
Memorable Tourism Experience: Building Satisfaction and Loyalty of Tourists (Case Study of Medan City, Indonesia)

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Abstract:

This study examines the effect of memorable tourism experience on tourist loyalty mediated by tourist satisfaction in visiting the city of Medan. The research design was built using a causal-descriptive approach and supported by the PLS-SEM 2.8 quantitative method implemented to validate the hypothesis empirically. Survey questionnaires were used to collect data. The sample consisted of 210 tourists who visited the city of Medan, both local and national tourists. The results of the R-square test show a robust model, as seen from the percentage value of the tourist loyalty variable of 0.796, influenced by memorable tourism experience and mediated by tourists of 0.463. Besides that. From the research results, all variables, namely memorable tourism experience, traveler satisfaction, and traveler loyalty, have a significant effect. Traveler satisfaction as a mediating variable has a statistically substantial mediating role, from memorable tourism experiences to building tourist loyalty to tourist destinations in Medan City. These findings will be helpful for the local government and tourism industry players in the city of Medan in developing their goals and increasing tourist visits to the city of Medan and other stakeholders.

Keywords: *Memorable Tourism Experience, Traveler Satisfaction, Traveler Loyalty.*

1. Introduction

A decade ago, Kim et al. (2012) introduced the notion of a memorable tourism encounter, defined as a "tourism encounter positively remembered and recalled after the event has occurred". Existing research indicates the numerous advantages for tourism service providers of fostering memorable experiences (Stone et al., 2018). Destination qualities that can provide a memorable travel encounter, according to Kim (2014), include facilities, cost, accessibility, local culture, geography, entertainment, environmental management, safety, service quality, security, hospitality, attachment, superstructure, special activities, and events.

Tourists are typically drawn to tourist destinations with qualities connected to tourism activities and places that are novel and distinct from their place of origin. These qualities become a part of tourists' encounters while visiting these destinations. The encounter gained by tourists is undoubtedly distinct in every tourist spot they visit, even though the tourist object is the same. However, the encounter that will be obtained is distinct from one place to another. A tourist spot can provide an unforgettable encounter for visiting tourists so that tourists will never forget the tourist

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spot because the encounter they get from that place is hard to forget and leaves a deep impression on them.

Tourists may alter their initial perception of the tourist destination after they have journeyed and acquire an encounter that turns out to be distinct from their initial perception prior to traveling. If the encounter they acquire surpasses their expectations, they will have a pleasant experience and eventually desire to revisit that tourist destination to recollect it. Several studies have verified this, and one of them is by Stepchenkova & Mills (2010), that an individual's encounter at a destination will influence the initial depiction of the destination and will impact their decision to visit the destination.

Hoch and Deighton (1989) also asserted that consumers are highly motivated and engaged with information obtained from previous encounters. Furthermore, personal experience is considered highly credible and influences decision-making more strongly than any other source of information. Pleasant encounters or negative encounters that tourists undergo during their trip will remain in their memories. Encounters stored in tourists' memory are a valuable source of information for future decision-making. The most crucial aspect is that managers must comprehend what tourists desire and prioritize it to provide unforgettable memories. Another study by Yoon and Uysal (2005) demonstrates that tourists always compare their travel experience with places they have visited regarding services, activity programs, and facilities that impact their next destination. Therefore, a tourist spot must be able to create a positive impression of the tourist spot in terms of service, tourism activities, and supporting facilities to influence tourists' decisions to desire to return.

Previous research conducted by Ahsanah et al., 2021 explored Memorable Tourism Experiences and found that City Image and Visitor Engagement significantly influence the intention of tourists to revisit Yogyakarta. According to (Kim, 2010), tourists experience seven factors: pleasure, uniqueness, knowledge, significance, engagement, local traditions, and rejuvenation, which create lasting memories and impact. However, previous studies have not explicitly addressed the practical delivery of Memorable Tourism Experiences. Considering the significance of the experiential aspect of tourist destinations, tourist destinations must prepare themselves to deliver an enjoyable experience to visiting tourists. Therefore, in line with the theory proposed by Kim (2010), the writer will introduce additional variables for Memorable Tourism Experiences, explicitly focusing on uniqueness and local traditions. This aligns with the idea presented by Tung and Ritchie (2011) that the role of a tourist destination manager is to facilitate and develop the destination into a place that allows tourists to create unforgettable experiences on their own. Consequently, tourist destination managers face pressure to develop effective tourism programs that can offer tourists unforgettable experiences during their visits. However, most managers lack a practical guide to help them achieve this goal.

