

## Does Memorable Tourism Experience (MTE) Influence Revisit Intention of Domestic Tourists? (A Case Study at Tanah Lot Tourist Attraction, Tabanan Regency)

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### ABSTRACT

A Memorable Tourism Experience (MTE) is a notable experience that travelers recall and build on when describing a visit to a particular tourism location. This experience can be used to assess the level of interest and its influence on the likelihood of returning to the destination. The purpose of this study is to look into the impact of MTE on the likelihood of domestic tourists returning to Tanah Lot Tourist Attraction in Tabanan Regency. The research employs a quantitative approach, using both primary and secondary data sources. Data from 350 respondents were collected via a questionnaire and subsequently analyzed using multiple linear regression techniques with SPSS version 25 for Windows. The findings indicate that the dimensions of hedonism, local culture, refreshment, involvement, meaningfulness, and knowledge have a positive and significant effect on the revisit intention of domestic tourists to Tanah Lot Tourist Attraction. Conversely, the dimension of novelty has a positive but not significant effect. The simultaneous test shows that MTE has a positive and significant effect on the revisit intention of domestic tourists to Tanah Lot Tourist Attraction. The determination test results reveal an  $R^2$  value of 0.636, indicating that Memorable Tourism Experience accounts for 63.6% of the variance in revisit intention among tourists at Tanah Lot Tourist Attraction. The remaining 36.4% is influenced by other variables not examined in this study.

## INTRODUCTION

After successfully recovering from the challenges posed by the COVID-19 pandemic, Bali was ranked first as the Best Destination in the World – Traveler’s Choice Awards by Tripadvisor in 2021 (Puja et al., 2021:24). With its breathtaking natural beauty, rich cultural diversity, and the hospitality of its residents, Bali has become one of the most attractive tourist destinations globally. The number of tourist visits to Bali continues to increase, encompassing both domestic and international travelers. The visitation rates for the year 2022 compared to 2023 can be seen in Table 1.1 below:

Table 1. Number of Tourist Visits to Bali in 2022 and 2023

Source: bps.go.id

Month	2022		2023	
	Domestic	International	Domestik	Mancanegara
January	527.447	3	720.164	331.785
February	389.690	1.310	629.282	323.510
March	547.726	14.620	665.751	370.695
April	500.740	58.335	900.880	411.510
May	960.692	115.611	943.713	439.475
June	753.907	181.625	883.793	478.198
July	784.205	246.504	898.260	541.353
Agust	659.567	276.659	712.860	522.141
September	622.068	291.162	755.293	508.350
October	718.066	305.244	813.745	461.441
November	657.949	287.398	749.268	403.154
December	930.917	377.276	1.204.902	481.646
<b>TOTAL</b>	<b>8.052.974</b>	<b>2.155.747</b>	<b>9.877.911</b>	<b>5.273.258</b>

The Based on Table 1 above, there is a noticeable increase in the number of tourists visiting Bali, predominantly driven by domestic travelers. This data indicates a significant rise in the number of domestic tourists to Bali in 2023 compared to the previous year. The increase in visitor numbers also reflects that Bali, as a tourist destination, has achieved a high level of quality.

One of Bali's popular tourist attractions is Tanah Lot, located in Tabanan Regency. Tanah Lot is both a place of worship for Hindus and a highly popular tourist destination in Bali. Its silhouette has become an iconic symbol of the Bali island. The name "Tanah Lot" is derived from the Balinese words "tanah," meaning land or island, and "lot" or "lod," meaning sea. Thus, "Tanah Lot" can be interpreted as a land or island situated in the sea.

According to data from the Tabanan Regency Tourism Office for the years 2022 and 2023, Tanah Lot is the most visited tourist attraction. The number of visitors to tourist sites in Tabanan Regency for 2022 and 2023 can be seen in Table 2 below:

Table 2. Number of Tourist Visits to Tourism Attractions in Tabanan Regency in 2022 and 2023

No	Tourist Attraction in Tabanan Regency	2022		2023	
		Domestic	International	Domestic	International
1	Ulun Danu Beratan	138.809	82.321	356.340	297.831
2	Kebun Raya Eka Karya	357.516	7.359	500.894	25.598
3	TPB Margarana	1.731	130	17.551	569
4	Alas Kedaton	4.162	8.753	10.387	24.380
5	Tanah Lot	880.382	460.689	1.322.835	823.953
6	Musium Subak	1.143	383	453	416
7	Air Panas Penatahan	9.354	1.412	12.866	1.905
8	Jatiluwih	73.242	110.419	151.928	256.527
9	Taman Kupu-kupu Lestari	608	443	2.519	3.889
10	Areal Pura Batukaru	770	6.712	-	25.403
<b>TOTAL</b>		<b>1.467.717</b>	<b>678.621</b>	<b>2.375.773</b>	<b>1.460.471</b>

