



Analysis of Factors That Influence The Intention to Revisit The Ciwidey Strawberry Picking Tourist Attraction

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Abstract:

This study aims to gain new knowledge and analyze the effect Memorable Tourism Experience, Electronic Word of Mouth, Tourist Satisfaction, and Destination Image to Revisit Intention. This research was conducted in The Ciwidey Strawberry Picking Tourist Attraction. The method used in this research is a quantitative research method. According to Soegiono in Olivia and Nurfebiaraning (2019), quantitative methods are defined as research methods based on the philosophy of positivism, which are used to study certain populations or samples, collect data using research instruments, describe and test quantitative/statistical data analysis of hypotheses developed. In the first hypothesis, the variable memorable tourism experience (X) positively and significantly influences electronic word of mouth (Y1). The results of this test obtained a critical ratio value of 2.961, which means there is a positive and significant influence of memorable tourism experience on electronic word of mouth. Thus, H1 is accepted. For the second hypothesis, the variable memorable tourism experience (X) positively and significantly influences tourist satisfaction (Y2). The results of this test obtained a critical ratio value of 8,000, which means there is a positive and significant influence of memorable tourism experience on tourist satisfaction. Thus, H2 is accepted. Then the third hypothesis is that the memorable tourism experience variable (X) has a positive and significant effect on destination image (Y3). The results of this test obtained a critical ratio value of 6.053, which means there is a positive and significant influence of memorable tourism experience on destination image. Thus, H3 is accepted. Furthermore, the fourth hypothesis is that the electronic word of mouth variable (Y1) has a positive and significant effect on revisit intention (Z). The results of this test obtained a critical ratio value of 3.527, which means that there is a positive and significant influence of electronic word of mouth on revisit intention. Thus, H4 is accepted. In the fifth hypothesis, the variable tourist satisfaction (Y2) positively and significantly influences revisit intention (Z). The results of this test obtained a critical ratio value of 3.527, which means there is a positive and significant influence of tourist satisfaction on revisit intention. Thus, H5 is accepted. In the sixth hypothesis, the destination image variable (Y3) positively and significantly influences revisit intention (Z).

Keywords: intention to revisit, the Ciwidey, strawberry, tourist attraction



Background

Indonesia is a country known for its natural beauty, this natural life is one of the tourist attractions in Indonesia. The tourism sector in Indonesia is increasingly developing and varying along with technological developments. In law number 10 of 2009 tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and regional governments. Tourism in Indonesia is also important because tourism has a strategic function in an effort to boost the country's foreign exchange. Achieving targets for the tourism and creative economy sectors compared to 2022 must be supported by strategic, innovative, adaptive and collaborative steps including providing business development facilities for business actors through deregulation (Kemendag, 2023). Tourism potential in Indonesia is a large capital to be able to attract foreign and local tourists to visit tourist attractions. Various kinds of unique tourist destinations have their own selling points for the sustainability of these tourist destinations. Each tourist destination certainly has its own market segment, such as urban areas, which usually have many shopping centers containing daily necessities shops and high-tech playgrounds. Meanwhile, areas on the outskirts of the city offer natural tourism which has a beauty that is rarely found in urban areas. The growth of the tourism sector will affect the availability of jobs and can increase income in the region by means of the tourism sector must give a good impression so that it becomes an unforgettable impression for tourists (Dianty et al., 2021).

It can be seen from the table above that tourist interest in West Java from 2016 to 2021 has increased every year. In 2016, tourist visits were 6,899,522 and increased in 2017 to 6,960,512 visits and increased in 2018 to 7,585,345 visits and increased in 2019 to 8,428,063 visits and decreased in 2020 to as many as 3,244,600 visits then the following year began to show an increase of 3,741,680 visits. With the facilities offered by the Ciwidey strawberry garden, this research will be carried out to see what factors make tourists feel satisfied with the activities carried out and what factors cause the intention of tourists to visit again (revisit intention) from tourists who have visited Strawberry Garden. The interest in visiting again is a behavior (behavioral intention) or a tourist's desire to make a repeat visit in which tourists will express excellence and positive responses to all the good things that can lead to steps in the future (Dianty et al., 2021).

