REVISIT INTENTION TO YOGYAKARTA BY DOMESTIC TOURISTS DURING A PANDEMIC

Edita Rachma Kamila[1], Achmad Wicaksono[2], Achmad Zaki[3]
Nahdlatul Ulama Sidoarjo University
edita402.mnj@unusida.ac.id

ABSTRACT

A destination image is an image that tourists have about a destination before visiting. It can have an effect on memorable tourism experience that is a positive experience for tourists who remembered dan recalled even though they have not traveled dan also have an influence on tourist satisfaction. Apart from being influenced by the image destination variable, the satisfaction variable is also affected by memorable tourism experiences. This research focuses on domestic tourists, because in 2020 there was a corona virus pandemic. This has limited access from within Indonesia to going abroad, dan vice versa. The decline in tourists also occurred in domestic tourists, which was more than 90% in April 2020. The purpose of this study was to analyze tourism in Yogyakarta during the pandemic in 2020. This research was conducted in Yogyakarta during the pandemic in March-October. Respondents of this study were domestic tourists visiting Yogyakarta in March-October 2020th, dan especially visiting JL. Malioboro dan Beringharjo Market. This study uses a quantitative approach using a questionnaire dan the PLS method using SmartPLS3. Respondents of this study were 80 people. The results of this study indicate that there is a significant effect between destination image dan memorable tourism experience, memorable tourism experience on satisfaction, destination image on revisit intention, tourism experience on word of mouth, dan satisfaction with revisit intention dan word of mouth. However, there is a hypothesis that does not have a significant effect, namely destination image on satisfaction.

Keywords: destination image, memorable tourism experiences, revisit intention, word of mouth

A. INTRODUCTION

Tourism is a service industry whose products are intangible and experience (Sthapit & Coudounaris, 2018)). Tourism is an activity to travel with the aim of getting enjoyment, seeking satisfaction, knowing something, improving health, enjoying sports or resting, carrying out assignments, pilgrimages and other purposes (Spillane, 1982). Tourism is a growing sector and shows consistent growth from year to year. Tourism has a role to reduce unemployment, increase income and have a multiplier effect on other sectors.

Tourism in Indonesia is one of the leading national sectors and is also expected to become a leading sector in foreign countries, especially in the ASEAN region. Indonesia's tourism sector has now become a tourist destination for foreign tourists. This is because tourism has several factors including: (1) unspoiled natural potential; (2) more affordable prices; (3) good climate all year round; (4) less crowds of tourists; and (5) easy to understand the local language. Compared to ASEAN countries, Indonesia is a major tourist destination besides Thailand, Singapore, Malaysia and other ASEAN countries. This can be seen from the growth of tourist arrivals to ASEAN countries as follows. During the period 2012 to 2016 tourist visits to ASEAN increased, where this increase also occurred in almost all ASEAN member countries. World Economic Forum every year releasing data on tourist visits around the world, the number of tourists visiting Southeast Asia is increasing and making ASEAN more optimistic to bring in more tourists (Khoshkhoo & Yousefi, 2018). Meanwhile, World Tourism Organization estimates that in 2020 there will be an increase of 200% against the current number of world tourist arrivals (Utama, 2014). Tourism industry managers compete to attract tourists to increase the number of visits.

However, the current reality shows that Indonesia's tourism ranking in foreign countries is not yet superior compared to other countries, including countries in the ASEAN region. This can be seen based on data on the number of foreign tourist visits and also the ranking of Indonesia's tourism competitiveness in ASEAN which is still below Malaysia, Singapore, and Thailand. This research focuses on domestic tourists, because in 2020 there was a corona virus pandemic. This has limited access from within Indonesia to going abroad, and vice versa. Business economics (2022) notes that "The tourism industry is claimed to have suffered losses of at least US$1.5 billion or the equivalent of Rp.21 trillion since January 2020 due to the Covid-19 pandemic. This figure consists of the risk of loss due to loss of income from Chinese tourists worth US $ 1.1 billion and the remaining US $ 400 million with a value of losses from tourists from other countries. The decline in the number of foreign tourists visiting Indonesia dropped dramatically. The Central Statistics Agency (BPS) noted that foreign tourist arrivals in January-February 2020 were only 2.16 million people, down 11.8 percent from the same period last year. Visits recorded at BPS as of February 2020 were also recorded to have fallen 28.85 percent on an annual basis.

