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The Influence Of Memorable Tourism Experience And Destination Attributes On Revisit Intention, With Tourist Satisfaction As An Intervening Variable (A Study At Selecta Recreation Park)

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Abstract

Competition among tourist destinations requires managers to go beyond merely offering attractions; they must also provide memorable experiences and ensure a level of satisfaction that encourages repeat visits. As a tourist destination in Batu City, Selecta Recreation Park must maintain its natural appeal, the quality of its facilities, and the overall visitor experience amidst an expanding range of alternative destinations. This study aims to analyze the influence of "memorable tourism experience" and "destination attributes" on "revisit intention," both directly and indirectly through "tourist satisfaction." A quantitative approach with a descriptive and explanatory research design was employed. The sample consisted of 273 respondents selected via purposive sampling, with the criteria that they be at least 17 years old and have visited Selecta Recreation Park more than once within the last six years. Data were collected through an online questionnaire and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the support of SmartPLS 4.0. The results indicate that a memorable tourism experience has a positive and significant effect on tourist satisfaction (path coefficient 0.266; p<0.001), while destination attributes also have a positive and significant effect on tourist satisfaction (0.582; p<0.001). Both variables exert a positive and significant influence on revisit intention, with coefficients of 0.176 (p=0.002) and 0.232 (p=0.003), respectively. Tourist satisfaction has a positive and significant effect on revisit intention (0.409; p<0.001). Furthermore, tourist satisfaction acts as a partial mediator for the influence of both memorable tourism experience (indirect effect 0.109; p<0.001) and destination attributes (0.238; p<0.001) on revisit intention. The R-square values indicate that memorable tourism experience and destination attributes account for 63.5% of the variation in tourist satisfaction, while memorable tourism experience, destination attributes, and tourist satisfaction together explain 55.9% of the variation in revisit intention. These findings confirm that the quality of destination attributes and tourist satisfaction are crucial factors in driving the intention to revisit. Destination managers should focus on maintaining the quality of facilities, ensuring a comfortable environment, offering a variety of activities, and ensuring that the price of admission aligns with the services received by visitors.

INTRODUCTION

Tourism is a sector that contributes to driving regional economic activity by creating jobs, increasing local income, and fostering the growth of supporting businesses such as those in transportation, culinary services, commerce, and the creative industries. The development of the tourism sector has also intensified competition among destinations. Tourists no longer consider only the presence of attractive sites; they also evaluate the quality of their experience, available facilities, ease of access, the comfort of the environment, and how well the services meet their

expectations. Consequently, destination managers must understand the factors that shape visitor satisfaction and encourage repeat visits.

Batu City is a tourist destination in East Java that offers a variety of natural and man-made attractions. One such destination, well-known for a long time, is the Selecta Recreation Park. Selecta is characterized by its cool mountainous setting, flower gardens, natural panoramas, swimming pools, and various recreational facilities. While these features serve as core attractions, the emergence of other tourist destinations places increasing pressure on managers to maintain the quality and relevance of their tourism offerings.

Competition among tourism destinations compels managers not only to attract visitors but also to provide compelling reasons for them to return. "Revisit intention" refers to a traveler's plan to visit a destination again in the future. Such intentions are vital for the sustainability of a destination; repeat visits help maintain the relationship between the traveler and the destination, while a willingness to recommend the destination fosters word-of-mouth promotion.

One factor that can shape the intention to revisit is a "memorable tourism experience" (MTE)—a travel experience that leaves a lasting impression and remains in one's memory long after the visit has concluded. Such experiences can be cultivated through elements like enjoyment, novelty, refreshment, meaningfulness, the acquisition of knowledge, cultural atmosphere, and active engagement during the trip. Memorable experiences have the potential to influence how travelers evaluate a destination and how they behave after leaving it (Zhong et al., 2017; Stavrianea & Kamenidou, 2022; Hidayat et al., 2024; Tsai et al., 2022).