This research uses variables including memorable tourism experience, electronic word of mouth, tourist satisfaction, destination image, and revisit intention. Visitor experience is an important factor in producing good perceptions or memories in the minds of visitors. Memorable tourism experience is an experience that is selectively formed from tourist experiences that can be remembered and remembered after traveling. According to Dianty et al. (2021) a memorable visitor experience can trigger tourists to visit again. There needs to be a strategy for the Ciwidey strawberry garden to provide an impressive experience for visitors. The possibility of visitors visiting the tourist attractions they have visited does not depend on one aspect. This research uses 5 (five) variables, namely Memorable Tourism Experience as the independent variable, Electronic Word of Mouth, Customer Satisfaction, Destination Image as the intervening variable, and Revisit intention as the dependent variable. These variables are of interest to researchers so that the Ciwidey strawberry garden can increase the tourism potential of the region and also that related parties can support this tourist destination so that it becomes better known to the wider community and provides benefits to the local community.

Based on the background, problems, problems and explanations that have been presented previously, researchers are interested in researching further about strawberry gardens in Ciwidey.



THEORETICAL FRAMEWORK

Revisit intention

According to Setiawan and Kurniawan (2019) revisit intention is the intention to return which refers to the individual's own subjective assessment, as well as the form of promotion and expansion of marketing of the destination object so that the image of the destination becomes one of the factors that influences the intention to visit again. Dianty et al. (2021) defines interest in revisiting as a behavior (behavioral intention) or the desire to return to a place where visitors have an opinion about the quality of service and reputation of a tourist attraction which can influence future activities.

In the business world, revisit intention is very important, because it is related to customers' overall positive evaluation of their business and business income (Kim et al., 2023). Revisit intention is one of the management techniques to gain profits, even revisit intention is a very crucial factor for loyal tourists, so it can provide long-term benefits. Interest in visiting is a potential visitor who has never visited a tourist attraction or will visit it. This interest is an attraction that causes someone to pay attention to a tourist attraction (Khairi and Darmawan, 2021). According to He and Luo (2020), the definition of revisit intention is relatively broad, from a commercial perspective, this is called repurchase intention, which shows that consumers are willing to consume a particular product repeatedly or in tourist attractions, revisit intention is the willingness of tourists to revisit a tourist destination. or purchasing tourism products.

The interest in repeat visits is an encouragement for consumers to return to a place to relive the experience they once had. Apart from that, visitors or tourists who are satisfied with the experience they get tend to return to visit and tell other people about the tourist attraction. According to Tosun in Abbasi et al. (2021) revisit intention is a person's readiness to visit the same tourist destination again. A positive experience can make consumers or tourists make repeat visits in the future. A repeat visit is an evaluation of a product or service that has been obtained. When tourists get what they expect, the level of satisfaction will be met, which makes tourists have the desire to make a repeat visit. Not only do they feel satisfied with what is given, tourists tend to have their own perception of responses about the tourist attractions they have visited. According to Wang and Lin (2021), there are several dimensions in determining revisit intention, namely a. Intention to revisit (intention to visit again). b. Intention to recommend (intention to recommend).

Electronic word of mouth

Over time, word of mouth communication developed into electronic word of mouth communication which uses electronic media as a communication medium. Electronic word of mouth is a form of communication carried out through digital media or the internet. According to Henning in Rasoolimanesh et al. (2021) electronic word of mouth is defined as positive or negative statements about a product or company from potential customers, actual customers or former customers, which are available to many people and institutions via the Internet. Electronic word of mouth is a development of word of mouth communication. If word of mouth is done directly, electronic word of mouth is done using digital applications. The development of the internet and information technology allows tourists to share their visiting experiences online in the form of.

Chevalier and Mayzlin in Hussain et al. (2023) shows that electronic word of mouth is very important to collect information about their requests such as product brands, service quality, food and travel



experiences. EWOM is conceptually different from other online phenomena, EWOM is differently shaped by the technological capabilities possessed by consumers (Babic Rosario et al., 2020), Generally E-WOM written in the form of text presented on the internet is archived so that it is open at any time (Handra and Sutisna, 2021).