Revisit intention comes from two words revisit and intention (interest). Interest to revisit is a behavior *(*behavioral intention*)* or the visitor's desire to return, where the visitor conveys a positive reputation and perception of good service quality, which can lead to future actions (Fadiryana & Chan, 2020). Interest in making a repeat visit is expressed as a desire for recommendations, namely tourists expressing their desire to return by recommending it to their colleagues, as satisfaction with the destination visited (Nisa, Nabila & Armida, 2020).

Revisit intention assessed from 2 indicators, namely interest in revisiting and interest in recommending (Finardi & Yuniawati, 2016). There are 4 factors that influence intention to return, namely travel motivation*,* past experience*,* perceived obstacles*),* and attitude (Finardi & Yuniawati, 2016).

The repetition of visiting a place by tourists depends on the place where they develop their identity (Clarkle, 2018). This proves that the relative significance of individual attributes to visit a place through place dependence can determine the extent of involvement and is also able to shape identity. Chow and Healy (2008) show that when socio-demographic and situational factors are considered, socio-demographics correlate in a similar way to place and identity dependencies with instances where physical and social place attributes are linked and are able to reinforce attachment (Brehm, 2007 ; Karpova et al., 2016).

It is aimed specifically at image activity to build sense of place positive with the physical, emotional, and functional attributes of a place (Klijn et al., 2012). Braun et al. (2013) distinguished between three ways of place communication (primary communication, secondary communication, and tertiary communication). The first is that primary communication occurs through the physical features of a place. Tourist perceptions will provide an assessment of conditions in a tourist destination. This is very important for managers to understand and inspire them in developing tourism (Permana, 2018). Then the second is secondary communication related to official marketing and public relations. Furthermore, the last one is tertiary communication, namely how people in a place talk about a place, so that includes behavior word of mouth (WOM) (Jeuring & Haartsen, 2017).

This study refers to previous research by (Jeuring & Haartsen, 2017) regarding the importance of citizen communication about their hometown as a tourist destination, increasingly communicating Destination Image has an influence on word of mouth (WOM). On the other hand, the image of the destination has even brought tourists closer to the act of visiting so that it influences them revisit intention (Ahlunnazak & Abror, 2019) (Khansa & Farida, 2016).

Memorable tourism experience is the visitor's impression of a tourist attraction that continues to be remembered after visiting (Muhammad and Muhammad, 2018). The travel experience becomes memorable if the experience gained is successful by tourists and continues

to be remembered by tourists for a long duration, then it can be said that the tourist has reached memorable tourism experience (Muhammad and Muhammad, 2018). Verinita (2016) states that tourism managers must advance tourist objects in order to satisfy tourists so that they become memorable experiences by paying attention to indicators memorable tourism experience that is hedonism (pleasure), novelty (new experience), local culture (local culture), refleshment (freshness), meaningfulness (important meaning), involvement (engagement), and knowledge (knowledge). If the tourist attraction can meet the aspect memorable tourism experience, then the level of desire of tourists to return to visit these tourist attractions is high.

In addition to the decline in foreign tourists, domestic tourists also experienced a drastic decline. Decrease in Yogyakarta domestic tourists (Special Region of Yogyakarta/DIY). Yogyakarta is one of the destinations that are in demand by domestic tourists with a variety of tourist attractions including natural tourism, cultural tourism to special tourism. As is known, the tourism industry during the pandemic experienced a big impact. Yogyakarta is no exception. one of these impacts was felt by MSME players for typical Yogyakarta souvenirs which experienced a decrease in income, due to the absence of tourists visiting Yogyakarta. So that no one buys souvenirs. But since implemented *new normal*, the tourism industry is starting to move again, although not yet normal. Likewise with the Malioboro street which has become an icon of Yogyakarta tourism. The following is data on Yogyakarta domestic tourists who visited from March to October in 2019 and 2020.

