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## Satisfied or Memorable? The Determinant of Tourist's Revisit Intention to a Heritage Village: A Voice from Osing Kemiren, Indonesia

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### Abstract

Osing Kemiren Heritage Village is one of the tourist villages that still keep traditional values, sporting the topic of the way of life and neighbourhood know-how that's its vacationer appeal. Osing Kemiren is a heritage village with most people of its authentic population from the Osing tribe. The study aims to decide and explain the impact of tourist satisfaction and memorable tourism level on revisit intention, including in part or concurrently. The kind of study used is an explanatory method with a quantitative approach. The population used in this study is tourists who visited the Osing Kemiren Heritage Village within the remaining 12 months (January 2020-January 2021), with a sample of one hundred respondents using easy random sampling. The statistics used in this examine the use of descriptive statistical data analysis and more than one linear regression analysis. The results suggest that tourist satisfaction partly has a giant impact on the Revisit Intention. Memorable tourism reveals partially have a massive impact on the revisit intention. Moreover, tourist satisfaction and unique tourism experience concurrently have a remarkable impact on the revisit intention.

**Keywords:** Tourist Satisfaction, Heritage Village, Memorable Tourism Experience, Revisit Intention

### Introduction

The diversity of attractions in Indonesia is extraordinary. The diversity of attractions can blend into a single entity within a destination. Destinations that can include a variety of attractions, one of which is a tourist village. According to Soehardi (2021), tourist villages are becoming alternative tourism that is becoming trend for tourists, where tourist villages carry concepts that are more friendly to nature, culture, interaction with local communities, and crafts that exist in a village. Those activities cannot be obtained by tourists when visiting ordinary destinations. Tourism village or rural tourism, called an asset of tourism, where the potential of the countryside with all its attractiveness and uniqueness. It can be developed and empowered into tourism products. A tourism village in tourism driven by the community in

an area. It aims to achieve the welfare of the rural community itself (Chaerunissa & Yuniningsih, 2020).

The development of tourist villages in Indonesia is fast and good. This situation is manifested by the existence of 4 tourist villages in Indonesia which received awards in 2020 and 2021 as the best tourist villages by world-class organizations. One of the tourist villages that have cultural diversity is the Osing Kemiren Heritage Village, Banyuwangi. One of the attractions in the Osing Kemiren Heritage Village is the Osing tribe.

The management of Osing Kemiren Heritage Village has been embraced by community-based management. The management is indicated by the existence of a tourism awareness group (POKDARWIS) under the auspices of the Village-Owned Enterprises (BUMDes). The existence of good management makes the Osing Kemiren Heritage Village have good products in the form of tour packages. The tour packages offered by the Osing Kemiren Heritage Village include rice field tracking, planting rice, ploughing the fields, learning to dance, learning traditional music, Osing tribal traditional house, roasting coffee, making batik, and cooking traditional food like Pecel Pitik (Mabruri & Prabawati, 2019). Besides being supported by authentic products and programs, Osing Kemiren Heritage Village has also been certified as a Sustainable Tourism Village by the Ministry of Tourism and Creative Economy Republic of Indonesia on the Sustainable Tourism Council (LS-Pro-ISTC).

The tourist village is a choice of attraction that can be enjoyed by various groups, especially tourists who like cultural heritage. Nevertheless, Osing Kemiren Heritage Village is also a tourist destination affected by the pandemic, so visits to the Osing Kemiren Heritage Village have decreased. In 2019, tourists who came to the Osing Kemiren Heritage Village reached 18,000 tourists. The decline in tourist visits to the Osing Kemiren Heritage Village occurred from March to September 2020 (Sadnyari, 2020), caused to Covid-19.

The tourism industry certainly wants a stable market. Stable market conditions in the tourism industry must involve continuous visits from tourists. Therefore, some efforts are needed to attract tourist visits. Revisit intentions are more accessible to influence than new visiting intentions by potential tourists. It is caused due to the condition of tourists who have had the experience of visiting a tourist destination (Chen et al., 2020). Cakici et al (2019) state that high tourist experiences and expectations make tourists interested in making repeat visits.