Source: Bali Provincial Tourism Office, 2024

Based on the table above, it is evident that the Tanah Lot Tourist Attraction has a significantly higher number of tourist visits compared to other attractions in Tabanan Regency. This could be attributed to the high number of positive reviews on TripAdvisor and Google Maps regarding the Tourist Experience at Tanah Lot. However, this phenomenon is not exclusive to Tanah Lot. Several other tourist attractions in Tabanan Regency also receive similar positive reviews, but their visitor numbers are not as high as those at Tanah Lot. This may occur because the Tanah Lot Tourist Attraction provides an unforgettable experience for visitors. However, this conclusion is not definitive, as reviews on TripAdvisor and Google Maps also indicate some negative experiences reported by tourists.

As we all know in the tourism industry, the Tourist Experience is an important aspect in determining the level of appeal and its impact on the intention to visit a specific area. The impact of visitor experience on the intention to return can be measured using their assessment of a certain destination (Kozak, 2010). This is consistent with Chang et al. (2014), who said that tourist experience is one of the elements that influences revisit intention.

Memorable Tourism Experience (MTE), which refers to the unforgettable experiences that tourists have throughout their journeys, is another important aspect that might impact the intention to repeat a tourist attraction. Tourist places play an important role in recruiting visitors and offering enjoyable, memorable experiences. Tourist destinations can preserve their attraction and competitive advantage in an extremely competitive market by understanding and providing unforgettable experiences.

To validate this, this study was done with the goal of offering insights into the experiences of tourists, particularly domestic tourists, who make up the majority of visitors to Tanah Lot. The study also seeks to understand the impact of these experiences on revisit intention.

## LITERATURE REVIEW

### 1. Tourism

According to Law Number 10 of 2009 concerning Tourism, tourism is everything related to tourism, including the exploitation of tourist objects and attractions as well as businesses related to this field.

### 2. Tourism Destinations

Tourism destinations are different geographical areas or areas in one or more administrative areas in which there are elements of tourist attraction, including facilities, communities, accessibility, and also (Suryadana & Ocktavia 2015: 5).

### 3. Cultural Tourism

Cultural tourism according to the Big Indonesian Dictionary can be interpreted as traveling by using culture as a tourist attraction (Junaedi et al., 2018).

### 4. Travelers

According to Law Number 10 of 2009 concerning tourism, it is stated that tourists are people who travel for leisure, pleasure or business / business, and stay outside the city for at least one night.

### 5. Memorable Tourism Experience

When a tourist has a positive memory of the event long after it has ended, it is considered memorable. The authors of this definition are Kim et al (2012). According to Kim et al. (2012), there are seven dimensions on the memorable tourism experience measuring scale. The memorable tourism experience measurement scale comprises seven dimensions, as reported by Kim et al. (2012). These dimensions include:

- a. Novelty, is a dimension that refers to something new, such as providing new experiences and feelings of being spoiled by tourist attractions.
- b. Local Culture, is the experience of involvement with local culture.
- c. Refreshment, is a dimension that refers to a feeling of calm, freshness and release felt during a tourist visit.
- d. Meaningfulness, is a dimension that refers to importance, namely a benefit by participating in a tourism activity.
- e. Involvement, is a dimension that states that the level of one's involvement in a tourist trip increases one's ability to recall (reflection) past experiences that describe it clearly.
- f. Knowledge, is information or information that is known or realized by someone about tourist attractions.

### 6. Revisit Intention

Zeithaml et al. (2018) defines revisit intention as a form of behavioral intention or customer desire to come back, by providing positive word of

mouth, staying longer than expected, shopping more than expected. Zeithaml states that revisit intention can be identified through several indicators (Zeithaml et al., 2018), namely:

- a. Willingness to visit again, namely the willingness of consumers to visit the same tourist attractions again.
- b. Willingness to invite, namely the willingness of consumers to invite, invite others to visit tourist attractions.
- c. Willingness to positive tale, namely a person's willingness to tell the product or service of a company to others.
- d. Willingness to place the visiting destination in priority, namely the willingness of consumers to place the visiting destination in priority.

## **METHODOLOGY**

The research employs a quantitative approach, using both primary and secondary data sources. Sampling was conducted using a non-probability sampling technique, and the sample size determination was based on the theory of Hair et al. (1998).

Data from 350 respondents were collected via a questionnaire and subsequently analyzed using multiple linear regression techniques with software Statistical Program for Social Science (SPSS) versi 25 for windows. The tests performed included both partial and simultaneous tests.