Table 1. Yogyakarta Domestic Tourist Data from March to October in 2019 & 2020

Mounth	2019	2020
March	316.504	128.443
April	346.294	3.339
May	184.992	3.043
June	391.426	2.376
July	352.566	14.080
August	258.939	32.407
September	271.041	33.793
October	278.237	149.536

Source: https://pariwisata.jogjakota.go.id/

Based on the explanation of the table above, it can be seen that there has been a very significant decrease in domestic tourist visitors visiting Yogyakarta in 2019 to 2020 with the period from March to October. New normal conditions and the start of the opening of the tourism industry accompanied by standard health protocols. This research focuses on domestic tourists visiting Yogyakarta, especially to Jalan Malioboro and Pasar Beringharjo.

B. LITTERATURE REVIEW
Destination Image

Destination image is established when a person visits a destination and develops an overall perception of the place. Perceptions that are constructed include emotional responses and knowledge about the characteristics of the place (Ramseook-Munhurrun, 2015). Destination image is a manifestation of tourist expectations, so that image is able to influence tourist perceptions. Destination image also refers to thoughts, beliefs, and attitudes related to the characteristics of a destination (Huang et al., 2015). Image A destination is built in two ways, viz *image* organically formed from newspaper reports, books, films and image induction formed from marketing promotions and advertising of tourist destinations (Önder & Marchiori, 2017). This shows that destination image can measure the physical attributes of travel destinations that attract tourists to visit and provide positive travel experiences (Prayag & Ryan, 2011).

Memorable Tourism Experience

Memorable Tourism Experience as a positive tourist experience that is remembered and recalled even though they have not traveled (Sthapit & Coudounaris, 2018). M*emorable Tourism* Experience by narrative travel blog and added seven themes experiental, namely local people, life and culture, significant personal experiences, sharing experiences, accepting novelty, accepting serendipity, professional and emotional tour service providers (Chandralal et al., 2015).

Revisit Intention

Alegre & Caldera (2009) stated that to promote revisit intention in a tourist destination, it is very important to identify the determinants revisit intention. So that way you can improve revisit intention. The following are the determining factors revisit intention namely factors of satisfaction after visiting, tourist motivation, previous experience regarding tourist destinations, and others. Revisit intention is the willingness of tourists to revisit the same destination (Huang et al., 2015).

Word of Mouth

Word of mouth refers to informal information between individuals about the evaluation of a product or service (Danerson & Gerbing, 1988). Hawkins et al (2004)define word of mouth is a process that enables consumers to share information about certain products, brands and services performed by consumers with others.

Conceptual Framework

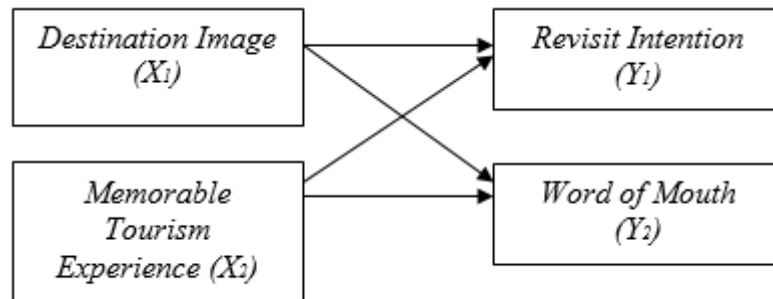The following is the conceptual framework in this study.

Figure 1: Conceptual Framework

C. RESEARCH METHOD

This study has two independent variables (X), namely, destination image (X1) and memorable tourism experience (X2) and two dependent variables (Y) namely, revisit intention (Y1) and word of mouth (Y2).