This study was carried out in the city of Medan, considering that Medan is one of the four main centers of development in Indonesia, along with Jakarta, Surabaya, and Makassar. Medan is a diverse city with a population of individuals from various

cultural and religious backgrounds. In addition to the Karo Malays and Bataks as the original settlers, Medan is predominantly inhabited by Javanese, Batak, Chinese, Minangkabau, and Indian ethnic groups. Medan is home to numerous historic buildings that still showcase Dutch architectural styles. Examples include the former City Hall, the Medan Post Office, the Tirtanadi Water Tower (a symbol of Medan), the Hanging Point (a bridge spanning the railway tracks), the Post Office, Bank Indonesia, the London Sumatra building, and old structures in the Kesawan area. The Kesawan area still preserves its old buildings, such as the PT London Sumatra building, and traditional shophouses reminiscent of those found in Penang, Malaysia, and Singapore. These shophouses have now become a lively hawker center that thrives at night. The city government plans to develop Medan as a hub for shopping and culinary experiences. It is hoped that this initiative will attract more tourists and encourage more extended stays in the city.

The distinctiveness of Medan lies in its engine rickshaws (motorized rickshaws/motorized rickshaws) which can be found virtually everywhere in Medan. Unlike the usual becak (pedicab paddle), motorized trishaws can transport their passengers to any location within the city. Several historical edifices include the Maimun Palace, the Medan Grand Mosque, the Al Osmani Grand Mosque, and Tjong A Fie's residence in the Ahmad Yani Street (Kesawan Area). Furthermore, Medan offers exceptional culinary excursions, such as Lontong Medan, Durian Ukok Medan, Soto Medan, and others. Similarly, there are food mementos, such as meranti cakes, Zulaikha, and others. This phenomenon will be utilized as a pretext to provide an unforgettable encounter for tourists so that they are contented and devoted to revisiting the city of Medan

2. Theoretical Background

Memorable Tourism Experience

Memorable Tourism Experience Kim et al.'s (2012) study show that individuals who perceive a tourism experience as unforgettable often remember seven experiential dimensions (pleasure, uniqueness, local traditions, rejuvenation, significance, engagement, and knowledge). Modern consumers, travelers are seekers of enjoyment (Hirschman & Holbrook, 1982). Kim, Ritchie, and Tung (2010) define pleasure in a travel experience as "enjoyable sensations that excite oneself." Pleasure is also a component of the consumption experience that relates to the sensory, imaginative, and emotional elements perceived by consumers (Holbrook & Hirschman, 1982). It is a crucial dimension in an individual's assessment of a consumption experience. A significant portion of the value of a product or service perceived by consumers depends on the level of pleasure they derive, and among the consumption experiences described as entertaining and enjoyable, the essential benefit consumers receive is the hedonic value. The desire to seek pleasurable experiences, such as excitement and enjoyment, appears to be a fundamental factor in tourism experiences (Otto & Ritchie, 1996) and a critical factor in determining tourists' future behavior (Dunman & Mattila, 2005). Otto and Ritchie (1996) validate pleasurable factors as a construct of the tourism experience.

"Novelty seeking" refers to the level of contrast between current perception and experience (Pearson, 1970). The fundamental concept behind the novelty-seeking construct, as identified by Holbrook and Hirschman (1982), seems to be that individuals are driven by an internal force or motivation to pursue new and unfamiliar information actively. Novelty-seeking entails a willingness to take physical and psychological risks and engage in social experiences to seek out varied, fresh, and intricate sensations. In tourism, novelty seeking is particularly significant and popularly motivates individuals to travel (Dunman & Mattila, 2005). From a tourism standpoint, the quest for novelty is an inherent characteristic in certain travelers (Lee & Crompton, 1992). Lee and Crompton (1992) also proposed that sources of pleasure travel can include thrill, adventure, surprise, and the alleviation of boredom.

