

According to Rahmawati, et al. (2024) it was found that risk perception significantly affects destination image and revisit intention, with destination image serving as an intervening. This means that when visitors perceive low risk and a favorable destination image, their revisit intention increases. Furthermore, Rahmawati & Prastiwi (2024) argue that destination branding is one of the key factors in building tourists' intention to revisit Kebumen Geopark. They emphasize that tourists' perceptions of the geopark's image, trust, and uniqueness influence both satisfaction and revisit intention. (Note: although this article does not directly measure Memorable Tourist Experience, the concept of positive tourist experiences as part of destination branding and image is closely related to the variable of memorable experiences.)

In line with this, previous studies have mostly focused on popular tourist destinations at the national and international levels (Chen et al., 2020; Peng et al., 2023), while research on Kebumen Geopark remains relatively limited, especially those integrating variables such as MTE, tourist satisfaction, destination image, risk perception, and revisit intention simultaneously. Yet, this area holds significant potential in supporting local economic development while strengthening the image of sustainable tourism in Central Java. Therefore, this research is essential to analyze how Memorable Tourist Experience (MTE) influences tourist satisfaction and revisit intention among visitors to Kebumen Geopark, particularly by considering additional variables such as risk perception and destination image. The results of this study are expected to contribute to the development of regional tourism marketing strategies and support Kebumen Geopark branding as a leading destination for ecotourism and geological education.

LITERATURE REVIEW

Memorable Tourist Experience

Memorable tourism experiences (MTEs) occur when tourists escape from their daily routines, engage in fun, relaxation, novelty, and social interaction (Rahmawati et al., 2023). These experiences enhance well-being, build social capital, and foster attachment to the destination, leading to positive outcomes for tourists. Memorable travel experiences encompass memories formed during the trip, influenced by factors such as hedonism, novelty, renewal, meaning, engagement, knowledge, and social interaction (Rocha et al., 2024). Memorable Tourism Experiences (MTE) refer to significant and impactful experiences that influence future tourist behavior (You & Lee, 2024). Memorable tourism experiences significantly increase tourist satisfaction, which in turn increases the intention to revisit and recommend a heritage destination. These experiences are crucial for tourism managers to create positive and memorable impressions that influence tourists' choices in heritage tourism (Riptiono et al., 2023).

Tourist Satisfaction

Tourist satisfaction is a multidimensional phenomenon influenced by various attributes, including nature, art, and food (Castellano et al., 2020). Tourist satisfaction can also be identified as the most important concept in building a distinctive destination image. This can provide a higher level of competitiveness, making it crucial for tourism management to understand the key factors that can influence tourist satisfaction and dissatisfaction (Rahmawati et al., 2023). Tourist satisfaction is significantly influenced by the tourism environment, which includes cultural (38.9%), socioeconomic (33.4%), and natural (27.7%) dimensions. These factors collectively shape the quality of the tourism experience, highlighting their importance in enhancing overall tourist satisfaction (Nguyen & Huynh, 2024).

Revisit Intention

Revisit intention in tourism refers to the likelihood of a visitor returning to a destination (Bakri et al., 2024). Revisit intention refers to a person's willingness to revisit the same destination and recommend it to others (Rahmawati et al., 2023). Revisit intention in tourism refers to the likelihood of visitors returning to a destination, influenced by factors such as word of mouth (WOM), perceived risk, and destination image (Dwi Rahmawati & Intan Prastiwi, 2024). Revisit intention in tourism is influenced by factors such as past travel experiences, which ultimately influence their intention to return (My & Tung, 2024).

METHOD

This research is classified as an associative quantitative study, which aims to describe and test hypotheses regarding the relationship between two or more variables, namely the relationship between tourist experience and revisit intention through tourist satisfaction. The sampling method used in this study is non-probability sampling, which is based on certain considerations in determining the sample. The sampling technique applied is purposive

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sampling, with the criterion that respondents must have visited the Kebumen Geopark tourist destination at least twice. The data collection method used is a questionnaire. The analytical method employed is Structural Equation Modeling Partial Least Squares (SEM-PLS) with the SmartPLS 3.9.2 application.