Repeat visits can occur if tourists get satisfaction and have a memorable tourism experience. Tourist satisfaction is a person's pleasure or disappointment after comparing the expected performance/results with the reality obtained (Kotler & Keller, 2012). If the expectations of tourists have been satisfied, it will affect the behavior of tourists. Behavior that may arise is the intention to revisit or recommend (Cakici et al., 2019).

### **Literature Review**

According to Valle (2006), there are three tourist satisfaction indicators: general satisfaction, attribute satisfaction, and met expectations. This overall satisfaction is a combination of the satisfaction felt by tourists and several satisfaction factors that tourists feel when visiting a destination. Overall satisfaction can be obtained from the quality of management and the location of a tourist destination. Satisfaction with this attribute is the satisfaction felt by

tourists after using products, goods, or services ranging from all facilities that are certainly adequate for tourists, services provided, security for tourists, ease of information, course, the atmosphere, and the environment around tourist destinations. This expectation is achieved when a tourist's wishes meet the tourist's expectations regarding the actual situation or reality of a tourist destination. Tourists can feel the achievement of these expectations after tourists are satisfied, and the needs and offers are fulfilled for the products, goods, or services that tourists use when travelling, and at prices that are by tourist expectations.

According to Kim (2014), Memorable Tourism Experience is "An experience that is better retained and recalled afterwards," so a memorable tourism experience is defined as a meaningful or memorable experience that occurs after a trip that will remain in memory and be remembered afterwards. According to Kim et al (2012); Rasoolimanesh et al (2021), a memorable tourism experience is a tourism experience that is well and positively remembered and remembered in memory after it happened. Memorable tourism experience is more important because only the experience is remembered, which will influence the decision-making of tourists in the future (Zhang et al., 2018).

Bigne et al (2020) argue that the most memorable experiences are formed in the final phase after the journey ends. It can be concluded that a memorable tourism experience is a travel experience experienced by an individual and is remembered in his memory after the tour activity is completed, either during the trip or after the tour is carried out. Memorable tourist experiences appear after tourists visit a tourist destination. Tourists will store memories of tourism-related experiences, including autobiographical and semantic memory, where this memory plays a role in the memory of previous tourism-related experiences (Kim et al., 2014). Memory can be categorized into semantic or episodic memory. Tulving (1972 & 1985) showed that semantic memory is related to knowledge, whereas episodic memory is related to autobiographical memory. In tourism, semantic memory is stored in tourists or knowledge about destinations, such as images and attributes of the destination. In contrast, autobiographical memory is an individual's memory, namely the memory of his tourism experience. A memorable travel experience will be remembered and recalled after a tour. That way, when making a decision, tourists rely on previous experiences and memories to formulate future travel trips (Kim, 2014).

Kim (2014) proposes a memorable tourism experience scale in seven dimensions, including the following: hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge. This dimension refers to enjoyment, pleasure, the feeling of hedon, and excitement during activities. Kim (2014) defines hedonism as a pleasant feeling that excites oneself.

The novelty dimension refers to something new, both an experience and a feeling like being pampered by the tourist attraction visited. Furthermore, new psychological feelings come from new experiences (Kim, 2014). Many travelers choose destinations or places with different cultures (or lifestyles) to fulfil their wants and need to experience something new.

The local culture dimension refers to experience and participation in local culture in a tourist destination. Kim (2014) asserts that learning the local culture, people's way of life, and language will significantly improve the memorable tourism experience.

The refreshment dimension refers to the feeling that feels calm, fresh, and free when tourists come to visit tourist destinations. Refreshment is the most distinct dimension of a travel or tourism experience, as it separates the experience from everyday life (Kim, 2014). For example, in defining tourism activity, it is stated that this dimension is a temporary inverse of

daily activities, i.e., where a person is in a situation without work, care, or savings (Chen et al., 2020).

The meaningfulness dimension refers to tourism activity, including increasing one's feelings of mood and feelings of pleasure. This dimension is related to the tendency of tourists to seek meaningful experiences for self-development and personal growth (Kim, 2014), where individuals learn more about objects (destinations, sites, and attractions) and broaden their perspectives because of their travel experiences.

The involvement dimension is a person's involvement in a tourist trip. Research findings show that high levels of involvement in consumer experiences improve memory during or after vacation (Kim, 2014). The knowledge dimension is knowledge about the travel of the tourist attractions visited. Furthermore, where an individual is willing to learn new things and build new skills and insights because of his travel experience. According to Kim (2014), one of the socio-psychological motivations that predispose tourists to travel is the desire to acquire knowledge, including those related to the destination's history, language, geography, or culture.