The variables used in the study include MTE as the independent variable, with dimensions of hedonism, local culture, novelty, refreshment, involvement, meaningfulness, and knowledge (Kim et al., 2012). Revisit Intention is the dependent variable, with dimensions according to Zeithaml et al. (2018).

## **RESEARCH RESULT AND DISCUSSION**

### **1. Respondent Profile**

Based on the results of the questionnaire distributed to 350 respondents, it is observed that the majority of visitors to the Tanah Lot Tourist Attraction are female (56.9%), with the dominant age group being 17-25 years old (51.1%). Most respondents are from DKI Jakarta (21.7%), followed by East Java (12.9%) and Central Java (10.6%). The frequency of visits is generally twice (80.3%) within the period of 2022-2024, with an average visit duration of 2-4 hours (62.6%). The main purpose of visiting is for leisure (78.6%), although some come for educational tourism (12.6%). In terms of occupation, students are the largest group (38.6%), followed by private sector employees (29.7%).

### **2. Instrument Testing**

The validity and reliability of the instrument were tested using SPSS version 25. The validity test results, based on replies from 30 participants, revealed that all indicators had a calculated r value greater than the table r value ( $> 0.30$ ), showing their validity.

The Cronbach's Alpha technique was used to assess reliability; an instrument is considered dependable if its Cronbach's Alpha value is greater than 0.6. Cronbach's Alpha values for the Memorable Tourism Experience and Revisit

Intention variables were 0.951 and 0.896, respectively. Because these values exceed 0.60, each variable is deemed dependable.

### 3. Hypotesis Testing

Multiple linear regression analysis is a hypothesis testing approach or methodology that examines the influence of two or more independent variables (X) on a dependent variable (Y). Table 3 shows the results of the multiple linear regression test used in this study.

Table 3. Results of Multiple Linear Regression Test

<i>Hypotesis</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>	<i>Concluusion</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			
<i>Hedonisme</i>	0,257	0,101	0,142	2,546	0,011	Accepted
<i>Local Culture</i>	0,347	0,121	0,147	2,863	0,004	Accepted
<i>Novelty</i>	0,060	0,059	0,035	1,011	0,313	Not Accepted**
<i>Refreshment</i>	0,356	0,106	0,207	3,352	0,001	Accepted
<i>Involvement</i>	0,290	0,110	0,148	2,629	0,009	Accepted
<i>Meaningfulness</i>	0,407	0,153	0,131	2,666	0,008	Accepted
<i>Knowledge</i>	0,354	0,120	0,167	2,957	0,003	Accepted

The table above can be explained as follows:

- Hedonism had a coefficient value of 0.257, a t-value of 2.546 ( $>$  t-table 1.966), and a significance level of 0.011 ( $<$ 0.05). As a result, H1 is accepted, and it is possible to conclude that the Hedonism variable has a positive and significant effect on domestic tourists' intentions to revisit the Tanah Lot tourist site.
- Local Culture had a coefficient value of 0.347, a t-value of 2.863 ( $>$  t-table 1.966), and a significance level of 0.004 ( $<$ 0.05). As a result, H2 is accepted, and it is possible to conclude that the Local Culture variable has a positive and significant effect on domestic tourists' intentions to revisit the Tanah Lot tourist site.
- Novelty found a coefficient value of 0.060, t-value of 1.011 ( $<$  t-table 1.966), and a significant level of 0.313 ( $>$  0.05). As a result, H3 is rejected, and it can be stated that the novelty variable has a favorable but negligible effect on domestic tourists' intention to revisit the Tanah Lot tourist site.
- Refreshment showed a coefficient value of 0.356, a t-value of 3.352 ( $>$  t-table 1.966), and a significance level of 0.001 ( $<$  0.05). As a result, H4 is accepted, and it is possible to conclude that the Refreshment variable has a positive and significant effect on domestic tourists' intentions to revisit the Tanah Lot tourist attraction.
- Involvement had a coefficient value of 0.290, a t-value of 2.629 ( $>$  t-table 1.966), and a significance level of 0.009 ( $<$ 0.05). As a result, H5 is accepted, and it is possible to conclude that the Involvement variable has a positive

and significant effect on domestic tourists' intentions to revisit the Tanah Lot tourist site.

- f. The coefficient value for meaningfulness was 0.407, with a t-value of 2.666 (higher than t-table 1.966) and a significance threshold of 0.008 (less than 0.05). As a result, H6 is accepted, and it is possible to conclude that the Meaningfulness variable has a positive and significant effect on domestic tourists' intentions to revisit the Tanah Lot tourist site.
- g. Knowledge had a coefficient value of 0.354, t-value of 2.957 (> t-table 1.966), and a significance level of 0.003 (< 0.05). As a result, H7 is accepted, and it is possible to conclude that the knowledge variable has a positive and significant effect on the revisit intention of domestic travelers to the Tanah Lot tourist site.

