



## The effect of destination image on revisit intention with memorable tourism experience (MTE) as intervening variable

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### ABSTRACT

*The purpose of this research was to analyze: (1) The effect of destination image on memorable tourism experience, (2) The effect of destination image on revisit intention, (3) The effect of memorable tourism experience on revisit intention, (4) The effect of destination image on revisit intention through memorable tourism experience as a intervening variable or as a mediating variable. The type of this research is quantitative research. The population of this study were all tourism of Air Manis Beach with the numbers of samples in this study were 380 respondents. This study was analyze using SmartPLS 3.0. The result on this research indicate (1) There is a significant effect of Destination image on memorable tourism experience, (2) There is a significant effect of Destination image on revisit intention, (3) There is a significant effect of Memorable tourism experience on revisit intention, (4) There is a significant effect of Destination image on revisit intention through memorable tourism experience as a intervening variable or as a mediating variable.*

#### Kata Kunci:

Destination image; revisit intention; memorable tourism experience

### ABSTRAK

Tujuan dari kajian ini adalah untuk menganalisis: (1) Pengaruh *destination image* terhadap *memorable tourism experience*, (2) Pengaruh *destination image* terhadap *revisit intention*, (3) Pengaruh *memorable tourism* terhadap *revisit intention*, (4) Pengaruh *destination image* terhadap *revisit intention* dengan *memorable tourism experience* (MTE) sebagai variabel intervening atau variabel mediasi. Tipe dari penelitian ini adalah penelitian kuantitatif. Populasi dalam kajian ini adalah wisatawan Pantai Air Manis dengan jumlah sampel 380 responden. Analisis kajian ini menggunakan *SmartPLS 3.0*. Hasil dari kajian ini mengindikasikan (1) Terdapat pengaruh signifikan *destination image* terhadap *memorable tourism experience*, (2) Terdapat pengaruh signifikan *destination image* terhadap *revisit intention*, (3) Terdapat pengaruh signifikan *memorable tourism experience* terhadap *revisit intention*, (4) Terdapat pengaruh signifikan *destination image* terhadap *revisit intention* dengan *memorable tourism experience* sebagai variabel intervening atau variabel mediasi.



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## INTRODUCTION

Tourism activity are activities that have their own special system, scope, components and processes (Yuniawati, 2016). According to James Spillane in I Gusti Rai Utama's book entitled *Tourism Marketing* (2016), a tourism is a service and a service. According to UU number 10 of 2009, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local government. The tourism division is one of the biggest and most grounded divisions within the world economy. This is because in the tourism sector there are a few focal points that are able to supply significant outside trade for the nation, grow business openings, and present the country's culture. The ASEAN (Association of Southeast Asian Nations) region is often referred to as a "tourist paradise" in Asia because it has abundant wealth in terms of tourism. Countries with the main tourism destinations in ASEAN include Indonesia, Thailand, Malaysia, Singapore, and the Philippines. The implementation of the ASEAN Tourism Forum (ATF) is one of the efforts to encourage the growth of the tourism sector in ASEAN countries which aims to make ASEAN the main tourist destination (Sabon et al, 2018).

Tourism destination are one part of Indonesia's tourism development (Hanif et al, 2016). Indonesian is one of the countries in the ASEAN Region that has a very diverse natural beauty. This variety of diverse natural beauty makes Indonesia has many tourist destinations. This tourist destination can not be separated from the various tourist areas in Indonesia. One area that has a tourist destination is West Sumatera. West Sumatera is known as an area that has a variety of beautiful tourist attractions. Almost every area of West Sumatera has natural tourist attractions that are in great demand by tourist. The city of Padang is one of the areas in West Sumatera that has a variety of tourist attractions that attract tourist' attention. One of the attractions located in the city of Padang is Air Manis Beach. The Air Manis Beach is a beach that has a famous legend in the archipelago. This is Air Manis Beach tourist attraction has an icon, namely Batu Malin Kundang.

Judging from the visit data obtained from Padang City Tourism Office, the visit to Pantai Air Manis Beach has decreased. In 2018, visits to Air Manis Beach were 417.143, while visits in 2019 were 232.943. This means, from 2018 to 2019 there was a decrease of 184.200 visits. Furthermore, the number of visits in 2020 was 40.861, which means from 2019 to 2020 Air Manis Beach has decreased by 192.082 visits. Several literature reviews reveal that on of the variables that can affect revisit intention is destination image. The view of tourists towards tourist destination is destination image. If a tourist destination gives a good impression in tourists, this will have the potential to make tourist visit back to that destination. This statement is in accordance with the result of research by Ahmad Ab (2014) which shows that the components of the destination image have significant effect on revisit intention. In another study conducted by Rompas et al (2019), showed that there was a strong positive relationship between the effect of destination image on revisit intention. In addition, a memorable experience can form a good image of a tourist destination.