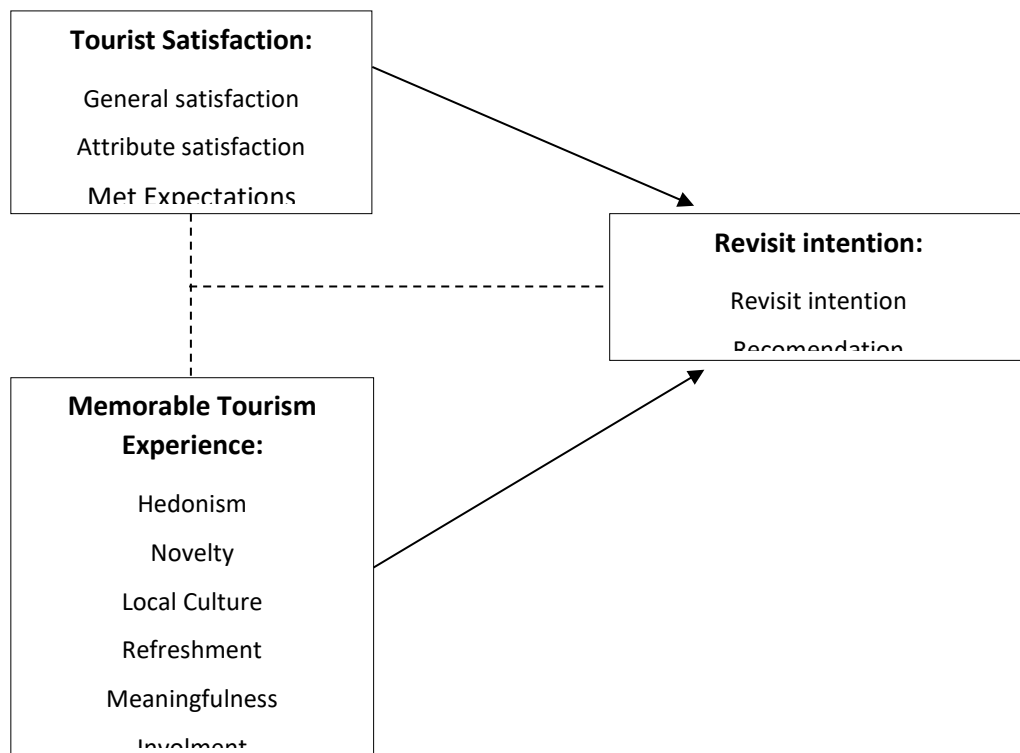
Zhang et al (2018) define tourist behavioral intentions as an assessment of the likelihood of revisiting a tourist destination and recommending a tourist destination to relatives and friends. Chen et al (2020) define the behavioral intention of tourists as their assessment of the possibility of revisiting a tourist destination and recommending it to their relatives and friends. According to Wibowo (2016), the intention to return is a form of behavior from the experience of previous visits to the quality of destination services in the same place. A revisit intention is a form of tourist loyalty to the products, goods, or services that have served them (Bigne et al., 2018). Therefore, the recommendation and the desire to visit again are critical indicators of tourist loyalty.

The concept of intention to revisit embodies some of the behaviors tourists show as a result of the post-sale evaluation, and the effect is quite crucial for a business (Riyanti & Rihayana, 2020). Revisiting behavior by tourists is one of them. Revisit intention refers to the possibility of tourists returning to a tourist destination. In addition, repeat tourists can bring better cost-effectiveness and economic benefits to the destination of a tourist spot. The intention of return visits will not only assist in understanding the behavioral intentions of tourists but will also have significance in implementing effective marketing and management strategies for tourist destinations.

According to Hsein (2014), they revealed two indicators of the desire to revisit. That indicators are Intention to revisit and intention to recommend. The intention to revisit is for tourists who visit the same tourist spot and possibly become a holiday destination in the future. Nevertheless, the intention to recommend is to recommend tourist attractions that have been visited by family and friends and tell positive things about these tourist destinations.