Table 2. Indicators of Research Variables

Variabel	Indikator
Destination Image(X1)	1. Service Quality 2. Entertainment 3. Quality and diversity of accomodation 4. Local transportation 5. Exotic 6. Architecture/Building (Sthapit & Coudounaris, 2018) 1. Enjoy the traveling experiance

Memorable Tourism Experience (X2)	2. Feel more fresh 3. Learn something 4. Get closer to the local culture 5. New experiance (Kim, 2018) dan (Ali et al., 2014)
Revisit Intention (Y1)	1. Tend to the visit these destination 2. Love to come to these destination 3. Revisit to these destination in the near future (Zhang et al., 2018)dan (Sthapit & Coudounaris, 2018)
Word of Mouth (Y2)	1. Recommend 2. Convincing 3. Push (Sthapit & Coudounaris, 2018)

Source: Ali et al., 2014; Kim, 2018; Sthapit & Coudounaris, 2018; Zhang et al., 2018

Population

The population of this study were domestic tourists who had visited Jalan Malioboro and Pasar Beringharjo, Yogyakarta, Central Java.

Sample

The sample for this research is domestic tourists who have visited tourist destinations on Jalan Malioboro and Pasar Beringharjo during the pandemic season and are at least 17 years old. The sampling technique in this study uses *purposive sampling*. *Purposive sampling* is one of the sampling techniques *non random sampling*, where the researcher determines sampling by establishing special characteristics that are in accordance with the research objectives so that they are expected to be able to answer research problems. Sampling in this study refers to*central limit theorem*, where the minimum sample is 30 so that the data obtained can be normally distributed.

Analysis Techniques

Data analysis in this study uses *Partial Least Square* (PLS). PLS is an analytical method *powerful*, because it can be applied to all data scales, it doesn't require a lot of assumptions, and the sample size doesn't have to be large.

D. RESEARCH RESULTS AND DISCUSSION

Outer Model

1. Convergent Validity

Convergent validity is said to be valid when the loading factor value is above 0.5, however, the recommended value is above 0.7 (Carlson & Herdman, 2012).

Tabel 3 Outer Loading

Variabel	Indikator	Loading Value	Information
Destination image	X1.1	0.658	Invalid
	X1.2	0.629	Invalid
	X1.3	0.773	Valid
	X1.4	0.798	Valid
	X1.5	0.727	Valid
	X1.6	0.661	Invalid
	X1.7	0.643	Invalid
	X1.8	0.728	Valid
	X1.9	0.547	Invalid
	X1.10	0.667	Invalid

Memorable tourism experience	X2.1	0.666	Invalid
	X2.2	0.708	Valid
	X2.3	0.648	Invalid
	X2.4	0.693	Valid
	X2.5	0.474	Invalid
	X2.6	0.544	Invalid
	X2.7	0.631	Invalid
	X2.8	0.579	Invalid
Revisit intention	Y1.1	0.511	Invalid
	Y1.2	0.817	Valid
	Y1.3	0.680	Invalid
	Y1.4	0.850	Valid
	Y1.5	0.513	Invalid
	Y1.6	0.642	Invalid
Word of mouth	Y2.1	0.822	Valid
	Y2.2	0.889	Valid
	Y2.3	0.872	Valid
	Y2.4	0.672	Invalid
	Y2.5	0.775	Valid

Source: Processed data, 2022

Based on table 3, it can be seen that there are several indicators that have a loading value of <0.7, so they are said to be invalid. Then the indicators X1.1, X1.2, X1.6, X1.7, X1.9, X1.10, X2.1, X2.3, X2.5, X2.6, X2.7, X2.8, Y1.1, Y1.3, Y1.5, Y1.6 and Y2.4 are omitted so that the results obtained are valid

Table 4. *Outer Model Valid Exclude* **X1.1, X1.2, X1.6, X1.7, X1.9, X1.10, X2.1, X2.3, X2.5, X2.6, X2.7, X2.8, Y1. 1, Y1.3, Y1.5, Y1.6 to Y2.4**

Variabel	Indikator	Nilai Loading	Keterangan
Destination image	X1.3	0.773	Valid
	X1.4	0.798	Valid
	X1.5	0.727	Valid
	X1.8	0.728	Valid
Memorable tourism experience	X2.2	0.708	Valid
	X2.4	0.693	Valid
Revisit intention	Y1.2	0.817	Valid
	Y1.4	0.850	Valid
Word of mouth	Y2.1	0.822	Valid
	Y2.2	0.889	Valid
	Y2.3	0.872	Valid
	Y2.5	0.775	Valid

Source: Processed data, 2022

Based on table 4, it can be seen that the loading values for all indicators are declared valid. This shows that each indicator has a valid correlation.

