THE INFLUENCE OF DESTINATION IMAGE AND MEMORABLE TOURISM EXPERIENCE ON REVISIT INTENTION MEDIATED BY TOURIST SATISFACTION IN BANDA ACEH

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ABSTRACT

This research aims to examine the destination image and memorable tourism experience influence on revisit intention mediated by tourist satisfaction in Banda Aceh. The population was tourists visiting the Banda Aceh city, totaling 1,715,923 people. Determination of the sample was done by multiplying all research indicators by 5 so that a total sample of 165 people was obtained. Data was collected by questionnaires analyzed using the SEM-AMOS tested model. The test results prove that destination image did not significantly influence tourist satisfaction, memorable tourism experience significantly affects tourist satisfaction, destination image did not significantly influence tourist revisit intention, memorable tourism experience significantly affects tourist revisit intention, tourist satisfaction did not significantly influence tourist revisit intention tourist satisfaction fully mediates destination image on tourist revisit intention, and customer satisfaction partially mediates memorable tourism experience on tourist revisit intention. These findings explain that the model of increasing the tourist revisit intention tourists to Banda Aceh is a function of strengthening the image of the destination and the memorable tourism experience, as well as increasing the satisfaction of the tourists.

Keywords: Destination Image, Memorable Tourism Experience, Revisit Intention, Tourist Satisfaction.

1. INTRODUCTION

Economic development in Indonesia is supported by various sectors, one of which is the tourism sector which has enormous potential. Due to the large number of tourist destinations in Indonesia, tourist destination development companies must win the competition by providing satisfaction to tourists so that tourists have the intention to visit again (revisit intention). Revisit intention is a psychological phenomenon that shows a focus of interest in a particular object due to a feeling of happiness. Revisit intention occurs after tourists feel and evaluate the services obtained, so they have the intention to visit again (revisit). To increase revisit intention, the factors identified as important in this study, which can have an impact are tourist/tourist satisfaction, Destination Image, and Memorable Tourism Experience.

Tourist satisfaction is defined as a tourist's happy feeling that comes from a comparison between feelings of pleasure towards the performance (outcome) of a product and their expectations. This can mean if performance is below expectations, tourists will feel dissatisfied. And vice versa, if performance exceeds expectations, the customer will be very satisfied and happy. Tourists who are satisfied with the service will give positive comments about a destination. Tourist satisfaction refers to meeting customer expectations for products and services.

Destination Image can have an impact on tourists' intentions to return to visit these attractions. A positive destination image can contribute to a better level of satisfaction for tourists. Destination image refers to the overall perception and assessment formed by tourists towards certain tourist destinations. If the image of the destination is positive, with a good perception of reputation, quality, attractiveness, and facilities offered, tourists tend to have optimistic expectations before visiting the destination. When tourists experience positive experiences and satisfaction during their visit, the positive image of the destination is strengthened. This can happen through interactions with residents, satisfying service, natural beauty or tourist attractions, cultural diversity, and other factors that create a pleasant experience.

In developing a tourist spot, managers should prioritize memorable tourism experiences. Memorable tourism experiences are experiences that are selectively constructed from tourist experiences and can be remembered after the trip. Memorable tourism experience is important because the memorable experience will influence future tourism decision-making. Based on statistical data obtained from the Aceh Culture and Tourism Office in 2023, it can be seen that the total number of tourists visiting Aceh in 2022, both from within and outside of Indonesia, will reach 1,715,923 people. This is because Aceh has the potential to attract more tourists. This is supported by direct flights from Malaysia and vice versa. Aceh also has 739 tourist objects, 1,137 cultural heritage building sites, 535 tour guides, 172 tourism awareness groups, 619 star/non-star hotels, 112 travel agents, 126 souvenir businesses, as many as 1,779 amenities (restaurants, restaurants, cafes, travel agency, gift shop). Statistical data on the number of foreign tourists and Acehnese domestic tourists from 2018 to 2022 are presented in the following table.