Beyond the experience itself, "destination attributes" also serve as a crucial element in how travelers assess a destination. These attributes encompass facilities and supporting infrastructure, the variety of available activities, accessibility and geographical conditions, as well as environmental management. When these attributes align with visitors' needs, they enhance comfort and foster a positive perception of the destination. Numerous studies indicate that destination attributes are linked to both visitor satisfaction and the intention to revisit, although the strength of this relationship may vary depending on the specific characteristics of the destination (Cahyanti et al., 2020; Bhatti & Alkhozaim, 2023; Çetin et al., 2022).

Previous research has explored the relationships among tourism experiences, destination attributes, satisfaction, and revisit intention. However, empirical findings and the magnitude of these effects vary across different destination contexts. This study examines memorable tourism experiences (MTE) and destination attributes simultaneously, with tourist satisfaction serving as a mediating variable. Expectation-Confirmation Theory (ECT) provides a framework for understanding how tourists evaluate their experiences and the performance of destination attributes based on their prior expectations (Oliver, 1980). The Stimulus-Organism-Response (SOR) model explains the sequence of these relationships: tourism experiences and destination attributes act as stimuli, tourist satisfaction functions as an internal evaluation, and revisit intention serves as the response (Mehrabian & Russell, 1974).

This study tests seven hypotheses: the impact of MTE on tourist satisfaction (H1), destination attributes on tourist satisfaction (H2), MTE on revisit intention (H3), destination attributes on revisit intention (H4), tourist satisfaction on revisit intention (H5), the mediating role of tourist satisfaction in the relationship between MTE and revisit intention (H6), and the mediating role of tourist satisfaction in the relationship between destination attributes and revisit intention (H7). The objective is to explain both the direct and indirect effects of these two factors on revisit intention at the Selecta Recreation Park.

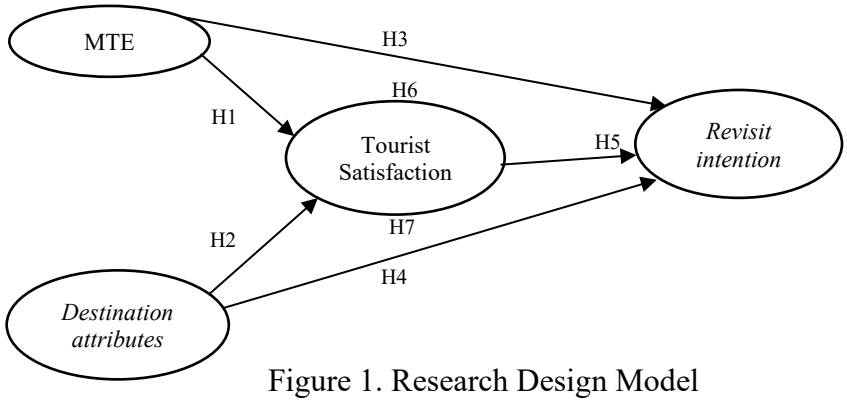


Figure 1. Research Design Model

METHODS

This study employs an explanatory quantitative approach at the Selecta Recreation Park in Batu City, East Java. The research population consists of tourists who have visited Selecta. A sample of 273 respondents was selected using non-probability, purposive sampling. The inclusion criteria for respondents were being at least 17 years old and having visited Selecta more than once within the last six years.

Primary data were collected via an online closed-ended questionnaire using Google Forms, utilizing a five-point Likert scale. Memorable Tourism Experience (MTE) was measured through dimensions of hedonism and novelty, refreshment, meaningfulness and knowledge, as well as local culture and engagement. Destination attributes were assessed based on infrastructure and superstructure, types of activities, accessibility and geographical conditions, and environmental management. Tourist satisfaction was evaluated in terms of the alignment of services with expectations, the value of services relative to the price paid, and overall satisfaction with the services. Revisit intention was measured by the intention to return and the intention to recommend the destination.

Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4. The evaluation of the measurement model included convergent validity, discriminant validity, and construct reliability. Convergent validity was assessed via outer loadings and Average Variance Extracted (AVE), while discriminant validity was examined using cross-loadings and the Fornell-Larcker criterion. Reliability was evaluated using Cronbach's alpha and composite reliability. The structural model was assessed through R-squared values, Q^2 predictive relevance, path coefficients, and the testing of indirect effects via bootstrapping. A significance level of 5% was applied.

