the ease of reaching and moving within the destination, including transportation availability, infrastructure quality, and clarity of travel information. Measurement items were adapted from prior tourism accessibility studies that emphasize transportation convenience and supporting facilities (Chin et al., 2018; Sugiama et al., 2024). Sample indicators include ease of transportation access, availability of public transport, and clarity of travel directions.

Destination Image refers to tourists' overall perceptions and impressions of Yogyakarta as a tourism destination. This construct captures both cognitive and affective evaluations related to attractiveness, cultural richness, and destination reputation. The measurement items were adapted from well-established destination image scales used in tourism research (Afshardoost & Eshaghi, 2020; Le et al., 2020; Martins, 2023a). Indicators reflect perceptions of destination attractiveness, cultural uniqueness, and overall image quality.

Memorable Tourism Experiences (MTE) were measured as tourists' emotional and cognitive responses to experiences that remain vivid and meaningful after the visit. This construct emphasizes enjoyment, involvement, and uniqueness of tourism experiences. Measurement items were adapted from prior MTE scales widely applied in tourism behavior studies (Apriani et al., 2024; Hu & Shen, 2021b; Monica et al., 2022). Indicators capture dimensions such as enjoyment, emotional engagement, and lasting memories of the visit.

Tourist Satisfaction represents tourists' overall evaluation of their travel experience based on the comparison between expectations and actual performance of the destination. Satisfaction indicators were adapted from prior tourism satisfaction studies that conceptualize satisfaction as a cumulative post-consumption evaluation (Alshiha, 2022; Ćulić et al., 2021; Martins, 2023a). Sample items assess overall satisfaction, fulfillment of expectations, and satisfaction with the visit experience.

Revisit Intention reflects tourists' behavioral intention to return to Yogyakarta in the future and to recommend the destination to others. Measurement items were adapted from established revisit intention scales in tourism literature (Eviana, 2025; Viet et al., 2020; Zheng, 2024). Indicators include intention to revisit, willingness to revisit in the future, and likelihood of recommending the destination.

Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed as the primary data analysis technique in this study using SmartPLS software. PLS-SEM was selected because it is particularly suitable for predictive-oriented research, complex structural models involving multiple latent constructs, and models that incorporate mediating relationships, as proposed in this study (Hair et al., 2022). The research model examines the simultaneous effects of Accessibility, Destination Image, and Memorable Tourism Experiences on Tourist Satisfaction and Revisit Intention, with Satisfaction positioned as a mediating variable. This complexity aligns well with the strengths of PLS-SEM, which is designed to estimate causal relationships in models with multiple dependent and independent variables.

In addition, PLS-SEM is appropriate for this study due to its robust performance with moderate sample sizes and its minimal distributional assumptions. With a sample size of 195 domestic tourists, PLS-SEM provides reliable parameter estimates and adequate statistical power for hypothesis testing, particularly in tourism and behavioral research contexts (Ghozali & Latan, 2020; Hair et al., 2022). The method is therefore well aligned with the research objective of explaining and predicting tourists' revisit intention based on experiential and perceptual factors.

PLS-SEM analysis in this study followed a two-stage evaluation procedure, consisting of the assessment of the measurement model and the structural model. The measurement model evaluation aimed to assess the reliability and validity of the latent constructs. Indicator reliability was examined using outer loadings, with values above 0.70 indicating acceptable reliability. Convergent validity was evaluated using the Average Variance Extracted (AVE), where values exceeding 0.50 confirm that the constructs explain a sufficient proportion of variance in their indicators. Internal consistency reliability was assessed using Composite Reliability (CR) and Cronbach's Alpha, with threshold values of

0.70 or higher indicating satisfactory reliability. Discriminant validity was assessed using the Fornell–Larcker criterion and cross-loadings to ensure that each construct was empirically distinct from the others (Hair et al., 2022).

The structural model evaluation focused on examining the hypothesized relationships among constructs. Path coefficients were analyzed to assess the strength and direction of relationships, and their statistical significance was evaluated using a bootstrapping procedure. The coefficient of determination ( $R^2$ ) was used to evaluate the model’s explanatory power for endogenous constructs. Effect size ( $f^2$ ) was examined to determine the relative impact of each exogenous construct on endogenous variables, while predictive relevance ( $Q^2$ ) was assessed using the blindfolding procedure to evaluate the model’s predictive accuracy. These criteria collectively ensured a comprehensive evaluation of the proposed structural model and its ability to explain tourists’ revisit intention.