According to Bolang et al. (2021) tourists often look for information on social networks to get information about hotels, restaurants, and most importantly places to visit, through E-WOM consumers can see interactions throughout the world which have a very important impact on helping build a positive image and can improve tourists' intention to travel. According to Goyette et al in Noviandi (2021) there are three dimensions of electronic word of mouth, namely: a. Intensity (Intensity) Intensity or intensity in EWOM is the number of responses or comments written by consumers on social networks. b. Valence of opinion) Valence of opinion is the opinion given by consumers or visitors, in the form of positive and negative comments regarding products, services and brands given by consumers. Valence of opinion has two characteristics, namely positive and negative. c. Content is information from social networking sites related to the quality, price, comfort, cleanliness and service of a product or service that visitors will enjoy.

Tourist satisfaction

Satisfaction or satisfaction is a person's positive reaction to an experience that has been carried out. Tourist satisfaction depends on the realization of tourists' expectations for the places they visit. According to Thi et al. (2020) in a competitive target market, tourist satisfaction is very important because it not only influences the performance of a service or product, but also increases trust in the service provider which leads to the intention to revisit or recommend to others. In fact, a key factor in destination marketing and tourism management is how well the destination/attraction creates valuable experiences for tourists, because tourist satisfaction largely depends on how well they perceive the destination (Shaykh-Baygloo, 2021).

According to Chen and Chen in Nguyen Viet et al. (2020), tourists feel satisfied when a comparison between previous expectations and post-travel experiences produces pleasant feelings, while dissatisfaction occurs when the result is unpleasant feelings. Tourist satisfaction can be achieved by providing services that exceed tourist expectations and provide added value to convince local and international tourists that they have made the right decision (Abbasi et al., 2021). According to Woodside, Frey and Daly in Thi et al. (2020) argue that tourist satisfaction is a post-purchase construct that is related to how much consumers like or dislike a service or product after experiencing or using it. Measuring satisfaction can be done in three ways, namely related to tourists' feelings, confidence in choosing a tourist location, and the overall level of satisfaction during the trip. According to Zeithaml in Japarianto (2019), there are 3 dimensions of customer satisfaction, namely: a. Satisfaction as fulfillment Customers who are satisfied usually have their needs met. When customers feel that their needs are adequately met, customers tend to be more indifferent and passive in responding to things. Thus, contentment is part of satisfaction as fulfillment and also the effect of satisfaction as fulfillment. b. Satisfaction as pleasure Customers will feel happy if they can interact directly with the company. All needs are met and customers will feel satisfied. Satisfaction as pleasure is a combination of satisfaction as delight, because the company will not get a bad image in the eyes of customers if customer satisfaction is met. Thus, satisfaction as pleasure and satisfaction as delight are the results of a positive relationship between the company and customers. c. Satisfaction as relief In some



situations, where consumers isolate negative things that lead to satisfaction, consumers can associate these things with perceived satisfaction.

Destination Image

Destination image is a perception and belief that individuals believe in a tourist attraction based on the information received (Li et al., 2022). According to Muis et al. (2020) destination image is not only defined as the perception of individual destination attributes but also the overall or holistic impression of the destination. It can be concluded that destination image is a response described by each person to differentiate a destination from other destinations. According to Abbasi et al. (2021) the image of a destination depends on several aspects such as tourist services, security and cleanliness. Therefore, a good image can inspire tourists to make return visits, but unsatisfied and dissatisfied tourists may not return to the destination even if they have a positive attitude towards the destination's image, especially if the practical aspects are poor compared to others. Destination image is considered to have an important influence in various conceptual frameworks that explain tourists' decision-making processes (Nguyen Viet et al., 2020).

According to Agusti and Utari (2020), a positive image is the main view of tourists towards a destination, so in reality, if the destination has a good image in the eyes of tourists, ultimately people will trust and have the desire to visit that destination. With this statement, it can be said that everyone has a different image of a tourist destination or what they want to visit depending on the service they receive, suitability of expectations, and mindset towards a destination. According to Agapito in Purba et al. (2021) there are three dimensions in the destination image, namely: a. Cognitive, is something that is known about an object or place. b. Affective, is a person's way of assessing objects or places, or liking or disliking an object or place. c. Conative, is a person's action or way of behaving towards an object or place.