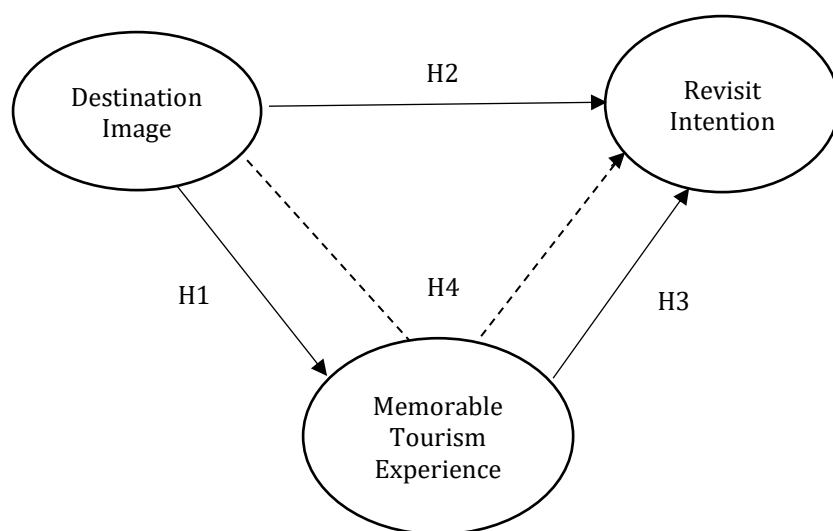
This means, destination image can be formed through a memorable experience so that it can have the opportunity to make tourists revisit a destination and eventually revisit intention will occur. This Statement is in accordance with the results of Zhang (2017) which shows that the perceived image (including destination image) affects the intention to return the visits through the mediating effect of the memorable tourism experience variable. In addition to being a mediating variable, memorable tourism experiences can directly affect the intention of repeat visits. Barnes et al (2016) suggest that long-term recalled experiences have the strongest impact on revisit intention. In addition, according to Ritchie & Hudson (2009), the image of the destination is an important factor that influence the tourists experience.

## LITERATURE REVIEW

Revisit Intention may be affected primarily by the overall performance of destination due to their initial visit. William and Buswell (2003) said, seen from the customer prepare, guest behavior is partitioned into three stages: previsit, amid the visit and post-visit. According to Albarq (2014) equating that the interest in visiting tourist is the same as the interest in consumer purchases. According to Baker and Crompton (2000), the possibility of tourists to repeat activities or revisit a destination is an intention to revisit. In addition, evaluation of previous experiences, new attraction, and promotional tools influence return visits (Azis et al, 2012). According to Han, Back, and Barret (2009), the confirmed likelihood or revisiting a destination both in the absence and presence of a positive attitude towards the service provider is a reflection of the intention to revisit.

There are many definitions of destination image. Hunt (1975) defines image as the perception potential visitors have about a destination. Meanwhile, Beerli and Martin (2004) stated that one of the most important predictors that influence tourist behavior is destination image. Individual mental representations of knowledge, feelings and perceptions about the overall destination and the image of a particular destination is the definition of the destination image (Assaker, Vinzi, & O'Connor, 2011). The image of center tourism items related to destination attractions and destination facilities that straightforwardly meet the center needs of visitor is defined as the image of destination (Zhang et al, 2016). According to Stylos et al (2016) destination image is a person's affirmation of items, objects, behaviors, and opportunities that are driven by beliefs, sentiments, and a set of goals that have thoughts and desires for a particular place.

As a result of the extraordinary development of destination competition, the memorable tourism experiences that are specifically built from tourist experience and can be recollected and reviewed after a trip are memorable tourism experience (Zhang et al, 2017). Memorable tourism experience is selectively constructed by individual tourists according to how they evaluate their tourism experiences (Tsai, 2016). A tourist experience that's recalled and recalled emphatically after the occasion happened is the definition of a memorable tourism experience (Kim et al, 2012). Destination managers must give truly memorable tourism experience to their visitor in order to remain competitive. Therefore, recognizable of the conceptual dimensions/factors that successfully underlie the arrangement of a memorable tourism experience (MTE) is important to assist the manager of a destination in make trying to increase the possibility of tourists realizing a memorable tourism experience (MTE) when travelling within a destination.