RESULTS AND DISCUSSION

Based on the analysis results using SEM-PLS, all research variables demonstrated good validity and reliability values.

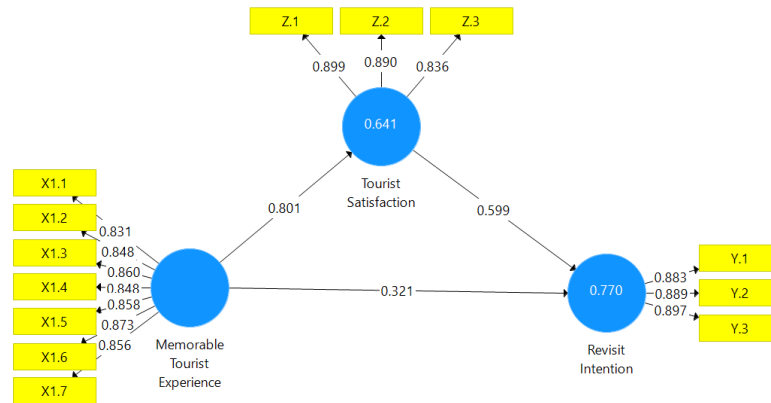


Figure 1. SEM-PLS Research Model

Table 1. The performance of Outer Model Analysis

Variable	Indikator	Validity Test		Reliability Test	
		Loading Factor	AVE	Cronbach's Alpha	Composite reliability
Memorable Tourist Experience	MTE1	0,831	0,728	0,938	0,949
	MTE2	0,848			
	MTE3	0,860			
	MTE4	0,848			
	MTE5	0,858			
	MTE6	0,873			
	MTE7	0,856			
Tourist Satisfaction	TS1	0,899	0,766	0,847	0,908
	TS2	0,890			
	TS3	0,836			
Revisit Intention	RI1	0,883	0,791	0,868	0,919
	RI2	0,889			
	RI3	0,897			

Validity and Reliability Test

The Memorable Tourist Experience (MTE) variable showed that all indicator loading factors were above 0.70, with an AVE value of 0.728, Cronbach's Alpha of 0.938, and composite reliability of 0.949. This indicates that the indicators used to measure MTE are valid and reliable. The Tourist Satisfaction (TS) variable showed similar results with an AVE value of 0.766, Cronbach's Alpha of 0.847, and composite reliability of 0.908. The Revisit Intention (RI) variable recorded an AVE of 0.791, Cronbach's Alpha of 0.868, and composite reliability of 0.919, all of which met the required threshold of > 0.70. Thus, all research variables can be declared valid and reliable.

Table 2. Fornell-Larcker Criterion

	Memorable Tourist Experience	Revisit Intention	Tourist Satisfaction
Memorable Tourist Experience	0,853		
Revisit Intention	0,801	0,889	
Tourist Satisfaction	0,801	0,856	0,875

Discriminant Validity Test (Fornell-Larcker Criterion)

The results in the table 2 show that the square root of AVE (diagonal values) is higher than the correlations between constructs. For instance, the square root of AVE for MTE is 0.853, which is greater than its correlation with RI (0.801) and TS (0.801). A similar pattern is observed for TS (0.875) and RI (0.889). Therefore, the constructs in this study demonstrate good discriminant validity.

Table 3. Example of table description

	Saturated Model	Estimated Model
SRMR	0,050	0,050
d_ULS	0,227	0,227
d_G	0,233	0,233
Chi-Square	134,913	134,913
NFI	0,880	0,880

Goodness of Fit Model

The structural model evaluation in Table 3 also shows good results, with an SRMR value of 0.050 (< 0.08), d_ULS = 0.227, d_G = 0.233, and NFI = 0.880, which approaches the threshold of 0.90. These findings indicate that the research model has an adequate level of fit to be used in hypothesis testing.