#### 4. RESULT AND DISCUSSION

This section presents the empirical findings derived from the PLS-SEM analysis, focusing on the evaluation of the measurement model, structural relationships, and hypothesis testing results. The analysis aims to explain how Accessibility, Destination Image, and Memorable Tourism Experiences influence Tourist Satisfaction and Revisit Intention among domestic tourists visiting Yogyakarta.

##### Result

This study adopts a quantitative approach, utilizing a survey as the primary instrument for data collection (Ghozali & Latan, 2020). The survey was distributed online via Google Forms, which respondents accessed by scanning a QR code. This method enabled participants to complete the questionnaire quickly and efficiently using their mobile devices. The main objective of employing this approach was to obtain structured data regarding tourists’ perceptions and preferences, particularly in relation to factors influencing tourism sustainability in the study area. The use of QR codes and Google Forms not only enhanced the effectiveness and efficiency of the data collection process but also ensured respondent anonymity and minimized potential technical difficulties during questionnaire completion.

Table 1. Details of Questionnaire Returns

No	Detail	Numbers
1	Number of questionnaires received	241
2	Number of unusable questionnaires	46
3	Number of usable questionnaires	195

Sources: *Google Form Research*

This research utilizes the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method as the principal approach for data analysis. The analytical process is conducted in two primary phases. The initial phase is assessing the measurement model to determine the validity and reliability of the constructs derived from the indicators employed in the research. The second stage concentrates on evaluating the structural model to analyze the relationships among the variables and to assess the correlations between the constructs. At this juncture, the t-test method within the SEM-PLS framework is employed to assess the strength and statistical significance of the correlations among the constructs in the proposed research model.

##### Evaluation of Measurement Model

The results of the validity test for formative indicators indicate that modifications made to one indicator within a construct may influence other indicators in the same construct, either by altering their values or leading to their removal from the model. This finding underscores the need to carefully consider the interdependence among indicators, as adjustments to a single indicator may have implications for the overall structural integrity of the research model.

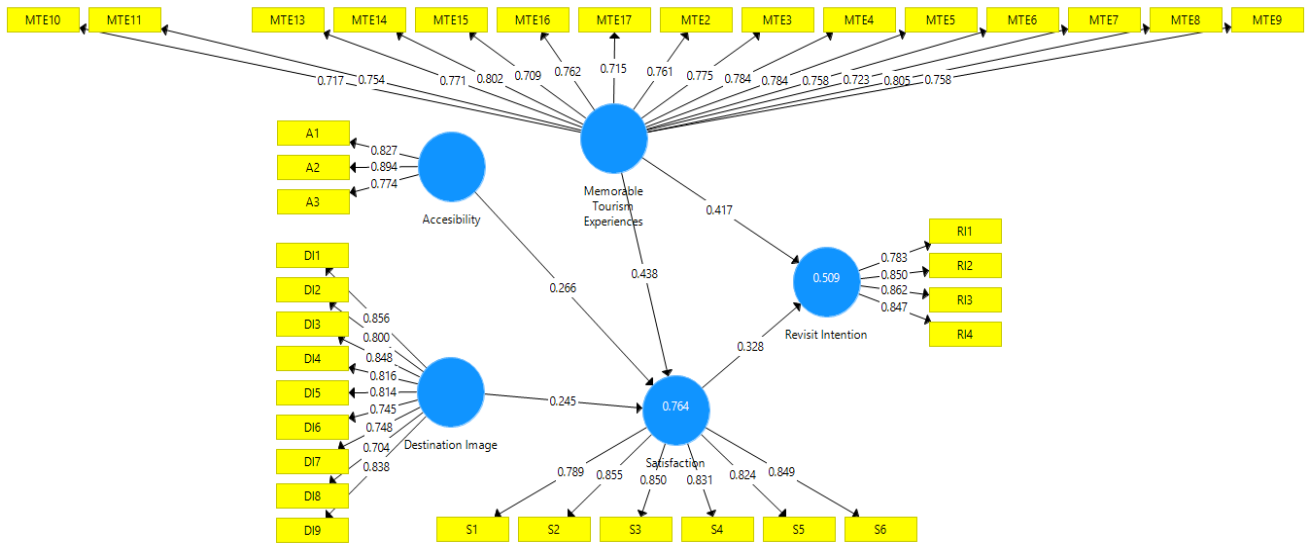


Figure 2. Measurement Model

The reliability analysis indicates that all constructs in this study meet the required reliability standards, as their reliability coefficients exceed the recommended threshold of 0.7 (Hair et al., 2022). Accordingly, the constructs of Accessibility, Destination Image, Memorable Tourism Experiences, Revisit Intention, and Satisfaction demonstrate strong internal consistency and are therefore appropriate for use in the subsequent structural model analysis and hypothesis testing.