RESULTS AND DISCUSSION

Research Findings

Respondent Characteristics and Description

This study involved 273 respondents who met the criteria: being at least 17 years old and having visited the Selecta Recreation Park more than once within the last six years. In terms of gender, 159 respondents (58.2%) were female, while 114 (41.8%) were male. The 17–25 age group was the largest, comprising 196 individuals (71.8%), followed by the 26–35 age group with 46 individuals (16.8%), and the 36–45 age group with 31 individuals (11.4%).

Regarding domicile, 200 respondents (73.3%) were from the Greater Malang area, 50 (18.3%) were from other parts of East Java, and 23 (8.4%) were from outside East Java. The majority of respondents held a high school diploma or equivalent (168 individuals, 61.5%), followed by 89 individuals (32.6%) with a bachelor's degree, 9 (3.3%) with a master's or doctoral degree, and 7 (2.6%) with a diploma. In terms of occupation, the respondents consisted of 147 students (53.8%), 54 private-sector employees (19.8%), 31 entrepreneurs (11.4%), 24 freelancers (8.8%), and 17 civil servants or military/police personnel (6.2%).

Regarding monthly income, 163 respondents (59.7%) earned less than IDR 2 million, 91 respondents (33.3%) earned between IDR 2 million and IDR 5 million, and 19 respondents (7.0%) earned more than IDR 5 million. Regarding the frequency of visits over the last six years, 174 respondents (63.7%) have visited Selecta 2–3 times, 67 respondents (24.5%) have visited 4–5 times, and 32 respondents (11.7%) have visited more than five times. This composition indicates that the sample is dominated by visitors aged 17–25 who reside in the Greater Malang area and are university students.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Female	159	58.2%
	Male	114	41.8%
Age	17–25 years	196	71.8%
	26–35 years	46	16.8%
	36–45 years	31	11.4%
Domicile	Malang Raya	200	73.3%
	East Java outside Malang Raya	50	18.3%
	Outside East Java	23	8.4%
Education	Senior high school/equivalent	168	61.5%
	Diploma	7	2.6%
	Bachelor's degree	89	32.6%
	Master's/Doctoral degree	9	3.3%
Occupation	Student	147	53.8%
	Private employee	54	19.8%
	Civil servant/military/police	17	6.2%
	Entrepreneur	31	11.4%
	Freelancer	24	8.8%
Monthly income	< Rp2 million	163	59.7%
	Rp2–5 million	91	33.3%
	> Rp5 million	19	7.0%
Visit frequency	2–3 times	174	63.7%
	4–5 times	67	24.5%
	> 5 times	32	11.7%

Descriptive Analysis of Research Variables

Descriptive analysis was conducted using the mean scores of respondents' answers on a five-point Likert scale. "Memorable Tourism Experience" yielded a grand mean of 3.98. The dimensions of hedonism and novelty scored a mean of 4.09; local culture and involvement, 3.98; refreshment, 3.95; and meaningfulness and knowledge, 3.92. The item with the highest score was the feeling of great enjoyment during the visit (4.16), while the item with the lowest score was the acquisition of new insights or experiences during the visit (3.74). These results indicate that the experience at Selecta is driven more strongly by enjoyment and entertainment than by educational elements. This does not mean that educational experiences are absent, but rather that

their contribution is relatively lower compared to the recreational aspects.

"Destination Attributes" yielded a grand mean of 4.12. Accessibility and geographical conditions scored the highest mean (4.32), followed by infrastructure and superstructure (4.11), environmental management (4.11), and the types of activities available (3.96). The highest-rated item was the assessment that Selecta's location offers beautiful natural scenery and a comfortable environment (4.35). Conversely, the diversity of activities and attractions—in relation to the respondents' specific interests—received the lowest score (3.89). Thus, the scenery and environmental comfort are Selecta's primary strengths, while there remains room for development regarding the variety of activities.