Memorable tourism experience

Memorable tourism experience is a tourism experience that is remembered and can be remembered positively after going on a tour. Memorable experiences are formed from tourism planners, whose main function is to provide environmental development facilities that increase opportunities for tourists to create travel experiences that can be observed in their own right (Nurdiana et al., 2020). Nathania and Suteja (2022) stated that it is important to link memory with the study of travel experiences because travel experiences that occur at a certain point in time can be embedded in long-term memory, generating memories and feelings of joy which will be reflected back by each individual.

Creating a memorable experience is important because a memorable positive experience can create a positive attitude towards a product or service which will increase the desire to repurchase (Kim et al., 2023). Tourist destinations that provide positive experiences will last a long time in someone's memory, which can make a good impression of the tourist destination. For actors in the tourism industry, providing memorable tourism experiences for tourists is considered more important than just existing resources (Hasan et al., 2019). Understanding and promoting the preservation of tourists' positive memories is the right strategy to promote competitive advantages on the tourism side (Yu et al., 2019). The essence of successful tourism is a memorable experience, not only as a measure of customer loyalty, but also as a determinant of the competitiveness and sustainability of tourist destinations.



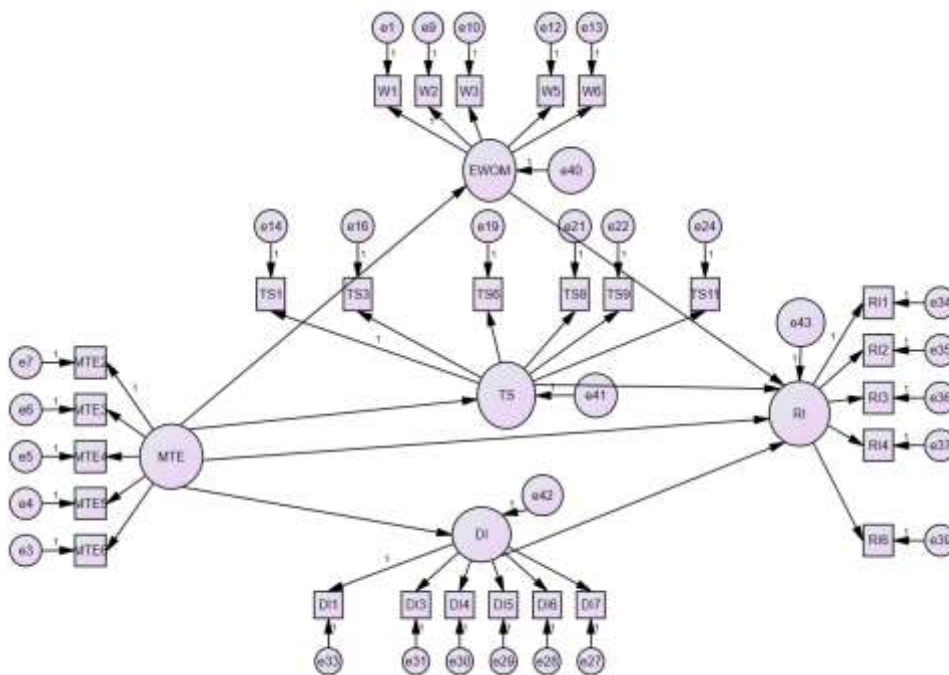
METHOD

The method used in this research is a quantitative research method. According to Soegiono in Olivia and Nurfebaraning (2019), quantitative methods are defined as research methods based on the philosophy of positivism, which are used to study certain populations or samples, collect data using research instruments, describe and test quantitative/statistical data analysis of hypotheses developed. Quantitative research methods are applied because the information needed about the objects in this research is information expressed in numbers, which is the result of calculations and the level of influence of memorable tourism experiences on electronic word of mouth, tourist satisfaction and destination image for revisit intention. Data collection in this research uses a survey method, namely distributing questionnaires that have been created by researchers which will be given to respondents to obtain more detailed information. The survey method used in this research is using an online questionnaire created using the Google Form website.

RESULT

Uji Fitted model CFA

In the Fitted Test, this research model consists of twenty-seven indicator statements, namely five indicators on the memorable tourism experience variable, five indicators on the electronic word of mouth variable, six indicators on the tourist satisfaction variable, six indicators on the destination image variable, and five indicators on the variable revisit intention.



Hypothesis Test

The table below shows the results of hypothesis testing which consists of seven hypotheses and the results obtained show that all hypotheses are accepted. With C.R value on H1 = 2,961, H2 = 8,000, H3 = 6,053, H4 = 3,527, H5 = 9,620, H6 = 6,593, H7 = 4,614.