Travelers' encounters are consistently influenced by social exchanges and are situated in the divide between natives and tourists. The essence of the tourist encounter lies in the engagement of visitors with the indigenous population (Reisinger & Turner, 2003). The social exchange between the visitors and the host community (local customs) is a crucial element of the tourist encounter and the most unforgettable aspect of it (Morgan & Xu, 2009). Regarding promotion, locals (residents) can be classified as part-time promoters. Understanding and exploring indigenous cultures and meeting local cultures was found to be a component of MTE (Kim, 2009).

Refreshment is a critical element of tourism and recreation (Wang, 1999). Refreshment focuses on the mental state and the level of experiential involvement. Individuals highly value refreshment as a psychological advantage from their travel experiences. Engaging in tourism means that everyday structures such as rigid school and work schedules might be replaced with structures and arrangements potentially seen as liberating and empowering, including journeys, tours, and events (Coles & Hall, 2008). The act of traveling has been defined as moving away from a familiar environment and traveling towards an unknown destination, which creates a feeling of vulnerability, but at the same time, can be incredibly liberating (Croce & Perri, 2010). Nowhere is the significance of the individual subjective sense of freedom during a tourist experience more evident (Uriley, 2005). Bowen and Clarke (2009) propose that the individual's perception of time as "free" is crucial to a person's tourist involvement. It leads tourists to a more stable mood by accumulating satisfying experiences and thus eliminating the mental pressures they face. Similarly, relaxation and freedom from daily life are the primary motivation for travelers (Wang, 1999).

Involvement is a crucial psychographic construct because of its potential effects on people's attitudes toward activity and their behavior concerning the activity and decision-making. Involvement indicates the extent to which an individual is dedicated to an activity, product, or experience. In the tourism context, involvement can be defined as the degree to which tourists are interested in an activity and the emotional responses aroused by the activity. Kim (2010) found that tourists' involvement with travel experiences increased their ability to remember and recall past experiences. The more individuals are engaged in a vacation regarding the place they have longed to visit and activities they have desired to participate in, the better they can recall and

retrieve past travel experiences. Highly involved consumers are said to react more strongly to both positive and negative purchasing experiences in that they feel both extremes more intensely. Involvement has been considered a significant attribute of travel and leisure experiences related to the level of engagement. Engaging in physical or mental activities leads to memorable experiences (Wikström, 2008).

Significance refers to a sense of great value or importance or expanding one's thinking about life and society (Uriley, 2005). Previous research has explained that significance entails discovering oneself or contemplating one's values through travel. This aspect is connected to the inclination for travelers to seek significant experiences for personal growth and self-improvement. Tung and Ritchie (2011) explained that many individuals find travel a valuable self-exploration experience. Tourists engaging in tourism activities and consuming local products may discover different perspectives on life matters. Such activities may enhance tourists' psychological well-being and emotional state, enabling them to assert their self-identity and learn about other places and cultures (Kim et al., 2012). Significance can lead to tourists' personal growth and transformation: after returning home, everyday life may be perceived as entirely new; the experiences and knowledge gained during the trip can be integrated into their everyday life (Tarssanen, 2007). When the significance for customers (tourists) is enhanced in the tourism context, the experience will become more memorable (Tsotsou & Goldsmith, 2012).

The knowledge construct pertains to informative encounters, defined as becoming informed, which means receiving new intellectual impressions provided to the individual by encounters that enhance the traveler's knowledge. Education and learning encounters are valuable aspects that motivate customers to engage in the encounter (Pine & Gilmore, 1998). Consumers' demand for encounters integrating learning and education is rapidly growing. Opportunities to acquire knowledge while traveling are abundant and include spontaneous and planned chances. Travel encounters, ranging from interacting with locals at a restaurant to participating in an interpretive tour of a historic site, offer many distinct learning opportunities for the traveler. Gaining knowledge about the local culture, including the way of life of the residents and the language spoken in the destination, significantly enhances the experience.