The model fit evaluation aims to assess the degree to which the proposed model aligns with the empirical data. The Normal Fit Index (NFI) serves as one of the key indicators in this process, where values closer to 1 reflect a stronger match between the model and the data (Hair et al., 2022). Model fit is also examined using the Standardized Root Mean Square Residual (SRMR) and the Chi-Square statistic, both of which provide insight into discrepancies between the observed and estimated covariance matrices (Hair et al., 2022). By applying these indicators collectively, the study ensures a comprehensive assessment of the structural model's fit, confirming that the theoretical framework is consistent with the empirical data and can be used reliably to interpret the research findings.

Table 2. Normal Fit Index (NFI)

	Saturated Model	Estimated Model
SRMR	0.064	0.065
d_ULS	2.883	2.950
d_G	1.646	1.654
Chi-Square	1.636.894	1.643.164
NFI	0.743	0.742

Sources: Data processed by the researcher

The results of the model fit evaluation presented in Table 2 indicate that both the Saturated Model and the Estimated Model yield nearly identical values, with only marginal differences that nonetheless warrant attention. The Standardized Root Mean Square Residual (SRMR) for the Saturated Model is reported at 0.064, while the Estimated Model records a slightly higher value of 0.065. Given that these SRMR values are close to zero, both models may be considered to exhibit a good level of fit with the empirical data. Moreover, the minimal discrepancy between the two values suggests that the Estimated Model provides an accurate and consistent representation of the observed data.

Regarding the d\_ULS distance indicator, the Saturated Model reports a value of 2.883, while the Estimated Model records a marginally higher value of 2.950. This slight discrepancy suggests that the Estimated Model closely approximates the Saturated Model in terms of the distance between the observed and estimated covariance matrices. A comparable trend is evident for the d\_G statistic, with the Saturated Model yielding a value of 1.646 and the Estimated Model 1.654. Although the difference is minimal, both figures fall within acceptable limits, indicating that each model effectively represents the interrelationships among the constructs.

In relation to the Chi-Square statistic, the Saturated Model attains a value of 1,636,894, whereas the Estimated Model produces a slightly higher value of 1,643,164. Given that these values remain relatively low, both models may be interpreted as demonstrating satisfactory fit with the empirical data. Furthermore, the Normed Fit Index (NFI) values for the two models are almost identical—0.743 for the Saturated Model and 0.742 for the Estimated Model—thereby reinforcing the conclusion that the Estimated Model exhibits strong congruence with the observed data.

In summary, although minor differences exist between the two models, the overall model fit indicators—namely SRMR,  $d_{ULS}$ ,  $d_G$ , Chi-Square, and NFI—consistently demonstrate that the Estimated Model exhibits a strong level of fit with the empirical data. This finding indicates that the proposed structural model is valid and capable of accurately capturing the relationships among the variables examined in this study. In the hypothesis testing stage, the researcher evaluates the interrelationships among the variables based on the results of the data analysis. The decision to accept or reject each hypothesis is determined using the t-statistic and p-value. A hypothesis is supported when the p-value is less than 0.05 and the t-statistic reflects an effect in the hypothesized direction, such as a positive t-value for a predicted positive relationship. Through this procedure, the researcher is able to empirically assess whether the observed data substantiate the proposed hypotheses. The results of the hypothesis testing provide important insights into the magnitude and statistical significance of the relationships among the constructs, thereby offering a more comprehensive understanding of how these variables interact within the model.