2. **Construct Validity**

Construct validity is the validity that indicates the extent to which a test measures *construct* the theory on which the test is based. The construct is said to have *construct validity* its good if value *average variance extracted* (AVE) is above 0.5 (Ghozali, 2008)

Table 5. *Average Variance Extracted*

Variabel	*Average Variance Extracted* (AVE)	Keterangan
Citra destinasi	0.650	Valid
Memorable tourism experience	0.741	Valid
Revisit intention	0.891	Valid
Word of mouth	0.716	Valid

Source: Processed data, 2022

Based on table 5 it can be seen that the value *Avarage Variance Extracted* (AVE) on each variable in the analysis model of this study *construct validity* good because AVE is greater than 0.5.

3. **Discriminant Validity**

Discriminant validity carried out to test whether each indicator block has *loading* higher for each latent variable measured compared to indicators for other latent variables

Table 6. *Cross Loadings*

	Destination Image	*Memorable tourism experience*	*Revisit intention*	*Word of mouth*
X1.3	**0.842**	0.414	0.386	0.227
X1.4	**0.850**	0.496	0.553	0.257
X1.5	**0.781**	0.518	0.341	0.203
X1.8	**0.747**	0.414	0.411	0.275
X2.2	0.545	**0.844**	0.474	0.358
X2.4	0.402	**0.814**	0.565	0.432
Y1.2	0.474	0.585	**0.941**	0.529
Y1.4	0.516	0.594	**0.946**	0.554
Y2.1	0.189	0.295	0.363	**0.797**
Y2.2	0.150	0.325	0.414	**0.886**
Y2.3	0.321	0.491	0.631	**0.919**
Y2.5	0.324	0.460	0.489	**0.773**

Source: Processed data, 2020

Table 6 shows that the correlation value *construct* certain indicators with higher indicators compared to *construct* other, then it can be said to have *discriminant validity* good.

4. **Composite Reliability**

Is it good or not *composite reliability* can be seen from the table *composite reliability* namely by looking at the value *composite reliability*-is more than 0.7 then it is said to be good

Table 7. *Composite Reliability*

Variabel	Composite Reliability	Keterangan
Citra destinasi	0.881	Reliabel

Memorable tourism experience	0.815	Reliabel
Revisit intention	0.942	Reliabel
Word of mouth	0.909	Reliabel

Source: Processed data, 2020

Based on table 7 it can be seen that all construct have value composite reliability more than 0.7, it can be said that all construct reliable.

Inner Model
1. Coefficient of Determination

The coefficient of determination can be seen in the table *R-square*. The way to find out how big the value of the coefficient of determination is to multiply the value *R-square* with 100%

Table 8. R Square

Variabel	R Square
Destination image	0.470
Memorable tourism experience	0.329
Revisit intention	0.334
Word of mouth	0.252

Source: Processed data, 2022

Variable memorable tourism experience has a determination value of 32% which means a variation in value memorable tourism experience can be explained by the destination image variable of 32%, while the remaining 68% is explained by other variables outside the analysis model. Variable revisit intention has a determination value of 33%, which means a variation in value *revisit intention* explained by the variable destination image by 33%, while the remaining 67% is explained by other variables outside the analysis model. Variable word of mouth has a determination value of 25%, which means the variation in value word of mouth explained by variables memorable tourism experience of 25%, while the remaining 75% is explained by other variables outside the analysis model.

2. Predictive Relevance

Value of *predictive relevance* can be determined by calculation *Q-square* as follows:

$$Q^2 = 1 - \{(1 - R_1^2)(1 - R_2^2) \dots (1 - R_n^2)\}$$

$$Q^2 = 1 - \{(1 - 0{,}470815)(1 - 0{,}329969)(1-0{,}334062)(1-0{,}252450)\}$$

$$Q^2 = 1 - (0{,}529185 \times 0{,}670031 \times 0{,}665938 \times 0{,}74775)$$

$$Q^2 = 1 - 0{,}17651$$

$$Q^2 = 0{,}82349$$

Based on the results above, it shows that the Q Square value is 0.82349 or 82%, which means that the overall model can be said to be *predictive relevance*.