MTE (Tung & Ritchie, 2011). Hence, acquiring education is a significant aspect of travel encounters (Hung & Petrick, 2011). Emotional sentiments, like being friendly, enjoyable, joyful, annoyed, guilty, unhappy, and concerned (Larsen & Jenssen, 2004), shape an individual's MTE (Ballantyne et al., 2011). Although it is commonly assumed that encounters are positive, unfavorable encounters are also possible. Travelers frequently experience negative emotions during their tourism encounters not only due to the nature or the characteristics of leisure and tourism activities, typically the outcome of an unsatisfactory service encounter, but also due to accidents or illness. While participating in certain outdoor activities, such as white-water rafting and bungee jumping, individuals could experience fear or anxiety. These types of negative emotions, however, are fleeting. More intense negative emotions are sometimes elicited by an accident or a service-related encounter (Kim, 2009). Larsen

and Jenssen (2004) state that although participants recalled positive and negative emotions more frequently than negative ones, they still remembered both positive and negative ones from their vacation experiences. Kensinger (2007) discovered that negative emotions enhanced the subjective vividness of memory and increased the likelihood of remembering event details. Tung and Ritchie (2011) found that the negative words expressed in responses encompass fear, anger, and frustration. Hosany and Gilbert (2010) propose that emotions significantly influence consumers' behavioral intentions. However, it is worth noting that when experiences are described and defined, researchers typically imply positive or pleasant events or emotions (Oh et al., 2007). Therefore, it is crucial to incorporate harmful emotional elements in the theoretical foundations of MTE and further investigate.

Travelers Satisfaction

As mentioned earlier, the model of quality-satisfaction-loyalty suggests that another crucial influencing factor of traveler loyalty is traveler contentment (Golovkova et al., 2019), a perception that the performance of a destination surpasses traveler expectations (Han & Hyun, 2018). In agritourism, contentment is reported as a pleasurable feeling due to the performance of agritourism destinations in fulfilling travelers' needs (Back et al., 2020); however, many other factors determine traveler contentment, some of which are beyond providers' control. That being said, once a traveler's expectation is met, the traveler will believe that the destination provider is committed to fulfilling his or her needs. Furthermore, a satisfied traveler tends to revisit even if the price increases and is eager to recommend the performance to others (Kim et al., 2019); therefore, about the connection between contentment and loyalty toward a destination, the following hypothesis is: aspect of a tourist's experience with an attraction is its influence on their overall perception of the agritourism destination. Put, satisfaction with the attraction will affect how they view the destination.

Previous studies have shown that satisfaction with attractions can impact tourist loyalty toward the destination. For example, tourist satisfaction with an attraction can influence their loyalty to the destination in shopping tourism. Recent studies have also found that tourist experience and attraction satisfaction can impact loyalty towards the destination. In wine agritourism, satisfaction with food and beverage tasting can significantly impact tourist loyalty. Also, loyalty towards a product brand can impact tourism place attachment, another indicator of destination loyalty. However, some studies have found that the tourism experience may not significantly affect destination loyalty but does impact satisfaction. While there is some agreement in the literature about the link between attraction experience, satisfaction, and loyalty toward the destination, it is not definitive. Therefore, the following hypotheses are proposed.

Traveller Loyalty

Developing and sustaining customer loyalty is a fundamental goal in marketing, as having devoted customers is crucial to the success of a business (Cossío-Silva et al., 2019; Liu et al., 2020). Because of its significant role in business success, research has focused on examining customer loyalty in the tourism industry. For instance, scholars (Hapsari et al., 2017; Zhang et al., 2014) point out that there are two primary approaches, behavioral and attitudinal, for evaluating customer loyalty. In the

behavioral approach, loyalty is viewed as a behavior where a consumer who consistently and regularly purchases a product over some time is considered a loyal customer. This behavior is documented in wine agritourism in Italy, where Brandano Maria et al. (2019) measured loyalty, among other factors, by assessing the purchase of local wine and repeat visits. The behavioral approach can provide insight into customer consumption patterns; however, it distinguishes between a loyal customer (actively making repeat visits) and a customer who consumes out of convenience or due to cost considerations (Zhang et al., 2014).