Table 1. Statistical Data on the Number of Tourists in Aceh 2018 to 2022

Year	Foreign Tourists	Domestic Tourists	Number of Tourists	Increase (%)
2018	106,281	2,391,968	2,498,249	5.66 %
2019	107,037	2,529,879	2,636,916	5.55 %
2020	21,322	1,336,163	1,357,485	-48.52%
2021	1,748	1,458,238	1,459,986	7.55%
2022	5,752	1,710,171	1,715,923	17.53%

Source: Aceh Culture and Tourism Office (2023)

From these data, it is known that in 2020 and 2021 there will be a decrease in the number of tourists visiting Aceh. This could be caused by the Covid 19 pandemic which has resulted in both domestic and foreign modes of transportation reducing operating fleets and closing routes that are not congested to reduce operational costs and causing a decline in tourists. In 2022 there will be an increase in the number of tourists visiting Aceh by 1,715,923. but this figure is still far away when compared to the number of tourists visiting before 2019.

2. LITERATURE
Revisit Intention

The desire to return to visit is personal and related to how people act. The intention to return is when someone wants to come back to a place they visited before because they like it. People want to visit again because they thought about it and finally have an understanding of it.

The intention to come again appears and becomes a strong motivation that when someone wants to meet his needs, he will do what is his motivation. According to (Jonathan et al., 2021) the revisit intention is to see things that can be improved or evaluated based on the travel experience or the visitor's overall satisfaction. This may affect whether visitors will recommend it to others in the future. When visitors are satisfied with the results, they will be interested in coming back in the future (Purba, Suhud, & Aditya, 2021).

Tourist satisfaction

Tourist satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions/impressions of the performance (or results) of a tourism product (Laksana, Shaferi, Wibowo, Nurfitri, & Setyawati, 2022) is how tourists assess and compare their experience with their expectations of the product or service. If people do better than expected, then that makes tourists happy. However, if people cannot live up to expectations, then tourists will feel dissatisfied. Tourist satisfaction can be determined by comparing what they expect from the destination with the experience they have there. According to (Laksana et al., 2022), Tourist satisfaction can be measured by comparing their experience of the destination with their expectations. Tourist satisfaction related to travel experience consists of accommodation, natural environment, social environment, and others (Shokhsanam & Ahn, 2021). When there are positive ratings, tourists will evaluate the experience positively, and when there are negative ratings, tourists will evaluate the experience in a negative way (Ester, Syarifah, & ZA Zainurossalamia Saida, 2020).

Destination Image

Image significantly influences the success of an industry, including the tourism industry. Image formation occurs when we choose a tourist destination. Views of tourists about a vacation spot will be stored in their memories and will influence their opinion about the place. Destination image is what we believe or know about a destination without having experienced it or having complete facts. This image can influence our decision to take a tour (Hanif & Mawardi, 2016). The destination image received by tourists after visiting will significantly influence the emergence of satisfaction and emotional engagement which leads to the emergence of intention to visit again (Satriawan, Abdillah, & Pangestuti, 2022). According to (Muhammad Ras Muis et al., 2020) Destination image plays two important roles in behavior: (1) to influence decision-making processes about the destination (2) to create behavior including participation (in-place experience), evaluation (satisfaction), and future behavioral intentions (intention to review and willingness to recommend). In his research, (Safitasari & Maftukhah, 2017) explained that the influence of image is very important and makes people feel good. Travelers will buy again if they are happy with the attractions they visited, and they get a good impression of the place. This makes them feel constantly satisfied.