Table 3. Direct Hypothesis Testing

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Result
Accessibility -> Satisfaction	0.266	4.533	0.000	Supported
Destination Image -> Satisfaction	0.245	2.801	0.005	Supported
Memorable Tourism Experiences -> Revisit Intention	0.417	5.130	0.000	Supported
Memorable Tourism Experiences -> Satisfaction	0.438	4.772	0.000	Supported
Satisfaction -> Revisit Intention	0.328	4.031	0.000	Supported

Sources: Data processed by the researcher

The Path Coefficient analysis presented in Table 6 shows that all variables in the structural model are significantly related (Hair et al., 2022). Accessibility exerts a positive and significant effect on Satisfaction, confirming that improved accessibility enhances tourists’ evaluative responses to the destination. Destination Image also positively influences Satisfaction, indicating that favorable perceptions contribute meaningfully to tourist evaluations, although the magnitude of this effect is slightly weaker than that of Accessibility. Memorable Tourism Experiences strongly affect both Revisit Intention and Satisfaction, underscoring the central role of emotionally engaging and meaningful experiences in shaping tourist behavior. Satisfaction, in turn, has a substantial positive influence on Revisit Intention, indicating that satisfied tourists are more likely to return to the destination. Overall, all hypothesized relationships are statistically supported, demonstrating that Accessibility, Destination Image, Memorable Tourism Experiences, and Satisfaction jointly form a robust explanatory framework for predicting tourists’ intention to revisit.

Table 4. Indirect Hypothesis Testing

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Result
Accessibility -> Satisfaction -> Revisit Intention	0.087	3.436	0.001	Supported
Destination Image -> Satisfaction -> Revisit Intention	0.081	2.294	0.022	Supported
Memorable Tourism Experiences -> Satisfaction -> Revisit Intention	0.144	2.787	0.006	Supported

Sources: Data processed by the researcher

The results of the mediation path analysis indicate that several indirect relationships in the model are statistically significant (Hair et al., 2022). Satisfaction mediates the effects of Accessibility, Destination Image, and Memorable Tourism Experiences on Revisit Intention. Accessibility shows a significant indirect effect on Revisit Intention through Satisfaction, confirming that easier access enhances satisfaction, which subsequently strengthens tourists’ likelihood of returning. Destination Image likewise influences Revisit Intention indirectly via Satisfaction, indicating that positive perceptions of the destination promote favorable evaluations that translate into repeat-visit behavior, even though the magnitude of this effect is slightly lower than that of Accessibility. In addition, Memorable Tourism Experiences demonstrate a meaningful indirect effect on Revisit Intention through Satisfaction, suggesting that emotionally engaging and memorable encounters elevate satisfaction and encourage future visitation. Overall, the mediation analysis confirms that Satisfaction functions as a key psychological mechanism linking Accessibility, Destination Image, and Memorable Tourism Experiences with Revisit Intention. These findings underscore the central role of Satisfaction in shaping tourists’ behavioral intentions and provide strong empirical support

for its position as a pivotal mediator within the structural model.

## **Discussion**

This section discusses the empirical findings by interpreting their theoretical and practical implications. The discussion compares the results with prior studies and explains how the findings contribute to the literature on destination management and tourist behavior, particularly within the context of cultural tourism destinations.

### **Accessibility Positively and Significantly Affects Satisfaction**

The results of this study show that Accessibility exerts a significant positive influence on tourist Satisfaction. In tourism, Accessibility refers to the ease with which tourists can reach a destination, including the availability of transportation, supporting facilities, and clear travel guidance. When destinations provide efficient transport systems, adequate facilities, and clear signage, tourists experience greater comfort and convenience during their visits. The positive relationship identified in this study indicates that higher levels of accessibility lead to greater tourist satisfaction. This supports the notion that a meaningful tourism experience depends not only on service quality and attractions, but also on the ease of access to the destination. Convenient accessibility reduces travel-related difficulties and enhances the overall visitor experience. Improvements in transportation infrastructure, such as highways and high-speed rail, have been shown to significantly increase tourist satisfaction (ZHAO et al., 2026). Similarly, in urban park settings, enhanced accessibility improves visitor satisfaction, strengthens loyalty, and contributes to memorable tourism experiences (Sugiama et al., 2023).

### **Destination Image Positively and Significantly Influences Satisfaction**

The findings of this study show that Destination Image significantly and positively influences tourist Satisfaction. Destination Image refers to the perceptions and mental impressions that tourists form about a destination prior to their visit, shaped by marketing efforts, shared traveler experiences, media exposure, and information from various communication channels. A favorable image establishes positive expectations regarding the quality of the experience tourists anticipate. The results indicate that tourists who hold more positive perceptions of a destination tend to report higher satisfaction during their visit.

