

Analysis of Memorable Tourism Experience on Behavioral Intention in Alamendah Tourism Village

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Abstract

This study aims to determine the effect of memorable tourist experiences on behavioral intentions in the Alamendah tourism village. This type of research is descriptive and quantitative, collecting data by distributing questionnaires. The research population was all visitors to the Alamendah Tourism Village, with a total sample of 78 respondents using accidental sampling. The results of the study show that memorable travel experiences have a significant effect on behavioral intentions. In this study, a memorable travel experience can positively impact the behavioral intentions of visitors to the Alamendah Tourism Village, including the emotions involved when visitors have a positive experience. These visitors identify with the values or norms that apply in the Alamendah Tourism Village. , Satisfaction of visitors who are satisfied with their travel experience, both the facilities provided services, and the overall tourist experience, environmental influences, visitors who are involved in an environment that supports positive behavior. Therefore, the Alamendah Tourism Village manager needs to provide a satisfying travel experience that encourages the positive behavior of its visitors.

Keywords: Tourism Village, Experience, Memorable Tourism Experience, Behaviour Intention

A. Introduction

Tourism experience is formed before the trip as a planning and preparation stage until tourists return through memory and communication about all the events. This was disclosed by Clawson & Knetsch (1966) (1). Creating and strengthening the relationship between tourists and tourist destination managers must involve tourists' experiences through tourist destinations (Crotts, Kim H.B., 2009; Kim T.T., 2009; Wu & Chang, 2006). This is also reinforced by Pine and Gilmore (1998) that there is a shift in economic value from the era of creating commodity goods, manufacturing goods, delivering services, and currently experience-based.

Creating an experience in tourism is an essential element because tourism is an experience that, when viewed from its characteristics, cannot be seen (invisible), is heterogeneous, does not last long, and synchronization of product and consumption (Wei, 2013). This experience concept will be the basis of marketing (experiential marketing) initiated by Schmit (1999), which is focused on four aspects, namely: (1) Focus on customer experience; (2) Focus on consumption as a holistic experience; (3) The assumption that customers are rational and emotional beings; (4) The understanding that methods and tools are eclectic.

There has been much research on the importance of experience as a service and tourism destination. However, only a few present and realize the importance of creating a more meaningful tourism experience (Hosany, 2012). Studies on the formation of memorable tourism experience (MTE) in the context of tourism villages. Sensory and emotional aspects that can build tourist memory impact behavior intention (Lv, X., Stapit, et al., 2020). Moreover, several previous studies have been carried out, including Hosany (2022), Wei (2019), Cheng (2013), and Zhong (2017). Those results show that MTE significantly influences and impacts behavior intention in a different context.

In tourism activities, memory relates to tourists' memory and the ability to recapture experiences or information (Mathieu et al., 2012). Tourist memory is obtained through the experience of past travel, which is stored in the brain system and can be activated according to their needs. Memory is a series of past experiences stored naturally and systematically in the body that can be recalled. Memory is a mental process (Chernow, 1997), a person's ability to consciously remember past events, behaviors, and experiences (Mathieu et al., 2012), which is based on learning (Anderson, 1995).

Memorable Tourism Experiences are essential predictors of positive emotions, such as pleasure and tourist behavioral intention (X. Chen et al., 2020). Researchers have suggested that memory, which influences tourist behavioral intention, needs to be included in customer experience studies (J. H. Kim et al., 2012). Memorable Tourism Experience influences the behavioral Intention of

tourists to visit a place and recommends positive things (J. H. Kim & Ritchie, 2014). Tourists who experience a memorable experience at a tourist spot will lead to higher recommendations and intentions to revisit (C. P. Yu et al., 2019). Memorable Tourism Experiences are the most important source of information for an individual in terms of making return visit decisions and spreading word of mouth (Coudounaris & Stapit, 2017).

Kim, Ritchie, and McCormick in "Development of a Scale to Measure Memorable Tourism Experiences" (J. H. Kim et al., 2012) state that there are several dimensions of Memorable Tourism Experience, which consist of (1) Hedonism, which is a pleasant feeling that arouses self-esteem; (2) Novelty, namely the psychological feeling of novelty that results from having new experiences; (3) Refreshment, namely the state when a person feels free and refreshed; (4) Meaningfulness, namely feelings that are very valuable or meaningful; (5) Social Interaction, namely the involvement of tourists in activities that provide a tourism experience

B. Literature Review

Memorable Tourism Experience (MTE)

The concept of a Memorable Tourism Experience is developed through economic theory from two perspectives: tourism service managers and tourists. A company can be successful if it can add benefits to its customers. Not only satisfying consumers but also being able to give surprises and happiness to consumers; giving happiness is about giving beyond expectations. So that happiness that exceeds these expectations can be remembered by consumers, which can benefit the company (Kotler et al., 2009).