In the attitude-based approach, loyalty is regarded as a mindset. In the context of tourism, attitude-based loyalty refers to the emotional expression of tourists towards a tourist product or service, often demonstrated by their inclination to revisit and promote the tourism product or service (Bhat & Darzi, 2018; Cossío-Silva et al., 2019; Suhartanto, Clèmes, et al., 2018). Once again, using the example of agritourism wine experiences (Back et al., 2020), the research employs the attitude-based approach to evaluate the loyalty of agritourists, taking into account their preferences and intention to revisit and endorse. Compared to the behavioral approach, the attitude-based approach is more widely accepted among tourism researchers as it identifies loyalty strength, ranging from highly disloyal to extremely loyal (Suhartanto, Brien et al., 2018). Therefore, in this study, agritourists' loyalty is considered an attitude. Moreover, in this research, tourist loyalty towards agritourism attractions is defined as the psychological manifestation of tourists towards the attraction, indicated by their fondness for and intention to revisit and recommend it. Similarly, loyalty towards agritourism destinations is defined as the fondness and willingness of tourists to revisit and recommend the agritourism destination region.

The literature on consumer behavior presents various loyalty models to explain consumer loyalty behavior, with the quality-satisfaction-loyalty conceptual model widely recognized as a robust model (Dean & Suhartanto, 2019). Based on the cognitive-rational approach, this model suggests that customer satisfaction and loyalty are primarily influenced by the customer's experience with the product (Cronin et al., 2000), collectively called experience quality. Experience quality represents the consumer's evaluation of how well the product meets their needs (Hussein et al., 2018; Kim et al., 2019). While satisfaction is a combination of consumer expectations before, during, and after consuming the product (Han & Hyun, 2018), customer satisfaction results from consuming the product. This argument aligns with the customer satisfaction index model (Golovkova et al., 2019), which proposes that quality positively affects satisfaction and subsequently impacts loyalty. Previous research in tourism has confirmed that customer experience significantly influences both satisfaction and loyalty toward attractions (Cossío-Silva et al., 2019; Hussein et al., 2018; Kim et al., 2019); it implies that the main driver of tourist loyalty toward an attraction is tourists' perceived experience quality.

Based on the hypothesis formed, the following conceptual framework was obtained: (Kim, 2012)

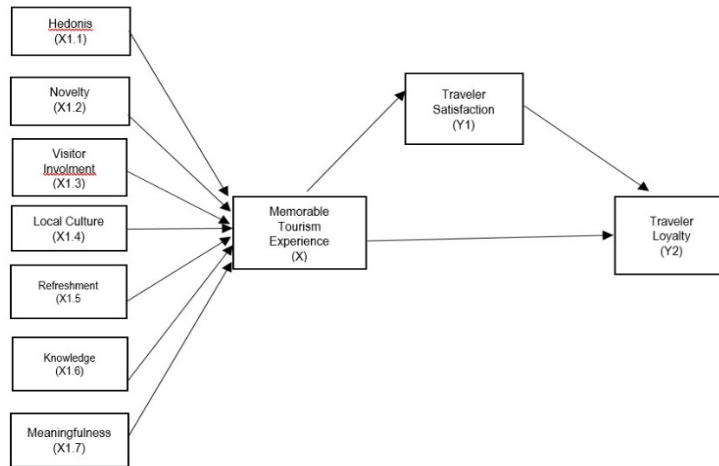


Figure 1. Conceptual Framework

3. Methodology

Variables and constructs

Past studies have examined the variables in this study, but not in a way that links to the final variable – destination loyalty; therefore, this study adopts and adapts the relevant literature to generate a measurement of the construct's variables, as shown in Table 1.

Table 1. Construct and the literature sources.

Construct	Sources
Memorable Tourism Experience	Coudounaris (2017), Hosany (2021), Dean and Suhartanto (2019), Kim et al. (2019), Suhartanto, Clemes, et al. (2018)
Traveler Satisfaction	Han and Hyun (2018), Hussein et al. (2018)
Traveler Loyalty	Bhat and Darzi (2018), Cossío-Silva et al. (2019), Lv et al. (2020)

Method (Hair et al., 2017). Further, PLS is also a suitable method to scrutinize the proposed theoretical model. Preceding the examination of the proposed model (Figure 1), construct validity and reliability testing were conducted to ensure that the constructs were valid and reliable. To review the structural model and test hypotheses and succeeding Hair et al. (2017) recommendations, this study would employ the bootstrapping procedure with 5,000 iterations and a full collinearity VIFs test to detect standard method variances Kock and Lynn (2012).