#### 4. Influence of Memorable Tourism Experience (MTE) on Revisit Intention of Domestic Tourists at Tanah Lot Tourist Attraction

The F-test is used to determine whether the independent variables collectively have a significant effect on the dependent variable. The following table presents the results of the F-test, which examines whether the variables Hedonism (X1), Local Culture (X2), Novelty (X3), Refreshment (X4), Involvement (X5), Meaningfulness (X6), and Knowledge (X7) collectively have a significant effect on the variable Revisit Intention (Y). The results are shown in Table 4:

Tabel 4. Results of F Test

	<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	4677,033	7	668,148	88,024	,000 <sup>b</sup>
	Residual	2595,942	342	7,590		
	Total	7272,974	349			
a. Dependent Variable: Revisit Intention						
b. Predictors: (Constant), Knowledge, Local Culture, Meaningfulness, Hedonisme, Involvement, Novelty, Refreshment						

Source: Results of Research Data Processing, 2024

Simultaneous testing of the Memorable Tourism Experience (MTE) on Table 4, variable on Revisit Intention resulted in an f-value of 88.024 (> f-table 2.04) and a significance threshold of 0.000 (<0.05). Thus, it is possible to conclude that Hedonism, Local Culture, Novelty, Refreshment, Involvement, Meaningfulness, and Knowledge all have a major impact on Revisit Intention.

#### 5. Determination Coefficient Test (R2)

The determination coefficient is used to measure the extent to which the model explains the variation in the dependent variable. The partial and simultaneous results of the Determination Coefficient Test can be seen in Tables 5 and 6 below

Table 5. Partial Results of the Determination Coefficient Test

Model Summary				
<i>Dimensions</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
Hedonisme	,664 <sup>a</sup>	0,441	0,439	3,418
Local Culture	,647 <sup>a</sup>	0,418	0,417	3,487
Novelty	,239 <sup>a</sup>	0,057	0,055	4,439
Refreshment	,726 <sup>a</sup>	0,528	0,526	3,142
Involvement	,669 <sup>a</sup>	0,448	0,447	3,396
Meaningfulness	,635 <sup>a</sup>	0,404	0,402	3,531
Knowledge ,	675 <sup>a</sup>	0,456	0,454	3,373

Source: Results of Research Data Processing, 2024

Tabel 6. Simultaneous Results of the Determination Coefficient Test

Model Summary <sup>b</sup>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	,802 <sup>a</sup>	0,643	0,636	2,755
<i>a. Predictors: (Constant), Knowledge, Local Culture, Meaningfulness, Hedonisme, Involvement, Novelty, Refreshment</i>				
<i>b. Dependent Variable: Revisit Intention</i>				

Source: Results of Research Data Processing, 2024

Based on Table 5, the  $R^2$  value tested partially indicates that the refreshment dimension has the greatest impact on revisit intention, amounting to 52.6%. On the other hand, the novelty dimension has the smallest influence on revisit intention, at only 5.5%.

Subsequently, a simultaneous test of all independent variables on revisit intention was conducted, as shown in Table 6. Simultaneously, all dimensions of Memorable Tourism Experience affect Revisit Intention by 63.6%. Meanwhile, 36.4% of Revisit Intention is influenced by other variables not examined in this study

## CONCLUSIONS AND RECOMMENDATIONS

Based on the research results, it can be concluded that:

- 1) The seven dimensions of Memorable Tourism Experience (MTE) – Hedonism, Local Culture, Novelty, Refreshment, Involvement, Meaningfulness, and Knowledge – each partially influence the Revisit Intention of domestic tourists at Tanah Lot Tourist Attraction. The refreshment dimension has the greatest impact on revisit intention, amounting to 52.6%, whereas the novelty dimension has the smallest influence, at only 5.5%.
- 2) Simultaneously, all dimensions of Memorable Tourism Experience affect the Revisit Intention of domestic tourists at Tanah Lot Tourist Attraction by 63.6%. Meanwhile, 36.4% of revisit intention is influenced by other variables not examined in this study.

## ADVANCED RESEARCH

Future researches should consider using memorable tourism experience characteristics and revisit intention at various tourist sites or places. In order to gather more diverse perspectives and conclusions, the study may use a different sample size and sample criteria than this study. It is also recommended to include other aspects that can contribute to a great travel experience and impact revisit intention. This is because, in this study, the memorable tourism experience variable only has a simultaneous effect of 63.6% on revisit intention, implying that 36.4% of other influences are not evaluated.

One aspect to explore for research is storytelling behavior, which refers to travelers' proclivity to share their stories and experiences with others following a visit. By including additional variables, it is intended that it would provide insight into the aspects that influence the construction of memorable tourism experiences and tourists' intention to return.

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