Memorable Tourism Experience

Tourism Experience is an important thing in the tourism industry because it is related to the impression we get when we visit tourist attractions. If the travel experience is difficult to forget and is always remembered for a long time, then we can say that we have had a memorable tourism travel experience when visiting a tourist spot. (Rahayu & Yusuf, 2021). Memorable

Tourism Experience (MTE) or Unforgettable Tourism Experience is a concept that refers to a very memorable tourist experience and leaves a deep impression on tourists. MTE involves extraordinary, unusual, or unique experiences that exceed ordinary expectations and create unforgettable memories. Memorable Tourism Experience plays an important role in shaping the destination's image, customer satisfaction, and the desire to return to visit. Tourist destinations that can create unique and extraordinary MTEs can differentiate themselves from other destinations and attract the attention of tourists.

Model and Hypothesis
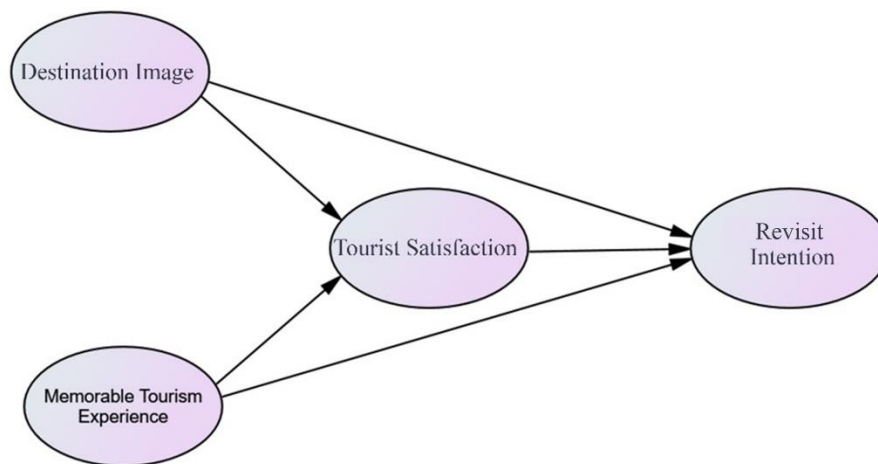The author formulated a framework and hypothesis to be tested as follows.

Figure 1. Research Framework

H1 : Destination image significantly influenced tourist satisfaction in Banda Aceh
H2 : Memorable tourism experience significantly influenced tourist satisfaction in Banda Aceh
H3 : Destination image significantly influenced the tourist revisit intention to Banda Aceh
H4 : Memorable tourism experience significantly influenced the tourist revisit intention to Banda Aceh
H5 : Tourist satisfaction significantly influenced the tourist revisit intention to Banda Aceh
H6 : Destination image significantly influenced tourist revisit intention through tourist satisfaction in Banda Aceh
H7 : Memorable tourism experience significantly influenced tourist revisit intention through tourist satisfaction in Banda Aceh.

3. METHOD
This research took locations in tourist spots frequently visited by tourists in Aceh. The population was tourists visiting the city of Banda Aceh, totaling 1,715,923 people. Determination of the sample was carried out by multiplying all research indicators by 5 times, following the provisions for data testing with the Structural Equation Modeling (SEM) test technique which is then used. So a total sample of 165 people was obtained. Data collection was carried out through questionnaires distributed to respondents, namely tourists visiting the city of Banda Aceh. The

measurement scale used the Likert scale (Sugiyono, 2017). The data were tested using the SEM test technique, and also the Sobel test. This research builds constructs for each variable studied, and the provisions that bind the measurement of organizational performance under study, namely:

1. To measure tourist revisit intention using the indicators as disclosed by (Djuang, Watu, & Goetha, 2023) namely (a) psychological factors, (b) cultural, (c) environmental factors, (d) interrelationship factors

2. To measure tourist satisfaction using indicators as disclosed by (Marques, Silva, & Antova, 2021) namely (a) level of satisfaction, (b) service, (c) expectations, (d) desire to recommend, (e) pleasure.