Pine and Gilmore (1998) identified five experience design principles as follows: (1) Providing a theme to the experience: By providing a theme, it is easy to get what is expected at the beginning of a business establishment. The theme must also be able to drive all design elements and be staged for an experience that can fully captivate customers. (2) Giving a positive impression: giving an unforgettable memorable experience. Companies must provide strong cues to the experience to create the desired impression. (3) Eliminating negative cues: eliminating things that could reduce, contradict, or could interfere with the theme. Ensuring the integrity of the customer experience against positive cues. (4) Mixing in memorable: items purchased by customers usually have a unique value; they buy as a physical form of their memorable experience. (5) Involving the five senses: The more meaningful an experience is involved, the more effective and memorable it will be for customers.

The results of previous research elaborate on experience with the result that everyone will get a different experience even if they buy the same product or service because experience is interpreted individually (Walls & Wang, 2011). What

is interesting is how this concept of experience is related to memory. According to the view of neuroscience, Wexler (2006: 21-22) explains the dissimilarity of the experiences of two different individuals through individual neuronal wiring as follows: (1) Processes such as thinking, remembering, and feeling are generated through integrated activities by the cells. Nerve cells (neurons) are not part of individual nerve cells; (2) The pattern of intricately connected specifically among nerve cells is a functional system determined by sensory stimulation.

Behavior Intention

Behavioral Intention is often used to evaluate the potential of tourists to make repeat visits because it is considered a relatively accurate predictor of future tourist behavior (Mansour & Ariffin, 2017). Retaining existing customers usually has a much lower cost than finding new customers. In addition, loyal customers are more likely to recommend friends, relatives, or other potential customers for a product or service by acting as a word-of-mouth agent (C. F. Chen & Chen, 2010). Therefore, tourists' Intention to revisit (revisit Intention) and their involvement in word-of-mouth are the main focus in the tourism industry to achieve the sustainable success of destinations or organizations (Jeong, Yu et al., 2019).

Icek Ajzen (Ajzen, 1991), in "The Theory of Planned Behavior," states that Behavioral Intention is influenced by: (1) Attitude towards the behavior, namely an individual's attitude towards any object based on the knowledge one believes about the object and the evaluative aspects of that belief; (2) Subjective norms, namely individual beliefs about what should be done in certain situations; (3) Perceived behavioral control refers to people's perceptions of the ease or difficulty in carrying out essential behaviors; (4) Perceived behavioral control assesses how far a person can take the necessary actions to deal with future situations.

C. Research Methods

This study uses the SPSS application and is a quantitative descriptive study with a straightforward regression analysis procedure. Therefore, the data collection process includes the distribution of questionnaires and observation. Meanwhile, the population of this study consisted entirely of Desa Wisata Alamendah visitors, and the sample size was 78 respondents, despite Sugiyono (2017) stating that the proper sample size was 30 respondents out of 500 respondents. Therefore, this research employed accidental sampling as the sampling method by distributing questionnaires with a Likert scale from 1 to 5.

D. Result

Table 1. Characteristics of Respondents by Age

Age	Frequency	Percent
18-25 years	49	62.8
26-30 years	19	24.4
31-35 years	7	9
36-40 years	3	3.8
TOTAL	78	100

Data processed with SPSS (2022)

The results of 78 respondents were 62.8 % or 49 respondents aged 18-25 years, then 24.4 % or 19 respondents aged 26-30 years, then 9% or 7 respondents aged 31-35 years, and 3.8 % or 3 respondents aged 36-40 years old.

Table 2. Characteristics of Respondents by Gender

Gender	Frequency	Percent
Male	28	35.9
Female	50	64.1
TOTAL	78	100

Data processed with SPSS (2022)

The number of male respondents in this study was 28 people or 35.9% while female respondents were 50 people or 64.14%. This shows that the majority of respondents in this study are female.

Table 3. Characteristics of Respondents by Education

Education Level	Frequency	Percent
Junior High Scholl	1	1.3
High school Students	35	44.9
Diploma	6	7.7
Strata 1	34	43.6
Strata 2	2	2.6
Total	78	100

Data processed with SPSS (2022)

In terms of education, visitors were dominated by high school, undergraduate and diploma students.

Table 4 Characteristics of Respondents by Employment

Employment	Frequency	Percent
Students	31	39.7
Entrepreneur	13	16.7
Private Workers	22	28.2
Government worker	3	3.8
Fabric employee	3	3.8
House Wife	2	2.6
Tourist Guide	1	1.3
Supervisor	1	1.3
Services Employee	1	1.3
House wife Asssitant	1	1.3
Total		100

Data processed with SPSS (2022)

In terms of work, most of the visitors in this study came from students (31 respondents), entrepreneurs (13 respondents), and private workers (22 respondents). The rest are scattered in other types of work.. The results of the validity test of all question items above 0.30, it can be declared valid. Meanwhile the reliability test results for the Memorable Tourism Experience Variable were $0.973 > 0.700$ and the Behavior Intention Variable were $0.936 > 0.700$, thus the two variables were reliable.