Gambar 1. Kerangka Konseptual

## METHOD

This research is a quantitative research. The research instrument carried out in this study is a questionnaire containing indicators related to destination image, revisit intention, and memorable tourism experience which will be answered by respondents. Research instrument is a data collection tool to measure natural or social phenomena (Sugiyono, 2010). Purposive sampling technique is the sampling technique used by researchers to collect data in this research. Purposive sampling could be a examining procedure with certain contemplations and the researchers chooses a purposive sampling technique with special considerations so that it is worthy of being a sample. The population in this study are tourist who have visited Air Manis Beach Tourism Object at least 18 years old with a total sample of 380 respondents. This study uses data analysis methods carried with SmartPLS 3.0 software.

## RESULT AND DISCUSSION

### Characteristic of Respondents

A total of 380 respondents who were involved in this study filled out the questionnaire properly so that all data could be processed. The main criteria of respondents in this study are tourists who have visited Air Manis Beach Tourism Object at least 18 years old. In the table below can be seen data regarding characteristics of respondents.

**Table 1. Characteristic of Respondents**

Characteristic	Category	Amount	Percentage
Gender	Male	183	48,16%
	Female	197	51,84%
Age	<18 years old	0	0%
	18-20 years old	34	8,95%
	21-25 years old	235	61,84%
	26-30 years old	36	9,47%
	>30 years old	75	19,74%
Education Level	SMA	165	43,42%
	Diploma	33	8,68%
	S1	177	46,58%
	S2	5	1,32%
	S3	0	0%
Profession	Student/ College student	205	53,95%
	Housewife	25	6,58%
	Government employess/Private, public employess	88	23,16%
	Self-employed	56	14,73%
	Other	6	1,58%
Income per month	<1.000.000	205	53,95%
	1.000.001-2.000.000	43	11,32%
	2.000.001-3.000.000	43	11,32%
	3.000.001-4.000.000	57	15%
	4.000.001-5.000.000	20	5,26%
Frequency of Visits	>5.000.000	12	3,15%
	<5	231	60,79%
	5-10	130	34,21%
	>10	19	5%

*Source: Data Processing Result, 2021*

### Validity Test

Validity test is carried out to ensure that all latent variables are not the same as other variables. The model is considered good if it has an Average Variance Extracted (AVE) value of ( $\geq 0.5$ ). The test result can be seen in the following table:

**Table 2. Discriminant Validity Tes Result**

Variable	AVE
<i>Destination image (X)</i>	0.667
<i>Memorable Tourism Experience (Z)</i>	0.553
<i>Revisit Intention (Y)</i>	0.773

*Source: Data Processing Result with SmartPLS 3.0 (2021)*

Based on table 2, it can be seen that all variables have an Average Variance Extracted (AVE) value above 0.5 which can be concluded that all variable in this research have met the requirements of discriminant validity.

### Reliability Test

Reliability test is a tool used to measure the questionnaire which is an indicator variable. The results of the reliability test can be seen in the table below:

**Table 3. Reliability Test Result**

Variable	Composite Reliability
<i>Destination Image (X)</i>	0.889
<i>Memorable Tourism Experience (Z)</i>	0.966
<i>Revisit Intention (Y)</i>	0.911

*Source: Data Processing Result with SmartPLS 3.0 (2021)*

Seen from the result in the table above, the composite reliability value for the destination image variabel is 0.889, then for the memorable tourism experience variable is 0.966 and the revisit intention variable is 0.911 so it can be concluded that the value of the construct has good reliability because of its composite reliability value already above 0.7.

### R-square

This analysis shows the magnitude of the effect of exogenous variable on endogenous variable. The results of the analysis can be seen in the table below:

**Table 4. R-square Test Result**

Variable	R square	R square Adjusted
<i>Memorable Tourism Experience (Z)</i>	0.591	0.590
<i>Revisit Intention (Y)</i>	0.570	0.569

*Source: Data Processing Result with SmartPLS 3.0 (2021)*

Seen from the result in the table above, the R-square value of each memorable tourism experience item obtained is 0.591 which can be concluded that 59.1% of the memorable tourism experience variable is influenced by the destination image variable.as for the revisit intention variable, the R-square value obtained is 0.570 which can be concluded that 57% of the revisit intention variable can be influenced by the destination image variable.