3. To measure the image of the destination using the indicators as disclosed by (Siregar, Siregar, Firdaus, & Muzammil, 2020) namely (a) Image of a tourist destination, (b) Ease of accessing places, (c) Beauty of buildings, (d) Facilities for tourist destinations, (e) Response of residents, (f) Attitude of residents

4. To measure Memorable Tourism Experience using the indicators as disclosed by (Lu, Lai, Liu, & Wang, 2022) namely (a) Privileges of tourism destinations, (b) Memorable experiences, (c) Enjoyable experiences, (d) Valuable experiences, (e) Meaningful experiences, (f) Important experiences, (g) Unique experiences.

4. RESULT
Direct Effect Test
The Structural test provides the picture as shown in the following figure.
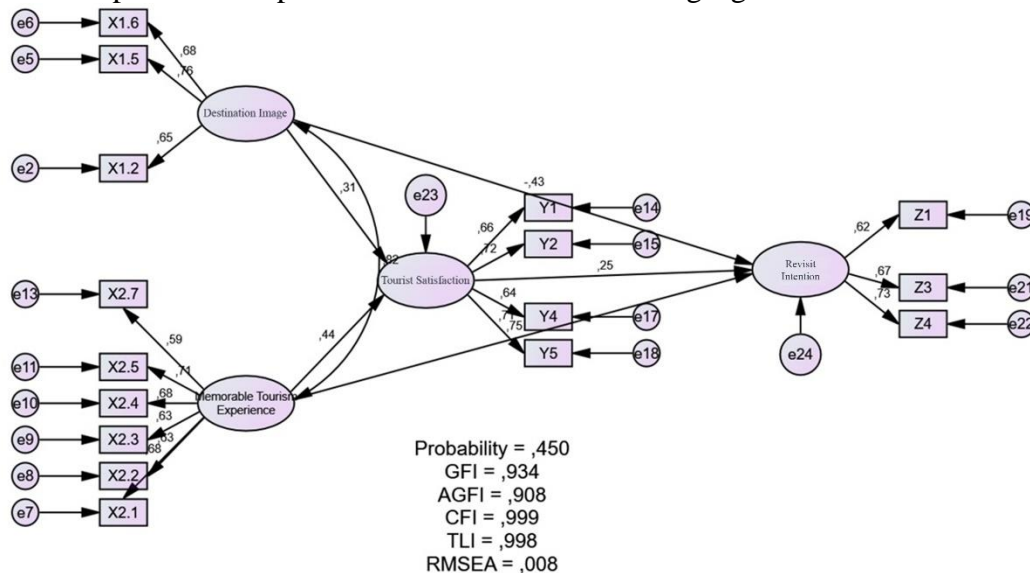

Figure 2. Structural Test Result

To see whether there is an influence on the above results, the results are presented in more detail as follows.

Table 2. Regression

			Estimate	S.E.	C.R.	P
Tourist satisfaction	<---	Memorable tourism experience	0.359	0.164	2.193	0.028
Tourist satisfaction	<---	Destination Image	0.305	0.198	1.545	0.122
Revisit Intention	<---	Destination Image	-0.436	0.265	-1.646	0.100
Revisit Intention	<---	Memorable tourism experience	0.630	0.230	2.743	0.006
Revisit Intention	<---	Tourist satisfaction	0.262	0.172	1.517	0.129

Source: Processed Data (2023)

Table 2 above reveals the output of the structural test which explains the direct effect of destination image and memorable tourism experience on tourist satisfaction. The results show that hypothesis 1 is not accepted, but hypothesis 2 is accepted, so:

H1 is rejected: destination image did not significantly influence tourist satisfaction in Banda Aceh

H2 is accepted: Memorable tourism experience significantly influenced tourist satisfaction in Banda Aceh

The output of the structural test explains the direct effect of destination image and memorable tourism experience on tourist revisit intention. The results show that hypothesis 3 is not accepted, but hypothesis 4 is accepted, so:

H3 is rejected: the destination image did not significantly influence the tourist revisit intention to Banda Aceh

H4 is accepted: the memorable tourism experience significantly influenced the tourist revisit intention to Banda Aceh

Furthermore, the results of the analysis show that there is no tourist satisfaction effect on tourist revisit intention so hypothesis 5 of this research is rejected, so:

H5 is rejected: Tourist satisfaction did not significantly influence the tourist revisit intention to Banda Aceh

Mediation Effect Test

H6 : Destination Image significantly influenced Tourist Revisit Intention through Tourist Satisfaction

To prove the significant effect of tourist satisfaction as a mediator on the destination image affecting tourist revisit intention, the Sobel test was used as in Figure 3 below:

Input:		Test statistic:	Std. Error:	p-value:
a 0.251	Sobel test:	3.04997402	0.02493562	0.00228861
b 0.303	Aroian test:	3.01094341	0.02525886	0.00260437
s_a 0.053	Goodman test:	3.09056292	0.02460814	0.00199777
s_b 0.076	Reset all	Calculate		

Figure 3. Sobel Test for Mediation Effect of Hypothesis 6

Testing the mediation hypothesis using the Sobel test for H6 shows the results of an indirect effect between destination images on tourist revisit intention through tourist satisfaction with a statistical test value of 3.09 > 1.96 and p 0.001 <0.05. So with this, the H6 test proves that H6 is significant or Ha6 is accepted. The calculation for path C' can be visually illustrated by charts for all paths A, B, C, and C' to test the destination image influence on tourist revisit intention through tourist satisfaction, as shown below.
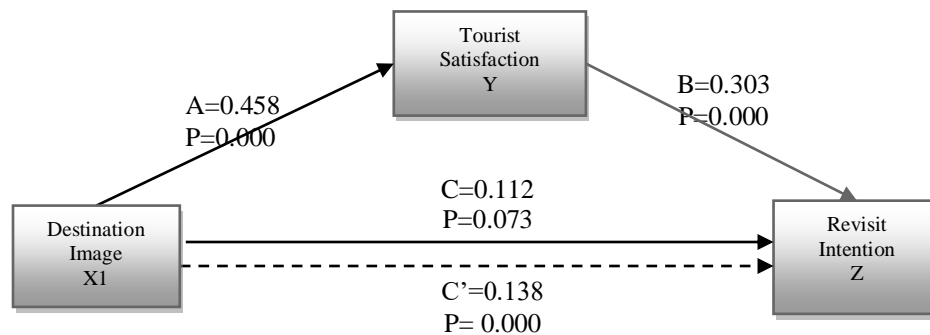

Figure 4. Hypothesis 6 Test Result

The picture above explains that the destination image variable significantly influenced tourist satisfaction by explaining that the path coefficient A provides $\beta = 0.458$ and p = 0.000 <0.05. Path B provides $\beta = 0.303$ and p = 0.000 <0.000. These values of paths A and B describe that they are significant, while path C provides $\beta = 0.112$ and p = 0.073 > 0.05 and C' provides $\beta = 0.138$ (0.458 x 0.303 = 0.138) and p = 0.000 <0.05. These reveal that pathways A, B, and C' are significant, while C is insignificant, showing the tourist satisfaction with path C's role as a full mediator. Full mediator means destination image can only affect the intention to visit tourists in Banda Aceh through tourist satisfaction. The magnitude of the destination image impact on tourist revisit intention through tourist satisfaction is 0.138 or 13.8%.