Based on research by Roz (2021), customer satisfaction has a positive and significant influence on revisit intention. Nevertheless, based on the results of research conducted by Noerhanifati, Griandini, and Monoarfa (2020), a memorable travel experience has a significant and positive effect on revisit intentions. The two opinions above show that tourist satisfaction and memorable tourism experience can affect revisit intention.

## Conceptual Framework and Hypothesis



H1: Tourist Satisfaction (X1) partially has a significant effect on revisit intention (Y).

H2: Memorable Tourism Experience (X2) partially influences the Intention to Visit Again (Y).

H3: Tourist Satisfaction (X1) and Memorable Tourism Experience (X2) simultaneously have a significant influence on the Intention to Visit Again (Y).

## Methodology

This study is a quantitative study that looks at the relationship and influence between the dependent variable and the independent variables that have been determined in the form of tourist satisfaction (X1), memorable tourist experience (X2), and revisits intention (Y). The location of this research is in Banyuwangi regency, East Java Province, Indonesia, namely Osing Kemiren Heritage Village. Here below is the item used in this research. This research used the scale of Likert to measure the variables.

The population of this research is taken from visitor data to the Osing Kemiren Heritage Village, which is 2,796. Moreover, the Slovin theory counted the sample, which found 100 respondents for this research. The respondent criteria must be 17 years old or more and have been to Osing Kemiren Heritage Village at least once. The research was done by contacting the former tourist one by one. Tourists who visited Osing Kemiren Heritage Village from January 2020 – January 2021 shared the questionnaire.

## Findings

The calculation of the product-moment correlation in the table below shows that the score in each statement is significantly correlated with the total score, indicated by an r-count greater than the r-table. So, it can be concluded that all question items are valid and can be used as a data collection tool in this study.

Table 1  
 Validation test of the items

Variable	Items	KMO	rtable (N = 30; α = 5%)	Annotation
Tourist Satisfaction (X1)	X1.1.1	0.845	0.361	Valid
	X1.1.2	0.723	0.361	Valid
	X1.1.3	0.824	0.361	Valid
	X1.2.1	0.833	0.361	Valid
	X1.2.2	0.882	0.361	Valid
	X1.2.3	0.642	0.361	Valid
	X1.3.1	0.831	0.361	Valid
	X1.3.2	0.641	0.361	Valid
	X1.3.3	0.58	0.361	Valid
Memorable Tourism Experience (X2)	X2.1.1	0.697	0.361	Valid
	X2.1.2	0.794	0.361	Valid
	X2.2.1	0.61	0.361	Valid
	X2.2.2	0.8	0.361	Valid
	X2.3.1	0.795	0.361	Valid
	X2.3.2	0.72	0.361	Valid
	X2.4.1	0.589	0.361	Valid
	X2.4.2	0.539	0.361	Valid
	X2.5.1	0.526	0.361	Valid
	X2.5.2	0.643	0.361	Valid
	X2.6.1	0.82	0.361	Valid
	X2.6.2	0.663	0.361	Valid
	X2.7.1	0.741	0.361	Valid
X2.7.2	0.727	0.361	Valid	
Revisit Intention (Y)	Y1.1	0.93	0.361	Valid
	Y1.2	0.786	0.361	Valid
	Y1.3	0.611	0.361	Valid
	Y2.1	0.716	0.361	Valid
	Y2.2	0.74	0.361	Valid
	Y2.3	0.765	0.361	Valid

Reliability testing on the research questionnaire was carried out using the Alpha-Cronbach Formula. The test criteria state that the questionnaire items are reliable if the Alpha-Cronbach value is more significant than 0.6. The summary of the interpretation of the reliability of the questionnaire follows the SPSS output in the table below.

Table 2  
 The reliable testing items

Variable	Alpha-Cronbach	Annotation
Tourist Satisfaction (X1)	0.903	Reliable
Memorable Tourism Experience (X2)	0.915	Reliable
Revisit Intention (Y)	0.85	Reliable

N = 30

The table above shows that the Alpha-Cronbach value for all variables is more significant than 0.6. Thus, all questionnaire items are excellently reliable and suitable for data collection.