"Tourist Satisfaction" yielded a grand mean of 3.95. The dimension concerning the alignment of services with the price paid scored a mean of 3.96; satisfaction with the services offered, 3.95; and the alignment of services with expectations, 3.93. The highest-rated item was the perception that the service provided was commensurate with the ticket price (4.00), while the lowest-rated item was the assessment that Selecta's facilities were not disappointing (3.91). This suggests that while respondents generally appreciate the value for money, the assessment of the facilities is relatively lower compared to other aspects.

"Revisit Intention" yielded a grand mean of 4.04. The dimension of intention to revisit has a mean of 4.12, while the intention to recommend has a mean of 3.96. The highest-scoring item is the willingness to revisit Selecta (4.14), whereas the lowest-scoring item is the willingness to suggest that others visit Selecta (3.95). Respondents show a stronger personal inclination to return than a willingness to actively encourage others to visit.

Measurement Model Evaluation (Outer Model)

The outer model evaluation is conducted to ensure that the indicators measure the constructs in a valid and reliable manner. The results for convergent validity indicate that the outer loading values fall within the range of 0.659–0.911. Most indicators have values above 0.70. One indicator for "Destination Attributes" has a value of 0.659; however, it is retained because the construct's Average Variance Extracted (AVE) value still meets the minimum threshold of 0.50, and this decision is consistent with the analytical results of the study.

Table 2. Outer Loading and Average Variance Extracted

Construct	Indicator	Outer Loading	AVE
Memorable Tourism Experience	MT1	0.714	0.607
	MT2	0.789	
	MT3	0.732	
	MT4	0.832	
Destination Attributes	DA1	0.765	0.590
	DA2	0.819	
	DA3	0.659	
	DA4	0.859	
Revisit Intention	RI1	0.888	0.809
	RI2	0.911	
Tourist Satisfaction	TS1	0.842	0.705
	TS2	0.796	
	TS3	0.879	

The AVE values are 0.607 for Memorable Tourism Experience, 0.590 for Destination Attributes, 0.809 for Revisit Intention, and 0.705 for Tourist Satisfaction. All values exceed 0.50, indicating that convergent validity is satisfied. However, the indicator DA3, with an outer loading of 0.659, warrants closer attention in future research, as its contribution is relatively lower

compared to other Destination Attributes indicators.

Discriminant validity was assessed using cross-loadings and the Fornell-Larcker criterion. The results show that each indicator has its highest loading on the construct it is intended to measure. Furthermore, the square root of the AVE for each construct is higher than its correlation with any other construct. The square root of the AVE values are 0.779 for Destination Attributes, 0.768 for Memorable Tourism Experience, 0.899 for Revisit Intention, and 0.840 for Tourist Satisfaction.

Table 3. Fornell Larcker Criterion

Construct	DA	MTE	RI	TS
Destination Attributes	0.779			
Memorable Tourism Experience	0.727	0.768		
Revisit Intention	0.678	0.627	0.899	
Tourist Satisfaction	0.776	0.689	0.711	0.840

The reliability results show Cronbach's alpha values in the range of 0.764–0.790, rho_A values in the range of 0.770–0.806, and composite reliability (rho_C) values in the range of 0.852–0.894. All values exceed the 0.70 threshold, indicating that the indicators within each construct possess adequate internal consistency.

Table 4. Construct Reliability

Construct	Cronbach's Alpha	rho_A	rho_C
Destination Attributes	0.783	0.806	0.860
Memorable Tourism Experience	0.770	0.791	0.852
Revisit Intention	0.764	0.770	0.894
Tourist Satisfaction	0.790	0.798	0.877

Structural Model Evaluation (Inner Model)

The R-square value for Tourist Satisfaction is 0.635, with an adjusted R-square of 0.632. This indicates that Memorable Tourism Experience and Destination Attributes collectively explain 63.5% of the variation in tourist satisfaction, while the remaining 36.5% is attributed to factors outside the model. The R-square value for Revisit Intention is 0.559, with an adjusted R-square of 0.554. Consequently, Memorable Tourism Experience, Destination Attributes, and Tourist Satisfaction account for 55.9% of the variation in revisit intention, with the remaining 44.1% explained by other factors.