H7: Memorable Tourism Experience significantly influenced Tourist Revisit Intention through tourist satisfaction

To prove the significant effect of tourist satisfaction as a mediator on the memorable tourism experience influencing revisit intention, the Sobel test was used as in Figure 5 below:

Input:		Test statistic:	Std. Error:	p-value:
a	0.330	Sobel test: 2.47143648	0.02523634	0.01345715
b	0.189	Aroian test: 2.45131647	0.02544347	0.01423348
s_a	0.045	Goodman test: 2.49206019	0.02502749	0.01270045
s_b	0.072	Reset all	Calculate	

Figure 5. Sobel Test for Mediation Effect of Hypothesis 7

Testing the mediation hypothesis using the Sobel test for H7 shows the mediation effect of tourist satisfaction on memorable tourism experience influencing tourist revisit intention in Banda Aceh provides a statistical value 2.492 > 1.96 and p 0.01 < 0. 05. So with this the H7 test proves the indirect effect through tourist satisfaction is significant, or Ha7 is accepted. The significance of path C', can be visually illustrated by charts for all pathways A, B, C, and C' in the memorable tourism experience influence on tourist revisit intention through tourist satisfaction below.
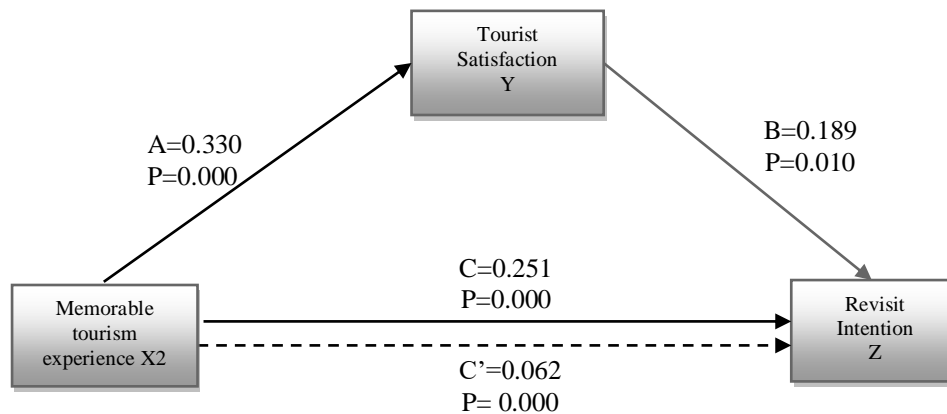

Figure 6. Hypothesis 7 Test Result

The picture above explains that the memorable tourism experience variable significantly influenced tourist satisfaction by explaining that the path coefficient A provides $\beta = 0.330$ and p = 0.000 <0.05. Path B provides $\beta = 0.189$ and p = 0.010 <0.05. Whereas for path C provides $\beta = 0.251$ and p = 0.000 <0.05 and C' provides $\beta = 0.062$ (0.330 x 0.189 = 0.062) and p = 0.000 <0.05. These reveal that pathways A, B, C, and C' are significant or often referred to as a partial mediator. Partial mediator means a memorable tourism experience can influence the intention to visit tourists in Banda Aceh both directly or through tourist satisfaction. The magnitude of the memorable tourism experience impact on tourist revisit intention through tourist satisfaction is 0.062 or 6.2%.

5. DISCUSSION
H1 : Destinations Image on Tourist Satisfaction in Banda Aceh
The results found that destination image did not significantly influence tourist satisfaction in Banda Aceh, which can be seen from the CR 1.545 <1.96 and probability of 0.122> 0.05, indicating that the destination image is not something that can determine tourist satisfaction in Banda Aceh, which means that these results show that the better the image of the destination for tourists in Banda Aceh does not affect increasing tourist satisfaction. This result is in line with (Purba et al., 2021) and (Siregar et al., 2020) which state that when tourists have the tourist revisit intention to a destination in the future, it can be ensured that the destinations offered follow the expectations desired by tourists. Conversely, if tourists choose to stop their visits,

certainly, the destinations offered are not as expected. Therefore, it is important to know the needs of tourists when they visit the destination, because if the needs of tourists are met and they follow their expectations then the intention to review can occur and positive word of mouth can be created.