4. Empirical Findings/Result

Study results

Participant characteristics

While 210 individuals met the criteria to participate, 210 completed the survey. However, some survey responses were excluded due to incomplete and inconsistent responses. As a result, there were 210 usable responses, representing a 100% response

rate. The breakdown of respondents by gender is as follows: 140 (67%) females and 70 (33%) males. Regarding educational attainment, 15% had no qualifications, 50% had finished high school, 28% held a bachelor's degree, and 7% had completed postgraduate studies. Most participants were young tourists, with 33% aged 17-25 and 47% aged 26-35. The remaining 20% were over 35 years old. Regarding visit frequency, 33% were first-time visitors, 67% had visited two or three times, and the remaining participants had visited more than three times. To gain an overall understanding of the variables, this study examined the mean (and standard deviation) of the variables (Table 2). The average memorable tourism experience, satisfaction, and loyalty score were assessed. This indicates that respondents are more motivated by external than internal factors (push factors). Regarding the quality of experience, the average score of 3.874 (0.447) suggests that the quality is relatively favorable (with a mean close to 4) regarding satisfaction with attractiveness.

Table 2. Loading, Cronbach's alpha, composite reliability (CR), and AVE.

Variable/indicator	Loading	Alpha	CR	AVE
Memorable Tourism		0,957	0,964	0,794
1. Hedonism	0,901			
2. Novelty	0,884			
3. Visitor Involment	0,903			
4. Local Culture	0,906			
5. Refreshment	0,907			
6. Knowledge	0,860			
Meaningfulness	0,874			
Traveler Satisfaction		0,948	0,963	
Traveler Satisfaction (Y.1.1)	0,798			0,866
Traveler Satisfaction (Y1.2)	0,857			
Traveler Satisfaction (Y1.3)	0,876			
Traveler Satisfaction (Y1.4)	0,860			
Traveler Loyalty		0,872	0,912	
Traveler Loyalty (Y2.1)	0,911			0,721
Traveler Loyalty (Y.2.2)	0,965			
Traveler Loyalty (Y.2.3)	0,895			
Traveler Loyalty (Y.2.4)	0,949			

This study shows the respondents are relatively satisfied because the average value is above 5 (delighted). For loyalty construction, with an average value of 0.721, the respondents are more loyal to the destination and will return to the tourist attraction. Measurement models the full collinearity VIF test results were 1.700, indicating that this study had no problems with the general method variance (Hair et al., 2017). Next, a two-stage assessment was used to check the proposed model. First, construct reliability and validity were assessed through model test measurements, which reported that the validity and reliability requirements were met (Hair et al., 2017). As shown in Table 2, all factor loading items have a value of more than 0.6 and are significant, all composite reliability values (CR) and Cronbach's Alpha have more than 0.7, and the average variance of extracted values (AVE) is more than 0.5. Because the Fornell-Larcker criteria and cross-loading checks are less reliable due to a lack of discriminant validity (Hair et al., 2017; Henseler et al., 2015), this study used

the Heterotrait-Monotrait Ratio to examine the construct's discriminant validity. Table 3 shows that none of the values is higher than the cut-off value of 0.9, indicating that all variable constructs are valid (Henseler et al., 2015).

Structural Models

The results of the structural model review and hypothesis testing show that the model has a goodness of fit value of 0.638, indicating that the model is fit (Hair et al., 2017). Memorable Tourism Experience explains 35.90% of traveler satisfaction and 68.30% of traveler loyalty. In addition, other indicators include the average path coefficient (76%), R², and R² (46%). The results of testing the hypothesis relationship between variables are presented in Table 4. The relationship between memorable tourism experience on traveler experience ($\beta = 0.105$ $p < 0.01$) and memorable tourism experience on traveler loyalty through traveler satisfaction ($\beta = 0.0.113$, $p < 0.01$) is significant. Furthermore, a significant relationship also occurs in the relationship between traveler satisfaction and traveler loyalty ($\beta = 0.092$, $p < 0.01$). Therefore, hypotheses H1, H2, and H3 are accepted, and H0 is rejected. The direct, indirect, and total relationship between the variables tested is seen in Table 4.

Table 3. Heterotrait-Monotrait Ratio (HTMT).