A strong and appealing destination image plays a critical role in shaping realistic expectations and fostering satisfying tourism experiences. When tourists' actual experiences are consistent with, or exceed, the expectations shaped by the image of the destination, satisfaction levels increase. Conversely, when expectations and reality diverge, satisfaction may decline. These results underscore the need for destination managers to strategically cultivate and sustain a positive destination image.

Effective marketing communication is therefore essential for shaping tourist perceptions, whether through promotional campaigns that highlight destination strengths or through leveraging positive testimonials from prior visitors. By strengthening the destination image, tourism managers can enhance visitor satisfaction, encourage repeat visitation, and stimulate positive word-of-mouth recommendations. It is thus important to ensure that the communicated destination image accurately reflects the quality of services and experiences offered, so that expectations created in advance are met during the visit.

Extensive prior research supports the significant positive relationship between destination image and tourist satisfaction, demonstrating that a well-developed destination image can substantially enhance overall tourist satisfaction (Çevrimkaya & Zengin, 2023; Le et al., 2020; Martins, 2023b; Uslu et al., 2024). For instance, findings from Thanh Hoa province show that strengthening the destination image can meaningfully increase tourist satisfaction (Le et al., 2020).

### **Memorable Tourism Experiences Positively and Significantly Affect Satisfaction**

The results of this study demonstrate that Memorable Tourism Experiences (MTE) significantly and positively influence tourist Satisfaction. MTE refer to the range of interactions and activities that tourists engage in during their visit, which create lasting emotional and cognitive impressions. These experiences include not only tangible elements such as attractions and facilities, but also psychological and emotional dimensions such as involvement, uniqueness, and the personal meanings tourists construct during their journey.

The positive relationship identified in this study indicates that the more meaningful and memorable the experiences are, the higher the level of Satisfaction reported by tourists. This finding suggests that tourist Satisfaction depends not only on functional aspects of the destination, such as accessibility and service quality, but also on subjective experiences that leave a lasting imprint. Memorable experiences help strengthen the emotional connection between tourists and the destination, thereby enhancing Satisfaction.

These results highlight the need for destinations to manage tourism experiences in an integrated and intentional way. Destination managers should design attractions, activities, and interactions that generate added value for visitors. Strategies such as offering distinctive experiences, interactive engagements, and personalized services can enhance positive memories and contribute to greater Satisfaction. Thus, prioritizing the creation of memorable tourism

experiences should be a key component of destination development and branding strategies.

A wide body of research supports the positive influence of MTE on tourist Satisfaction. For instance, a systematic literature review shows that memorable experiences significantly influence Satisfaction, emotional attachment, and storytelling behavior (Juliana et al., 2025). Likewise, empirical evidence from Pondicherry, India, demonstrates that all dimensions of MTE positively contribute to overall tourist Satisfaction (Monica et al., 2022).

### **Memorable Tourism Experiences Positively and Significantly Influence Revisit Intention**

The findings of this study show that Memorable Tourism Experiences (MTE) significantly and positively influence Revisit Intention. MTE encompass the emotional and cognitive interactions that tourists undergo during their visits, which leave enduring impressions and shape their long-term perceptions of a destination. When tourists perceive their experiences as outstanding and memorable, they are more inclined to consider returning in the future.

The positive association identified indicates that the more meaningful and memorable the experiences are, the greater the likelihood that tourists will plan a return visit. This supports the idea that emotionally satisfying experiences—such as enjoyment, engagement, and pleasure—strengthen the psychological bond between tourists and the destination. This emotional connection then acts as a key driver of revisit intention and contributes to the development of destination loyalty.

These results emphasize the need for destination managers to design tourism experiences that resonate not only on a functional level but also on emotional and psychological dimensions. Personal interactions, distinctive activities, and rich cultural encounters can deepen tourists' attachment to the destination and increase their intention to return. Therefore, prioritizing the creation of memorable experiences should form a core component of destination management strategies aimed at strengthening revisit intention, ultimately supporting long-term destination sustainability and competitiveness.

Previous studies consistently confirm the strong predictive power of MTE for revisit intention. Tourists who experience memorable visits are more likely to return to the same destination (Eviana, 2025; Hu & Shen, 2021a; Tiwari et al., 2024). This direct positive effect of MTE has been demonstrated across different tourism contexts, including cultural heritage tourism and ecotourism (Amir et al., 2025; Zhou et al., 2023).