Table 5. Coefficient of Determination and Predictive Relevance

Endogenous Construct	R-square	Adjusted R-square	Q^2 Predict
Tourist Satisfaction	0.635	0.632	0.627
Revisit Intention	0.559	0.554	0.487

The Q^2 Predict values are 0.627 for Tourist Satisfaction and 0.487 for Revisit Intention. Both values are greater than zero and, based on the interpretation criteria used in this thesis, fall into the "strong" category. These results indicate that the model possesses predictive relevance for both endogenous constructs.

The f^2 (f-square) values represent the contribution of each predictor. The effect of Memorable Tourism Experience on Revisit Intention has an f^2 of 0.030, and its effect on Tourist Satisfaction has an f^2 of 0.091; both are considered small effects. Destination Attributes have an f^2 of 0.040 (a small effect) on Revisit Intention, while their effect on Tourist Satisfaction is 0.438 (a large effect). The effect of Tourist Satisfaction on Revisit Intention has an f^2 of 0.138, which falls between the thresholds for small and medium effects. Consequently, the contribution of Destination Attributes to Tourist Satisfaction represents the largest effect within the model.

Table 6. Effect Size (f-square)

Predictor	Endogenous Construct	f^2	Effect
Memorable Tourism Experience	Revisit Intention	0.030	Small
Memorable Tourism Experience	Tourist Satisfaction	0.091	Small
Destination Attributes	Revisit Intention	0.040	Small
Destination Attributes	Tourist Satisfaction	0.438	Large
Tourist Satisfaction	Revisit Intention	0.138	Small

Hypothesis Testing

Hypothesis testing was conducted using bootstrapping in SmartPLS 4 with a 5% significance level. Decisions were based on the direction of the path coefficients and the p-values. All direct path coefficients were positive and significant. Both indirect effects, mediated through Tourist Satisfaction, were also significant.

Table 7. Direct and Indirect Effects

Relationship	β	t-statistic	p-value	Decision
MTE → Tourist Satisfaction	0.266	4.903	<0.001	Supported
Destination Attributes → Tourist Satisfaction	0.582	12.223	<0.001	Supported
MTE → Revisit Intention	0.176	2.960	0.002	Supported
Destination Attributes → Revisit Intention	0.232	2.760	0.003	Supported
Tourist Satisfaction → Revisit Intention	0.409	5.681	<0.001	Supported
MTE → Tourist Satisfaction → Revisit Intention	0.109	3.549	<0.001	Partial mediation
Destination Attributes → Tourist Satisfaction → Revisit Intention	0.238	5.274	<0.001	Partial mediation

Memorable Tourism Experience has a positive and significant effect on Tourist Satisfaction ($\beta = 0.266$; $t = 4.903$; $p < 0.001$). Destination Attributes also have a positive and significant effect on Tourist Satisfaction ($\beta = 0.582$; $t = 12.223$; $p < 0.001$). The coefficient for Destination Attributes is the largest among the predictors of satisfaction in the model.

Memorable Tourism Experience has a positive and significant effect on Revisit Intention ($\beta = 0.176$; $t = 2.960$; $p = 0.002$), while Destination Attributes have a positive and significant effect on Revisit Intention ($\beta = 0.232$; $t = 2.760$; $p = 0.003$). Tourist Satisfaction also has a positive and significant effect on Revisit Intention ($\beta = 0.409$; $t = 5.681$; $p < 0.001$). Among the direct paths to Revisit Intention, Tourist Satisfaction has the largest coefficient.

Tourist Satisfaction partially mediates the relationship between Memorable Tourism Experience and Revisit Intention, with an indirect coefficient of 0.109 ($t = 3.549$; $p < 0.001$), while the direct effect of Memorable Tourism Experience on Revisit Intention remains significant. Tourist Satisfaction also partially mediates the relationship between Destination Attributes and Revisit Intention, with an indirect coefficient of 0.238 ($t = 5.274$; $p < 0.001$), while the direct effect of Destination Attributes on Revisit Intention remains significant. The indirect coefficient for Destination Attributes (0.238) is slightly higher than its direct coefficient (0.232), but this difference cannot be declared significant without a specific test for the difference between coefficients.