	Memorable Tourism Experience	Traveler Satisfaction	Traveler Loyalty
Memorable Tourism Experience	0,891		
Traveler Satisfaction	0,761	0,849	
Traveler Loyalty	0,683	0,834	0,931

Table 4. The direct, indirect, and total effect of the variables

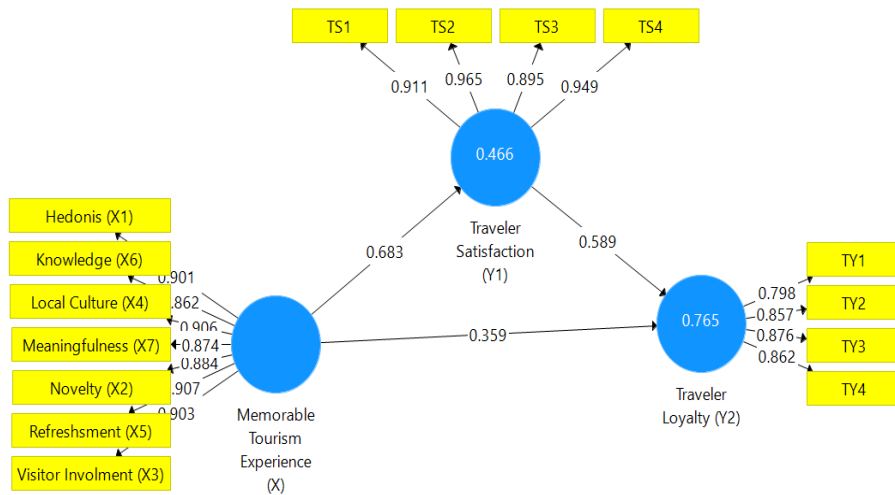
Hypothesis/path	Direct effect		Indirect effect		Total effect	
	B	t-value	β	t-value	β	t-value
H1 Memorable Tourism Experience → Traveler Satisfaction	0,105	0,000**			0,105	0,000**
H2 Traveler Satisfaction → Traveler Loyalty	0,092	0,000**			0,092	0,000**
H3 Memorable Tourism Experience → Traveler Loyalty to Traveler Satisfaction	0,113	0,002**	0,068	0,000**	0,113	0,002**

5. Discussion

Discussion and theoretical implications

First, this study aimed to investigate the correlation between the components of Kim et al.'s (2012) memorable tourism experience scale (MTES) and tourists' behavioral intentions (BI). The study addresses the request of tourism scholars (Chandralal & Valenzuela, 2015; Hung et al., 2016) to further explore academic inquiries to enhance comprehension of MTE by applying constructs within authentic travel populations. This study contributes to the tourism literature by providing insight into the connection between MTE and BI. The findings of this study do not wholly validate those of Kim et al. (2012) but instead reveal a distinct aspect of MTE. The synthesis shows that only hedonism, local culture, engagement, and knowledge significantly impact BI, while all other dimensions are insignificant. This study expands on MTES by introducing a new dimension: feelings of detriment. This factor exhibits a negative (though not significant) relationship with BI. One possible explanation for the lack of a positive correlation between feeling bad and BI could be attributed to a "positive outlook." This phenomenon involves increased negative thoughts during the event, likely caused by disappointment, distraction, and a less positive self-perception. However, this effect is temporary; within a few days after the event, individuals tend to evaluate the experience better.

Both findings suggest that it is necessary to reconstruct the scale by incorporating other relevant dimensions. Specifically, the correlation between the recency of searches and BI is notable. Several studies demonstrate a positive cause-and-effect relationship between the tendency to search for recent information and BI (Chandralal & Valenzuela, 2015; Jang & Feng, 2007), indicating that tourists are more inclined to not revisit a destination despite having a memorable travel experience. The authors propose that the components of the goal emotion scale (happiness, affection, and pleasant surprise; Hosany & Gilbert, 2010) might serve as even better predictors of visitors' BI than novelty seekers. The reasoning behind this is that the positive emotional state of engagement contributes to forming lasting memories (Tung & Ritchie, 2011) and is also recognized as crucial in understanding traveler BI (del Bosque & San Martin, 2008). Furthermore, in today's experiential market, tourists increasingly seek authentic, hands-on experiences (Hung et al., 2016). This is especially relevant for creative experiences, where visitors actively participate in events using simple materials and their imagination to create unique pieces of work, resulting in individualized experiences. "creativity" is also defined as being innovative, original, and valuable. A recent study by Ali, Ryu, and Hussain (2015) demonstrates a significant positive impact of creative experiences on trip memories. Therefore, this study proposes including creativity (creative experience) as another dimension in the MTES.