3. Godness of Fit

Mark *goodness of fit* can be known through the following calculations:

Goodness of Fit = $\sqrt{AVE \times \overline{R^2}}$

Goodness of Fit = $\sqrt{0.7372 \times 0.346}$

Goodness of Fit = $\sqrt{0.255}$

Goodness of Fit = 0.504

Based on these calculations, it can be seen the value *goodness of fit* in this study amounted to 0.504. This shows that there is a match or suitability between the observed results and the frequency obtained based on the expected value.

4. **Hypothesis testing**

Table 9. *Path Coefficients*

Keterangan	T Statistics	Ketarangan
Destination image → *Revisit intention*	6.148	Signifikan
Destination image → *Word of mouth*	1.699	Signifikan
Memorable tourism experience → *Revisit intention*	2.823	Signifikan
Memorable tourism experience → *Word of mouth*	2.689	Signifikan

Source: Processed data, 2022

E. DISCUSSION

Effect of Destination Image on Revisit Intention Yogyakarta Domestic Tourists

Based on the results of statistical tests, it can be seen that destination image has a significant positive effect on revisit intention. The results obtained support the fourth hypothesis, namely, destination image has a significant positive effect on revisit intention. The more positive the image of the destination received by domestic tourists, the more encouraging it will be revisit intention. Destination image is described as a person's mentality that is reflected in the surroundings of tourism infrastructure, culture, nature, and social attributes (Beerli & Martín, 2004) Destination image is important for tourism managers to manage (Baloglu & Mangaloglu, 2001) Thus, a good destination image can encourage tourists to do revisit intention.

Effect of Destination Image on Word of Mouth Yogyakarta Domestic Tourists

Based on the results of statistical testing, it can be seen that destination image has no significant effect on satisfaction. These results do not support the second hypothesis, namely, destination image has a significant positive effect on satisfaction. That is, even though domestic tourists have a good destination image for Yogyakarta, domestic tourists are not satisfied. The non-creation of domestic tourist satisfaction in this study can occur because of the research phenomenon, namely during the pandemic. With several different policies that are adjusted to conditions new normal can cause dissatisfaction with domestic tourists.

Influence Memorable Tourism Experience to Revisit Intention Yogyakarta Domestic Tourists

Based on the results of statistical testing it can be seen that, memorable tourism experiences has a significant positive effect on satisfaction. This supports hypothesis three, memorable tourism experiences significant positive effect on satisfaction. That is, when domestic tourists have memorable tourism experiences to tourist destinations that have been visited, it will form the creation of satisfaction.

The results of the research conducted (Kim, 2018) indicate that there is a dimension of experience, namely educational , aesthetic, entertainment , escapist, involvement, hedonism*,* and local culture significantly affects tourist memory and becomes memorable experience. So that when traveling to Yogyakarta, tourists have memorable experiences even though they are not currently traveling which can form satisfaction when traveling, because what tourists receive is the same or better than Kim's (2018) performance expectations.

Influence Memorable Tourism Experience to Word of Mouth Yogyakarta Domestic Tourists

Based on the results of statistical testing it can be seen that, memorable tourism experiences has a significant positive effect on word of mouth. This supports hypothesis five, memorable tourism experiences significant positive effect on word of mouth. That is, when domestic tourists have memorable tourism experiences of tourist destinations that have been visited, it will encourage the creation of word of mouth to other people. Memorable tourism experiences (MTEs) are experiences that are selectively constructed based on tourist experiences and can be recalled after the tour is over (Zhang et al., 2018). Thus, the experiences that domestic tourists remember can be told or recommended to others. These results are in accordance with previous research which states that tourists who have unforgettable experiences tend to recommend to others with the aim that the recommended person also has an unforgettable experience as well (Chdanralal & Valenzuela, 2013)

F. CONCLUSIONS AND RECOMMENDATIONS
Conclusion

1. Destination image owned by domestic tourists has a significant positive effect on revisit intention domestic tourists to Yogyakarta, which means that the better the image of the destination that tourists have towards Yogyakarta, can encourage the occurrence revisit intention what tourists do. This is evidenced by value *t-statistic* of 6,148.