### **Satisfaction Positively and Significantly Influences Revisit Intention**

The results of this study indicate that Satisfaction has a significant and positive influence on Revisit Intention. In tourism, Satisfaction reflects the degree to which tourists' actual experiences align with their expectations. When tourists feel satisfied with various aspects of their visit—such as service quality, facilities, social interactions, and attractions—they are more likely to consider returning to the destination in the future.

The positive association found in this study highlights Satisfaction as a key determinant of Revisit Intention. This finding is consistent with consumer behavior theory, which posits that satisfied individuals are more inclined to repurchase or repeat a positive experience. Within the tourism context, Satisfaction therefore serves as a strong predictor of tourists' decisions to revisit a destination. Higher satisfaction levels not only foster loyalty but also encourage tourists to recommend the destination to others, thereby enhancing its image and attractiveness.

These findings underline the importance of consistently managing and improving tourism service quality to ensure high levels of Satisfaction. Destination managers should strive to meet and exceed tourists' expectations across all service dimensions. By doing so, Satisfaction becomes a critical foundation for strengthening revisit intention, which is essential for sustaining the long-term development and competitiveness of tourism destinations.

A substantial body of research supports the significant positive impact of Satisfaction on Revisit Intention. Studies show that Satisfaction derived from high-quality services and a positive destination image significantly increases tourists' likelihood of revisiting (Alshiha, 2022; Ardani et al., 2020; Eviana, 2025; Martins, 2023a; Setyawati et al., 2024; Zheng, 2024). Moreover, this relationship is often strengthened through mediating factors such as service quality, destination image, and memorable tourism experiences (Ardani et al., 2020; Eviana, 2025; Hu & Shen, 2021b).

### **Satisfaction as a Mediator in the Relationship Between Accessibility and Revisit Intention**

The findings of this study indicate that Satisfaction functions as a crucial mediating variable in the link between Accessibility and Revisit Intention. In this study, Accessibility denotes the extent to which tourists may easily access a site, encompassing factors such as efficient transportation networks, the presence of vital amenities, and clear navigational instructions. Revisit Intention denotes travelers' readiness to return to a previously visited destination.

The findings indicate that Accessibility significantly enhances Satisfaction, which subsequently increases Revisit Intention. This means that convenient and well-supported access not only facilitates travel but also improves tourists' overall experience. When tourists feel satisfied with the ease of reaching the destination and the quality of supporting services, they are more likely to revisit in the future.

Prior studies also demonstrate that Satisfaction frequently mediates the link between Accessibility and Revisit Intention. For example, research on young tourists visiting water parks found that Accessibility strongly predicts

Satisfaction, which in turn influences revisit behavior (Sugiama et al., 2024). Other studies similarly confirm that Satisfaction mediates the effects of various destination attributes, including Accessibility, on tourists' intention to return (Ćulić et al., 2021).

Further evidence shows that Satisfaction mediates the relationship between Accessibility and Revisit Intention across multiple tourism contexts, including eco-friendly homestays and smart tourism environments (Hoo et al., 2024; Torabi et al., 2023). Comparable results have also been reported in rural and nature-based tourism settings, where Satisfaction strengthens the indirect effect of Accessibility on revisit behavior (Fatmawati & Olga, 2023; Zaitul et al., 2022).

### **Satisfaction as a Mediator in the Relationship Between Destination Image and Revisit Intention**

The findings of this study indicate that Satisfaction serves a vital mediating function in the connection between Destination Image and Revisit Intention. Destination Image represents tourists' perceptions of a location, influenced by promotional communications, media exposure, and the travel experiences of others. A favorable image typically engenders elevated expectations regarding the quality of activities tourists foresee throughout their visit.

The results demonstrate that Destination Image affects Revisit Intention both directly and indirectly via Satisfaction. When tourists' actual experiences align with or surpass the expectations established by a favorable image, they report elevated levels of satisfaction. This satisfaction subsequently reinforces their intention to revisit the destination in the future. Satisfaction serves as a crucial link between Destination Image and Revisit Intention. A favorable image may encourage tourist visitation, but its impact intensifies when the actual experience aligns with that picture. Conversely, when the event does not meet expectations, satisfaction diminishes, and the probability of returning drops.

These findings highlight the need for destination managers not only to cultivate a strong and attractive image through marketing activities, but also to ensure that the on-site experience aligns with this image. Maintaining consistency between projected image and actual service delivery is essential for sustaining high Satisfaction levels. In turn, Satisfaction derived from this alignment becomes a major determinant of Revisit Intention, supporting long-term destination sustainability and competitiveness.