Hypothesis Test Results Table



Hipotesis	Jalur	C.R	P	Hasil
H1	MTE → EWOM	2,961	0,003	Diterima
H2	MTE → TS	8,000	***	Diterima
H3	MTE → DI	6,053	***	Diterima
H4	EWOM → RI	3,527.	***	Diterima
H5	TS → RI	9,620	***	Diterima
H6	DI → RI	6,593	***	Diterima
H7	MTE → RI	4,614	***	Diterima

DISCUSSION

Memorable Tourism Experience and Electronic Word of Mouth

The first hypothesis is to predict that there will be a positive and significant influence between the memorable tourism experience variable on electronic word of mouth. The calculation results produce a C.R. value. (Critical Ratio) is 2.961, which is a value greater than 1.96, so it can be concluded that memorable tourism experience has a positive and significant effect on electronic word of mouth. The results of this hypothesis show that tourists who visit the Ciwidey strawberry garden are due to an unforgettable tourist experience from the Ciwidey strawberry garden, meaning that the better the tourist experience at the Ciwidey strawberry garden, the higher the level of electronic word of mouth given by Ciwidey strawberry garden tourists. This is also in accordance with previous research conducted by Rasoolimanesh et al. (2021), Moliner-Tena et al. (2023) Kankhuni and Ngwira (2022), Juliana and Antonio (2022), Wong et al. (2020) which shows that the results of memorable tourism experiences have a positive and significant effect on electronic word of mouth.

Memorable Tourism Experience and Tourist Satisfaction

This hypothesis predicts a positive and significant influence between the memorable tourism experience variable on tourist satisfaction. The calculation results produce a C.R. value. (Critical Ratio) of 8,000, which is a value greater than 1.96, so it can be concluded that memorable tourism experience has a positive and significant effect on tourist satisfaction. The results of this hypothesis show that tourists who visit the Ciwidey strawberry garden are due to an unforgettable tourist experience from the Ciwidey strawberry garden, meaning that the better the tourist experience at the Ciwidey strawberry garden, the higher the satisfaction score that tourists feel. This is also in accordance with previous research conducted by Cifci (2022), Wong and Lai (2021), Atmari and Putri (2021), Gohary et al. (2020), Sharma and Nayak (2019) who show that the results of memorable tourism experiences have a positive and significant effect on tourist satisfaction.

Memorable Tourism Experience and Destination Image

In this hypothesis, it is predicted that there will be a positive and significant influence between the memorable tourism experience variable on the destination image. The calculation results produce a C.R. value. (Critical Ratio) is 6.053, which is a value greater than 1.96, so it can be concluded that memorable tourism experience has a positive and significant effect on destination image. The results of this hypothesis show that tourists who visit the Ciwidey strawberry garden are due to an unforgettable tourist experience from the Ciwidey strawberry garden, meaning that the better the tourist experience at the Ciwidey strawberry garden, the higher the image of the Ciwidey strawberry garden. This is also in accordance with previous research conducted by Shazly (2022), Sharma and Nayak (2019), Verinita and Yola (2020), Wong and Lai (2021), Atmari and Putri (2021) which shows that the results of memorable tourism experiences have a positive effect and significant to the destination image.



Electronic Word of Mouth and Revisit Intention

This hypothesis predicts a positive and significant influence between the electronic word of mouth variable on revisit intention. The calculation results produce a C.R. value. (Critical Ratio) is 3.527, which is a value greater than 1.96, so it can be concluded that electronic word of mouth has a positive and significant effect on revisit intention. The results of this hypothesis show that tourists who visit the Ciwidey strawberry garden are due to the influence of electronic word of mouth, which means that the higher the statements made by consumers online about the Ciwidey strawberry garden, the more tourists' interest in wanting to visit again will increase. This is also in accordance with previous research conducted by Salah et al. (2023), Paisri et al. (2022), Azhar et al. (2022), Sharipudin et al. (2023), Riyadi and Nurmahdi (2022) who show that the results of electronic word of mouth have a positive and significant effect on revisit intention.