2. The image of the destination felt by domestic tourists while traveling in Yogyakarta has a significant positive effect on word of mouth what domestic tourists do, which means that when tourists feel satisfied they will do so word of mouth which has research indicators namely, recommending, convincing and encouraging. This is evidenced by value *t-statistic* of 1,699.

3. Memorable tourism experiences experienced by domestic tourists while traveling in Yogyakarta has a significant effect on revisit intention, which means that tourists who are satisfied can encourage the occurrence revisit intention who in this study used indicators of revisiting, preferring to come to tourist destinations again and returning to tourist destinations in the near future. This is evidenced by value *t-statistic* of 2,823.

4. Memorable tourism experiences owned by domestic tourists during their trip to Yogyakarta has a significant effect on word of mouth, which means that tourists who have memorable tourism experience can encourage tourists to do word of mouth to others. This is evidenced by value *t-statistic* of 2,689.

Recommendations.

What marketers can do is to provide a sense of security for domestic tourists while traveling in Yogyakarta during the pandemic, so tourists don't feel afraid. What marketers can do is by implementing health protocols in accordance with government recommendations, such as requiring the wearing of masks, providing disinfectants for facilities in tourist attractions, and working with government officials to assist with supervision.

Apart from being influenced by destination image variables, satisfaction is also influenced by memorable tourism experience. So that marketers can pay more attention to aspects that can affect the creation memorable tourism experience thus encouraging tourist satisfaction. Such as providing a choice of tourist destination packages that remain in accordance with health protocol policies.

G. REFERENCES

Ali, F., Hussain, K., & Ragavan, N. A. (2014). Memorable Customer Experience: Examining the Effects of Customers Experience on Memories and Loyalty in Malaysian Resort

Hotels. *Procedia - Social and Behavioral Sciences*, *144*, 273–279. https://doi.org/10.1016/j.sbspro.2014.07.296

Chandralal, L., Rindfleish, J., & Valenzuela, F. (2015). An Application of Travel Blog Narratives to Explore Memorable Tourism Experiences. *Asia Pacific Journal of Tourism Research*. https://doi.org/10.1080/10941665.2014.925944

Huang, S. (Sam), Weiler, B., & Assaker, G. (2015). Effects of Interpretive Guiding Outcomes on Tourist Satisfaction and Behavioral Intention. *Journal of Travel Research*. https://doi.org/10.1177/0047287513517426 https://pariwisata.jogjakota.go.id/

Jeuring, J. H. G., & Haartsen, T. (2017). Destination Branding by Residents: The Role of Perceived Responsibility in Positive and Negative Word-of-Mouth. *Tourism Planning and Development*. https://doi.org/10.1080/21568316.2016.1214171

Khoshkhoo, M. H. I., & Yousefi, H. (2018). The relationships between marketing variables and their effects on each other. *Opcion*.

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

Önder, I., & Marchiori, E. (2017). A comparison of pre-visit beliefs and projected visual images of destinations. *Tourism Management Perspectives*. https://doi.org/10.1016/j.tmp.2016.11.003

Permana, D. (2018). Tourist's re-visit intention from perspective of value perception, destination image and satisfaction. *European Research Studies Journal*. https://doi.org/10.35808/ersj/1058

Prayag, G., & Ryan, C. (2011). The relationship between the "push" and "pull" factors of a tourist destination: The role of nationality - An analytical qualitative research approach. *Current Issues in Tourism*. https://doi.org/10.1080/13683501003623802

Ramseook-Munhurrun, P., Seebaluck, V. N., & Naidoo, P. (2015). Examining the Structural Relationships of Destination Image, Perceived Value, Tourist Satisfaction and Loyalty: Case of Mauritius. *Procedia - Social and Behavioral Sciences*, *175*(230), 252–259. https://doi.org/10.1016/j.sbspro.2015.01.1198

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

Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing and Management*, *8*(June), 326–336. https://doi.org/10.1016/j.jdmm.2017.06.004