### Hypothesis Test

Hypothesis is a temporary answer that still needs to be tested for truth through facts (Irianto, 2016). Hypothesis testing aims to determine whether the influence between the independent variable and the dependent variable. Hypothesis testing is done by looking at the t-statistic value  $> 1.96$ . the testing in this study was carried out using a bootstrap process with the help of the SmartPLS 3.0 program so that can be seen the influence of the independent variable on the dependent variable as follows:

### Direct Effect Hypothesis

**Table 5. Direct Effect Hypothesis Result (Inner Model)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T statistics
<i>Destination Image (X) → Memorable Tourism Experience (Z)</i>	0.769	0.769	0.025	30.642
<i>Destination Image (X) → Revisit Intention (Y)</i>	0.581	0.581	0.030	19.122
<i>Memorable Tourism Experience (Z) → Revisit Intention (Y)</i>	0.755	0.756	0.026	29.312

Source: Data Processing Result with SmartPLS 3.0 (2021)

1. There is a significant effect of destination image on memorable tourism experience with a t-statistic of 30.642 ( $> 1.96$ ) with a path coefficient of 0.769.
2. There is a significant effect of destination image on revisit intention with a t-statistic of 19.122 ( $> 1.96$ ) with a path coefficient of 0.581.
3. There is a significant effect of memorable tourism experience on revisit intention with a t-statistic of 29.312 ( $> 1.96$ ) with a path coefficient of 0.755.

### Indirect Effect Hypothesis

**Table 6. Indirect Effect Hypothesis Result**

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics
<i>Destination Image (X) → Memorable Tourism Experience (Z) → Revisit Intention (Y)</i>	0.581	0.581	0.030	19.122

Source: Data Processing Result with SmartPLS 3.0 (2021)

The result based on the data table above, there is a significant effect of destination image on revisit intention through memorable tourism experience with t-statistics of 19.122, which result is greater than 1.96 with a path coefficient of 0.581. Seen from the results of the analysis that has been carried out, it can be stated that the discussion aimed at interpreting the results of the research is as follows:

### The Effect of Destination Image on Memorable Tourism Experience

Based on the results of the study, the destination image variable has a significant effect on the memorable tourism experience at the Air Manis Beach tourist attraction. This can be proven by the calculation results obtained. The results obtained are the path coefficient value of 0.769 with t-statistics of 30.642 ( $> 1.96$ ). The result of this research is same with the research of Rasoolimanesh et al (2021), Chen & Tsai (2007), and Zhang et al (2017).

### **The Effect of Destination Image on Revisit Intention**

Based on the results of the study, the destination image variable has a significant effect on revisit intention at the Air Manis Beach tourist attraction. This can be proven by the calculation results obtained. The results obtained are the path coefficient value of 0.581 with t-statistics 19.122 where the value is greater than the t-table value of 1.96. The results of this research are same with the research of Loi et al (2017), Chen & Tsai (2007), and Zhang et al (2017).

### **The Effect of Memorable Tourism Experience on Revisit Intention**

Based on the result of the study, the memorable tourism experience variable has a significant effect on revisit intention at the Air Manis Beach tourist attraction. This can be proven by the calculation results obtained. The results obtained are the path coefficient value of 0.755 with t-statistics 29.312 where the value is greater than the t-table value of 1.96. The results of this research are same with the research of Chen (2017), Rasoolimanesh (2021), and Kim (2017).

### **The Effect of Destination Image on Revisit Intention through Memorable Tourism Experience as Intervening Variable**

Based on the result of the study, there is a significant effect of destination image on revisit intention through memorable tourism experience as intervening variable at the Air Manis Beach tourist attraction. This can be proven by the calculation results obtained. The results obtained are the path coefficient value of 0.581 with t-statistics 19.122 where the value is greater than the t-table value of 1.96. The results of this research are same with research of Zhang et al (2017), Rasoolimanesh (2021), and Noerhanifati et al (2020).

## **CONCLUSION**

Based on the research that has been done we can draw some conclusions from the discussion and processing of the data test namely:

1. There is a significant effect of destination image on memorable tourism experience at the Air Manis Beach tourist attraction.
2. There is a significant effect of destination image on revisit intention at the Air Manis Beach tourist attraction.
3. There is a significant effect of memorable tourism experience on revisit intention at the Air Manis Beach tourist attraction.
4. There is a significant effect of destination image on revisit intention through memorable tourism experience as a intervening variable at the Air Manis Beach tourist attraction.

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