Discussion

The Influence of Memorable Tourism Experience on Tourist Satisfaction

The test results indicate that a "Memorable Tourism Experience" has a positive and significant impact on "Tourist Satisfaction" ($\beta = 0.266$; $p < 0.001$). Positive, memorable experiences during a visit are associated with higher satisfaction ratings. A tourism experience is shaped not only by the presence of attractions but also by feelings of joy, a refreshing atmosphere, the meaningfulness of the visit, and the level of tourist engagement while at the destination.

Descriptive results reinforce these findings. The dimensions of hedonism and novelty

yielded the highest mean score (4.09), while "meaningfulness" and "knowledge" received the lowest relative scores (3.92). Specifically, the item regarding feelings of great joy during the visit had a mean of 4.16, whereas the item concerning the acquisition of new insights had a mean of 3.74. This pattern suggests that Selecta is perceived more strongly as a recreational destination focused on enjoyment rather than as a destination for learning. This does not imply that educational experiences are unimportant; rather, their contribution is relatively lower than that of the recreational aspects.

These findings align with the "Expectation-Confirmation Theory," which posits that satisfaction is formed through an evaluation of the actual experience in relation to prior expectations (Oliver, 1980). However, this does not necessarily mean that the tourism experience always exceeds expectations, as this study examined the relationship between memorable experiences and satisfaction, rather than directly measuring the gap between performance and expectations. These findings are also consistent with the work of Zhong et al. (2017) and Stavrianea and Kamenidou (2022), both of which identified a link between memorable tourism experiences and satisfaction.

The management of Selecta should maintain the quality of its flower gardens, swimming pools, recreational rides, mountain atmosphere, and open spaces that contribute to visitor enjoyment. The relatively lower score for the "knowledge" dimension could serve as a basis for introducing brief, informative content such as details about plant species, environmental characteristics, or the history of the area. This enrichment of information should serve to complement the recreational experience, rather than alter Selecta's character as a nature-based, family-friendly tourist destination.

The Influence of Destination Attributes on Tourist Satisfaction

Destination attributes have a positive and significant impact on tourist satisfaction ($\beta = 0.582$; $p < 0.001$). This coefficient is the largest among the variables influencing satisfaction, indicating that facilities, activity options, accessibility, geographical conditions, and environmental management are closely linked to how visitors evaluate their satisfaction. Satisfaction is shaped not only by emotional experiences but also by the quality of conditions and services directly perceived by visitors.

Accessibility and geographical conditions received the highest mean score (4.32), while the items concerning beautiful natural scenery and a comfortable environment both scored 4.35. Conversely, the dimension regarding the types of activities had a mean of 3.96, with the item on the diversity of activities tailored to various interests scoring 3.89. Infrastructure, superstructure, and environmental management each received a mean score of 4.11. These results suggest that the natural environment and comfort are Selecta's primary strengths, whereas the variety of activities offers room for further development.

From the perspective of the Stimulus-Organism-Response (S-O-R) framework, destination attributes can be understood as stimuli received by tourists, which are then evaluated internally, resulting in a level of satisfaction (Mehrabian & Russell, 1974). An f^2 value of 0.438 indicates that the contribution of destination attributes to tourist satisfaction represents a substantial effect. Consequently, improvements to facilities and the environment have the potential to contribute significantly to visitor satisfaction. These findings are consistent with those of Bhatti and Alkhozaim (2023), Cahyanti et al. (2020), and Çetin et al. (2022).

Management must ensure that basic facilities—such as parking areas, restrooms, rest areas, supporting amenities, and recreational rides are in good condition and easily accessible.

Furthermore, the maintenance of gardens and the overall cleanliness of the area must be upheld. When developing a wider range of activities, it is important to consider the diverse needs of visitors, such as families, groups of friends, and younger tourists. Adding new attractions is not the only available option; Activity enrichment that utilizes the existing gardens, landscape, and facilities can serve as an alternative that aligns with the character of Selecta.