Tourist Satisfaction and Revisit Intention

This hypothesis predicts a positive and significant influence between the tourist satisfaction variable on revisit intention. The calculation results produce a C.R. value. (Critical Ratio) is 9.620, which is a value greater than 1.96, so it can be concluded that tourist satisfaction has a positive and significant effect on revisit intention. The results of this hypothesis show that tourists who visit the Ciwidey strawberry garden are due to the satisfaction felt by tourists at the Ciwidey strawberry garden, meaning that the better the tourist experience in the garden. n Ciwidey strawberries, the interest of tourists who want to visit again will increase. This is also in accordance with previous research conducted by Hasan et al. (2019) Nazarian et al. (2023) Wong and Lai (2021), Nurfa et al. (2022) Atmari and Putri (2021) who show that the results of tourist satisfaction have a positive and significant effect on revisit intention.

Destination Image and Revisit Intention

This hypothesis predicts a positive and significant influence between the destination image variable on revisit intention. The calculation results produce a C.R. value. (Critical Ratio) is 6.593, which is a value greater than 1.96, so it can be concluded that destination has a positive and significant effect on revisit intention. The results of this hypothesis show that tourists visit the Ciwidey strawberry garden because of the good image of the Ciwidey strawberry garden, meaning that the better the perception of tourists at the Ciwidey strawberry garden, the more interest tourists will have in wanting to visit again. This is also in accordance with previous research conducted by Liang and Xue (2021), Tang et al. (2022), Hasan et al. (2019), Atmari and Putri (2021), Verinita and Yola (2020) which show that destination image results have a positive and significant effect on revisit intention.

Memorable Tourism Experience and Revisit Intention

This hypothesis predicts a positive and significant influence between the memorable tourism experience variable on revisit intention. The calculation results produce a C.R. value. (Critical Ratio) of 4.614, which is a value greater than 1.96, so it can be concluded that memorable tourism experience has a positive and significant effect on revisit intention. The results of this hypothesis show that tourists who visit the Ciwidey strawberry garden are due to an unforgettable tourist experience from the Ciwidey strawberry garden, meaning that the better the tourist experience at the Ciwidey strawberry garden, the more interest tourists will have in wanting to visit again. This is also in accordance with previous research conducted by Tasia and Yasri (2021), Rasoolimanesh et al. (2021),



Cifci (2022), Tasia and Yasri (2021), Ernawadi and Putra (2020) which show that the results of memorable tourism experience have a positive and significant effect on revisit intention

CONCLUSION

In the first hypothesis, the variable memorable tourism experience (X) positively and significantly influences electronic word of mouth (Y1). The results of this test obtained a critical ratio value of 2.961, which means there is a positive and significant influence of memorable tourism experience on electronic word of mouth. Thus, H1 is accepted. For the second hypothesis, the variable memorable tourism experience (X) positively and significantly influences tourist satisfaction (Y2). The results of this test obtained a critical ratio value of 8,000, which means there is a positive and significant influence of memorable tourism experience on tourist satisfaction. Thus, H2 is accepted. Then the third hypothesis is that the memorable tourism experience variable (X) has a positive and significant effect on destination image (Y3). The results of this test obtained a critical ratio value of 6.053, which means there is a positive and significant influence of memorable tourism experience on destination image. Thus, H3 is accepted. Furthermore, the fourth hypothesis is that the electronic word of mouth variable (Y1) has a positive and significant effect on revisit intention (Z). The results of this test obtained a critical ratio value of 3.527, which means that there is a positive and significant influence of electronic word of mouth on revisit intention. Thus, H4 is accepted. In the fifth hypothesis, the variable tourist satisfaction (Y2) positively and significantly influences revisit intention (Z). The results of this test obtained a critical ratio value of 3.527, which means there is a positive and significant influence of tourist satisfaction on revisit intention. Thus, H5 is accepted. In the sixth hypothesis, the destination image variable (Y3) positively and significantly influences revisit intention (Z). The results of this test obtained a critical ratio value of 6.593, which means there is a positive and significant influence of destination image on revisit intention. Thus, H6 is accepted. The final hypothesis is that the memorable tourism experience variable (X) positively and significantly influences revisit intention (Z). The results of this test obtained a critical ratio value of 4.614, which means there is a positive and significant influence of memorable tourism experience on revisit intention. Thus, H6 is accepted.

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