Previous research consistently confirms that Satisfaction mediates the relationship between Destination Image and Revisit Intention. A positive image enhances tourist Satisfaction, which subsequently increases their intention to revisit (Ahmed, 2023; Alshiha, 2022; Ćulić et al., 2021; Hossain et al., 2022; Hu & Shen, 2021b; Liu et al., 2024; Martins, 2023a; Rasoolimanesh et al., 2025; Soonsan & Somkai, 2022; Thipsingh et al., 2022; Tuan & Toan, 2022; Wei et al., 2022; Zaitul et al., 2022). For example, both cognitive and emotional components of Destination Image have been shown to increase Satisfaction, which in turn strengthens Revisit Intention (Ahmed, 2023; Wei et al., 2022). Other studies further demonstrate that Satisfaction mediates the influence of perceived value and Destination Image on tourists' intention to return (Liu et al., 2024).

### **Satisfaction as a Mediator in the Relationship Between Memorable Tourism Experiences and Revisit Intention**

The results of this study indicate that Satisfaction serves as a crucial mediating factor in the link between Memorable Tourism Experiences (MTE) and Revisit Intention. MTE encompasses the emotional and cognitive exchanges that visitors encounter during their travels, resulting in enduring memories and cultivating an emotional bond with the place. When tourists enjoy significant and memorable experiences, they are more inclined to contemplate a return in the future.

The mediation effect identified in this study indicates that MTE influence Revisit Intention both directly and indirectly through Satisfaction. Engaging, enjoyable, and memorable experiences elevate tourists' Satisfaction levels, and this Satisfaction subsequently strengthens their intention to revisit. These results support the theoretical view that Satisfaction derived from memorable experiences acts as a key motivating factor behind tourists' decisions to return to a destination.

Satisfaction thus functions as a critical link between MTE and Revisit Intention. While memorable experiences may initially trigger the desire to revisit, the Satisfaction that follows enhances and stabilizes this intention. In contrast, when Satisfaction is absent, even highly memorable experiences may not translate into a firm intention to return.

These findings highlight the importance for destination managers to design tourism experiences that not only appeal visually or physically but also generate deep emotional resonance for visitors. Personalized services, distinctive activities, and consistently high service quality are essential strategies for increasing Satisfaction. Satisfaction derived from MTE then becomes a major determinant of Revisit Intention, contributing to greater destination appeal and long-term sustainability.

Previous studies consistently affirm the mediating role of Satisfaction in the relationship between MTE and Revisit Intention. Satisfaction generated from memorable experiences significantly increases the likelihood that tourists will return, reinforcing the importance of enhancing Satisfaction as a pathway to strengthening revisit behavior (Eviana, 2025; Hu & Shen, 2021b; Monica et al., 2022; Yamagishi et al., 2024).

## 5. CONCLUSION

The findings of this study indicate that Destination Image, Accessibility, and Memorable Tourism Experiences each have a significant and positive effect on tourist Satisfaction. In addition, Memorable Tourism Experiences directly increase tourists' Revisit Intention. Satisfaction functions as an important mediating variable that strengthens the influence of these factors on Revisit Intention. These results provide meaningful implications for destination managers by emphasizing the importance of improving Accessibility, enhancing the Destination Image, and managing Memorable Tourism Experiences effectively to foster tourist loyalty and enhance the competitive position of the destination.

The implications of these findings suggest that tourism development strategies should give priority to improving infrastructure and accessibility in order to increase tourist comfort. At the same time, maintaining a positive destination image and designing meaningful, memorable tourism experiences should form the core of initiatives intended to encourage repeat visitation to Yogyakarta. Destination managers can apply well-targeted marketing strategies and develop innovative tourism programs that integrate cultural elements and personal interactions to further enhance the destination's appeal. By optimizing these strategic components, Yogyakarta has the potential to increase revisit rates while simultaneously strengthening its competitive position at both the national and international levels.

Despite the contributions of this study, several limitations should be acknowledged. First, the sample consists exclusively of domestic tourists; therefore, the generalizability of the findings is limited to the domestic tourism context in Indonesia. Future research is encouraged to include international tourists in order to compare behavioral patterns across different cultural and travel contexts and to enhance the external validity of the model. In addition, subsequent studies may extend the proposed framework by incorporating additional variables such as perceived value, smart tourism technologies, or sustainability-oriented attributes to provide a more comprehensive understanding of tourists' revisit intention.

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