H2 : Memorable Tourism Experience on Tourist Satisfaction in Banda Aceh
The test on the memorable tourism experience variable shows significant results influencing tourist satisfaction in Banda Aceh, which can be seen from the CR 2.193 > 1.96 and a probability of 0.028 > 0.05. These results indicate a memorable tourism experience is an important factor in creating tourist satisfaction in Banda Aceh. This result is in line with (Pujiastuti, 2022), (Tsai, Lin, & Liou, 2021), (Maharaniputri, Pujiastuti, & Soeprapto, 2021), (Prebensen, Chen, & Uysal, 2018). Memorable tourism experience shows significant results influencing tourist satisfaction

H3 : Destination Image on Tourist Revisit Intention in Banda Aceh
The results prove that the image of the destination did not significantly influence the tourist revisit intention tourists to Banda Aceh, which can be seen from the CR 1.646 <1.96 and a probability of 0.100 > 0.05. The size of the destination image did not significantly influence the tourist revisit intention in Banda Aceh. These results show that even though the image of a tourist destination in Banda Aceh is good, it cannot be a factor in creating tourists' tourist revisit intention. This result is not in line with (Purba et al., 2021), (Fadiryana & Chan, 2019).

H4 : Memorable Tourism Experience on Tourist Revisit Intention
The results prove that memorable tourism experience provided a significant influence on the tourist revisit intention in Banda Aceh where this can be seen from the CR 2.193 > 1.96 and a probability of 0.028 > 0.05. These results indicate a memorable tourism experience is an important factor in creating tourist revisit intention in Banda Aceh. This result is in line with (Febriyani & Yusuf, 2022) (Tran, 2021), (Dianty, Abrian, & Surenda, 2021) and (Utama, 2019).

H5 : Tourist Satisfaction on Tourist Revisit Intention
The test results do not prove that tourist satisfaction significantly influenced the tourist revisit intention by CR 1.517 <1.96 with a probability 0.129 > 0.05, indicating that Tourist Satisfaction is not something that can determine tourist revisit intention in Banda Aceh, which means that better tourist's satisfaction does not affect increasing tourist revisit intention in Banda Aceh.

H6 : Destination Image on Tourist Revisit Intention Through Tourist Satisfaction
The mediation test proves that tourist satisfaction mediates the destination image influence on the tourist revisit intention in Banda Aceh. The role of tourist satisfaction in the H6 model is as a full mediator. This is because, on the other hand, it is known that destination image did not directly influence tourists' tourist revisit intention.

H7 : Memorable Tourism Experience on Tourist Revisit Intention Through Tourist Satisfaction

The mediation test proves that tourist satisfaction mediates memorable tourism experience influence on tourist revisit intention to visit because the significance is 0.02<0.05. It is also known that tourist satisfaction in the H7 model acts as a partial mediation because the Memorable Tourism Experience influence on Return Intentions is also significant. So both direct and indirect, the effects are significant.

6. CONCLUSION

The test results prove that destination image did not significantly influence tourist satisfaction, memorable tourism experience significantly affects tourist satisfaction, destination image did not significantly influence tourist revisit intention, memorable tourism experience significantly affects tourist revisit intention, tourist satisfaction did not significantly influence tourist revisit intention tourist satisfaction fully mediates destination image on tourist revisit intention, and customer satisfaction partially mediates memorable tourism experience on tourist revisit intention. These findings explain that the model of increasing the tourist revisit intention tourists to Banda Aceh is a function of strengthening the image of the destination and the memorable tourism experience, as well as increasing the satisfaction of the tourists. This tested model contributes to strengthening the causality theory so that it can be used as a reference for further research, especially those related to tourism management. Limitations exist in the variables associated with the model and can be developed with further research. These findings can also serve as a rationale for practitioners, especially tourism managers in the city of Banda Aceh to formulate a strategy to strengthen the destination image and strengthen the memorable tourism experience by providing a unique memorable experience for visiting domestic and foreign tourists.

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