#### Hypothesis testing

The t-test is used to test the regression coefficient partially. The results of the t-test are shown in the table:

Table 3

*The hypothesis testing of tourist satisfaction (X1) and memorable tourism experience (X2) are partially affecting revisit intention (Y).*

<b>Coefficients<sup>a</sup></b>			
Model		t	Sig.
	(Constant)	-.808	.421
1	Tourist Satisfaction (X1)	3.982	.000
	Memorable Tourism Experience (X2)	5.165	.000

a. Dependent Variable: Revisit Intention (Y)

From the results of multiple linear regression analysis in the table above, it can be seen that variable X1 shows a significant value of t of 0.000 < 0.05, meaning that there is a significant effect of variable X1 on variable Y. Thus, it can be concluded that hypothesis 1 is accepted. Tourist Satisfaction partially has a significant effect on the intention to revisit the Osing Kemiren Heritage Village. Moreover, variable X2 shows a significant value of t of 0.000 < 0.05, meaning that there is a significant effect of variable X2 on variable Y. Thus, it can be concluded that hypothesis 2 is accepted. Memorable tourism experience partially has a significant effect on the Intention to Visit Back to Osing Kemiren Heritage Village.

The F test is used to prove whether the variables, namely X1 and X2, simultaneously affect Y. The recapitulation of the results of the F test can be seen in the following table:

Table 4

*The hypothesis testing of tourist satisfaction (X1) and memorable tourism experience (X2) are significant effects to revisit intention (Y).*

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	479.570	2	239.785	58.525	.000 <sup>b</sup>
1	Residual	397.420	97	4.097		
	Total	876.990	99			

a. Dependent Variable: Revisit Intention (Y)

b. Predictors: (Constant), Memorable Tourism Experience (X2), Tourist Satisfaction (X1)

From the table above, it can be seen that the calculated F value is 58,525 with a significance of 0.000, meaning that the F Significant is less than 0.05, indicating that the X1 and X2 variables simultaneously affect Y. Thus, it can be concluded that hypothesis 3 is accepted.

Tourist satisfaction and memorable tourism experiences significantly affect the intention to revisit Osing Kemiren Heritage Village. The coefficient of determination measures how far the model can explain variations in the dependent variable. The value of the coefficient of determination is between zero and one. A small R<sup>2</sup> value means that the independent



variables' ability to explain the variation of the dependent variable is minimal.  $R^2$  value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

Table 5

*Result of a coefficient determination*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.739a	.547	.537	2.02413
a.	Predictors: (Constant), Memorable Tourism Experience (X2), Tourist Satisfaction (X1)			
b.	Dependent Variable: Revisit Intention (Y)			

From the table above, the coefficient of determination (Adjusted R Square) is 0.547. The coefficient of determination means 54.7% of variable Y is influenced by variables X1 and X2, while other factors influence the remaining 45.3%.

**Conclusion and Sugestion**

This research was conducted to determine and explain the influence of tourist satisfaction and memorable Tourism Experience on the intention to revisit the Osing Kemiren Heritage Village. The results of this research are:

1. Tourist satisfaction partially has a significant and positive influence on Revisit's Intention to return to Osing Kemiren Heritage Village.
2. Memorable tourism experience partially has a significant and positive influence on Revisit's Intention to Osing Kemiren Heritage Village.
3. Tourist satisfaction and memorable tourism experience simultaneously significantly and positively influence revisit intention to Osing Kemiren Heritage Village.

The research conducted at Osing Kemiren Heritage Village found that tourist satisfaction is more dominant in influencing revisit intention than memorable tourism experiences. That could be seen in coefficient B. Tourist satisfaction influences 28,8% in revisit intention, yet memorable tourism experience influences 26,2% in revisit intention of tourists. Osing Kemiren Heritage Village management should be better at improving some attractions' uniqueness. It is due to an increase in the memorable tourism experience since the calculation of the variable's memorable tourism experience is lower than the tourist satisfaction effect to revisit intention.

Banyuwangi is one of the regencies in East Java whose tourism industry is multiplying. Osing Kemiren Heritage Village is one of the tourist attractions with huge potential to attract tourists. Tourists who return to visit and are interested called potential tourists, can be used as an object for further study regarding the Osing Kemiren Heritage Village. There are also independent variables that can be used as a test for further study, namely the influence of destination's risk regulation navigates inbound travel on revisit intention post-COVID-19 in Osing Kemiren Heritage Village, as a previous study written by (Sun et al., 2022).

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