Table 4. Example of table description

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Note
H1: Memorable Tourist Experience -> Revisit Intention	0,321	2,958	0,003	Received
H2: Memorable Tourist Experience -> Tourist Satisfaction	0,801	16,133	0,000	Received
H3: Tourist Satisfaction -> Revisit Intention	0,599	5,186	0,000	Received
H4: Memorable Tourist Experience -> Tourist Satisfaction -> Revisit Intention	0,480	5,349	0,000	Received

Hypothesis Testing Results

Hypothesis 1, Memorable Tourist Experience has a positive and significant effect on Revisit Intention. The path coefficient is 0.321 with a T-statistic of 2,958 (> 1.96) and a p-value of 0.003 < 0.05. This means that MTE has a positive and significant effect on revisit intention. Hypothesis 2, Memorable Tourist Experience has a positive and significant effect on Tourist Satisfaction. The path coefficient is 0.801 with a T-statistic of 16.133 and a p-value of 0.000. This indicates that MTE has a positive and significant influence on tourist satisfaction. Hypothesis 3, Tourist Satisfaction has a positive and significant effect on Revisit Intention. The path coefficient is 0.599 with a T-statistic of 5.186 and a p-value of 0.000. This confirms that tourist satisfaction has a positive and significant effect on revisit intention. Hypothesis 4, Mediation of Tourist Satisfaction. MTE affects RI through TS as a mediator, with a coefficient of 0.480, T-statistic of 5.349, and p-value of 0.000. This proves the existence of a significant mediation effect.

Discussion

The first finding shows that Memorable Tourist Experience (MTE) has a positive and significant effect on Revisit Intention. This indicates that when tourists perceive their experiences as memorable, they are more likely to plan repeat visits. Memorable experiences often involve novelty, authenticity, and emotional engagement, which create lasting impressions. This strengthens the research findings (Rasoolimanesh et al., 2022) and (Xu et al., 2024a) who state memorable tourist experience has a positive and significant effect on revisit intention. The second finding reveals that MTE has a strong positive and significant effect on Tourist Satisfaction. This means that tourists who encounter unique and emotionally meaningful experiences are more satisfied with their overall visit. Satisfaction arises not only from functional aspects such as service quality and facilities but also from hedonic and experiential values like enjoyment and novelty. Similar results were reported by (Xu et al., 2024a) and (Z. R. Rahmawati et al., 2024).

The third finding shows that Tourist Satisfaction significantly influences Revisit Intention. This highlights the role of satisfaction as a central determinant of tourist loyalty. Satisfied tourists are more likely to return and recommend the destination to others, as satisfaction reduces perceived risks and increases confidence in future travel decisions. This finding supports previous research that stated tourist satisfaction influences revisit intention (Xu et al., 2024b) and (Z. R. Rahmawati et al., 2024). The fourth finding demonstrates that Tourist Satisfaction mediates the relationship between MTE and Revisit Intention. This suggests that memorable experiences influence revisit intention both directly and indirectly through satisfaction. In other words, when memorable experiences result in satisfaction, the likelihood of tourists' loyalty and repeat visitation becomes stronger. This finding aligns with previous research that suggests that memorable tourist experiences influence revisit intention through tourist satisfaction (Ismadi & Suwitho, 2023)

CONCLUSION

This study proves that Memorable Tourist Experience (MTE) has a significant effect on Tourist Satisfaction (TS) and Revisit Intention (RI), with tourist satisfaction acting as an important mediator in strengthening the relationship between memorable experiences and revisit intention. The findings confirm that positive experiences not only enhance tourist satisfaction but also foster loyalty, which contributes to destination sustainability. Overall, the research model is proven to be valid, reliable, and demonstrates a good level of fit, thus providing a solid basis for developing sustainable tourism strategies focused on improving experience quality, satisfaction, and tourist loyalty.

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