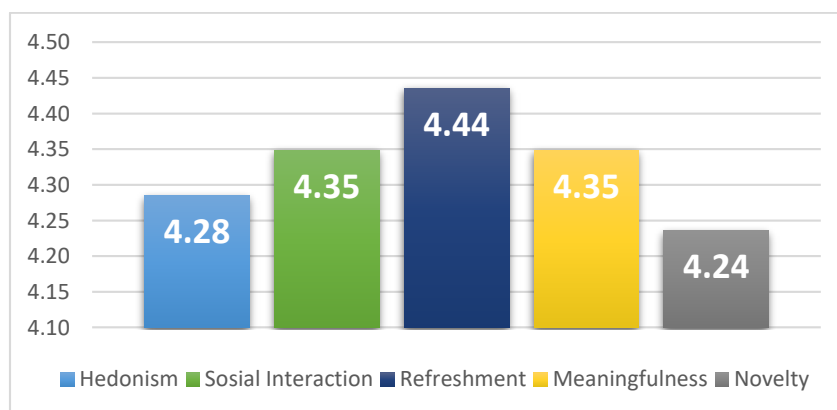


Figure 1. Dimension of Memorable Tourism Experience
Data processed with SPSS (2022)

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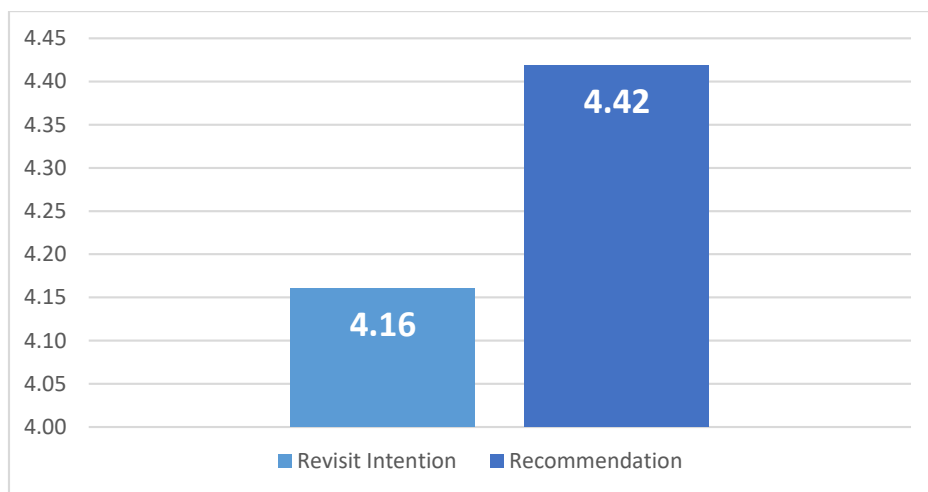


Figure 2. Dimension of Behavioral Intention
Data processed with SPSS (2022)

The results of the questionnaire on 78 Behavioral Intention respondents in the "very good" category averaged 4.30. If broken down as shown in Table 6, the highest score is on the Recommendation dimension with an average of 4.42 (very good), and the lowest is on the Revisit Intention dimension with an average of 4.16 which is still good.

Table 5. Coefficient of Determination (R^2)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.866 ^a	.749	.746	3.01696

Data processed with SPSS (2022)

The test results for the Coefficient of Determination are R Square 0.749 (74.90%), the remaining 25.10% is influenced by other variables outside this study.

Table 6. Partial Hypothesis Test

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.448	2.366		1.457	.149
MTE	.326	.022	.866	15.072	.000

Data processed with SPSS (2022)

E. Discussion

In this study, a memorable tourism experience can positively impact visitors' behavioral intentions in Alamendah Village Tourism. Here are some reasons why a memorable tourism experience can influence behavioral intentions in Alamendah Village Tourism: (1) Emotions are involved when visitors have a positive tourism experience, such as seeing beautiful natural scenery or interacting with friendly locals; it can trigger positive emotions. Positive emotions can strengthen positive behavioral intentions in visitors, such as the intention to contribute to environmental preservation or the intention to buy local products; (2) Identification, visitors who identify with the values or norms applied in the Alamendah Village Tourism, such as environmental care or social equality, are more likely to strengthen positive behavioral intentions during their visit; (3) Visitor satisfaction, visitors who feel satisfied with their tourism experience, including the facilities provided, services, and overall tourism experience, are more likely to return to Alamendah Village Tourism and recommend it to others; (4) Environmental influence, visitors who are involved in an environment that supports positive behavior, such as seeing other visitors bringing their trash or receiving awards from local communities for their positive behavior, can strengthen positive behavioral intentions in visitors.

F. Conclusion

Memorable travel experiences in Alamendah Tourism Village can positively influence visitors' behavioral intentions. The reasons that can affect these behavioral intentions are positive emotions, identification with applied values and norms, visitor satisfaction, and the influence of an environment that supports positive behavior. Thus, memorable travel experiences can impact visitors' behavioral intentions in Alamendah Tourism Village. Therefore, the managers of Alamendah Tourism Village need to provide satisfying travel experiences that encourage positive behavior among their visitors.

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