Third, related to the influence of motivation on loyalty, the findings of this study offer a new understanding that the two motivational factors indirectly affect loyalty to attractiveness and loyalty to goals. This indirect effect strengthens the tourist experience and satisfaction with agro-tourism attractions. However, compared to pull factors, the effect of push factors is much more substantial on loyalty to both the attraction and the goal; Thus, this study again emphasizes the importance of internal factors (the purpose of tourist visits). Then external factors. Existing studies show that the influence of motivational factors is in the formation of loyalty to attractiveness (Dean & Suhartanto, 2019; Suhartanto, Brien, et al., 2018) or towards a goal (Brandano Maria et al., 2019; Rice & Khanin, 2019). This study extends existing knowledge that the influence of motivational factors does not direct either loyalty to attractiveness or towards goals. Theoretically, this finding extends to Gursoy et al. (2014), the purpose of the loyalty formation model by adding that the effect of motivation is indirectly on loyalty objectives and attraction loyalty. This finding is important because previous studies have not reported such an association.

Managerial Implications

Both results indicate a need to reconstruct the scale by integrating other relevant dimensions. In particular, the relationship between search recency and BI is significant. Numerous studies show a positive causal relationship between search propensity recency and BI (Chandralal&Valenzuela, 2015; Jang&Feng, 2007), suggesting that tourists are more likely not to return to a destination for their next visit despite having had an MTE. The authors suggest that the components of the goal emotion scale (joy, love, and positive surprise; Hosany & Gilbert, 2010) may be even better predictors of visitors' BI than novelty seekers. The rationale is that the positive emotional state of activation contributes to creating memories (Tung & Ritchie, 2011) and is also recognized as key to understanding traveler BI (del Bosque & San Martin, 2008)

6. Conclusions

Several limitations need to be highlighted in this study. Response surveys were collected for one purpose only, limiting the study results' generalizability. In addition, this study is limited to 1 independent variable followed by seven dimensions, one dependent variable, and one mediating variable. The questionnaire was developed in Indonesian, making it difficult for foreign tourists to fill out the questionnaire. When conducting future research, the questionnaire should be translated into different languages and data collected from several countries because it is not always possible to interpret one's feelings in a foreign language. The study's results revealed that all variables were positively and significantly different. Where variable X followed by seven dimensions results in a positive and significant influence where memorable tourism experience (X) has a positive and significant effect on leveler satisfaction, this is the opinion of (Kim, 2014), which states that the study shows that individuals who perceive a tourism experience as unforgettable often remember the seven experiential dimensions (pleasure, uniqueness, local traditions, rejuvenation, significance, engagement, and knowledge). Meanwhile, traveler satisfaction has a positive and significant effect on traveler loyalty. This is to the statement from (Golovkova et al., 2019), which states that, As mentioned earlier, the quality-satisfaction-loyalty model suggests that traveler contentment is another crucial factor of traveler loyalty.

Future research

This study shows different results than Kim et al.'s (2012) research on MTE and its relationship to BI. Since tourism experiences can vary depending on the type of destination, tourism activities, past experiences of tourists, and cultural background, the Memorable Tourism Experience tourists have for Medan City. The components of the scale may vary accordingly. Future research should emulate this study and expand on this component by adding other experiential factors to enhance our understanding of MTE. The first question, therefore, that needs to be asked is whether the seven dimensions are representative across a range of destination-specific tourism experiences. In addition, research shows that memory of travel experiences influences levels of visitor satisfaction and tourist loyalty. Moreover, another significant predictor of positive BI is customer satisfaction. Because of this, future studies should examine whether satisfaction combined with the traveler's MTE dimension is a better predictor of BI. Such an extended effort will contribute to the theoretical development of the MTE concept, which is necessary to develop it into a robust theoretical framework.

Furthermore, future studies should methodologically adopt an inductive mixed methods research design, which can be operationalized through various research instruments, including focus groups, surveys, in-depth interviews, observations, and diaries. In addition, it may be a good idea, based on other studies in tourism (Leonidou et al., 2015), to examine the moderating impact of factors such as gender, age.

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