The Influence of Memorable Tourism Experience on Revisit Intention

A memorable tourism experience has a positive and significant effect on revisit intention ($\beta = 0.176$; $p = 0.002$). Memorable experiences during a visit are linked to a tourist's desire to return. Positive experiences can serve as lasting memories that are taken into account when tourists choose a destination for their next trip. Thus, the intention to revisit is not solely related to the assessment of facilities, but also to the impressions that remain after a tourist has left the destination.

Among the components of a memorable experience, the aspect of enjoyment during the visit scored the highest (4.16), while the acquisition of new insights scored the lowest (3.74). In the context of Selecta, the atmosphere of the flower gardens, the cool air, the swimming pools, and the recreational activities have the potential to become part of a memorable experience. These findings are consistent with Huong et al. (2022), Hidayat et al. (2024), and Tsai et al. (2022).

Although significant, the coefficient of 0.176 and an f^2 value of 0.030 indicate that the direct contribution of a memorable experience to revisit intention is relatively small. Therefore, while a memorable experience is an important factor, it is not the only one that requires attention. Management must ensure a consistent experience through the maintenance of attractions, the comfort of recreational spaces, the quality of the flower gardens, friendly service, and the effective management of visitor flow.

The Influence of Destination Attributes on Revisit Intention

Destination attributes have a positive and significant effect on revisit intention ($\beta = 0.232$; $p = 0.003$). A positive assessment of facilities, accessibility, geographical conditions, types of activities, and environmental management is linked to a tourist's desire to return. Destination attributes serve as a consideration for tourists when evaluating whether a place is worth visiting again.

The coefficient for the effect of destination attributes on revisit intention is lower than its effect on tourist satisfaction (0.582). The f^2 value for the direct effect on revisit intention is also relatively small, at 0.040. This comparison suggests that destination attributes are more strongly associated with the formation of satisfaction than with directly driving the intention to return. Good facilities and a pleasant environment must be accompanied by a satisfying experience for their benefits to be fully realized and to contribute to repeat visitation. Natural scenery and environmental comfort are the most highly appreciated destination attributes (4.35), while the variety of activities tailored to personal interests received the lowest score (3.89). These results align with Cahyanti et al. (2020) and Çetin et al. (2022).

This indicates that Selecta's strength lies in its natural character, whereas the development of a wider range of activities represents an area for improvement. Management should maintain the quality of the most highly valued attributes while evaluating those that received lower ratings. Development efforts should focus not merely on the number of attractions, but also on the relevance of activities, ease of access, cleanliness, and overall comfort.

The Influence of Tourist Satisfaction on Revisit Intention

Tourist satisfaction has a positive and significant effect on revisit intention ($\beta = 0.409$; p

< 0.001). This coefficient is the largest among all direct paths leading to revisit intention, indicating that satisfaction is the strongest factor directly associated with a tourist's intention to return to Selecta within the research model. When tourists evaluate their experience and the services received positively, their inclination to choose the same destination in the future also increases.

Satisfaction yielded a grand mean of 3.95. The assessment that the service provided was worth the ticket price received the highest mean (4.00), while the assessment that the facilities were satisfactory (i.e., did not disappoint) received the lowest mean (3.91). While respondents generally appreciated the balance between cost and service, the assessment of the facilities suggests room for improvement. Satisfaction is an overall evaluation, rather than an assessment of a single facility or a specific type of service.

These findings align with Expectation-Confirmation Theory, which posits that satisfaction is formed through an evaluation of perceived performance in relation to initial expectations (Oliver, 1980). These findings are consistent with Cahyanti et al. (2020), Indriani et al. (2021), as well as Agata and Pramesti (2025). An f^2 value of 0.138 indicates that the contribution of tourist satisfaction to revisit intention falls between the thresholds for a small and a medium effect. Management should ensure that ticket prices, service quality, and the benefits received by visitors remain well-aligned by focusing on facility maintenance, cleanliness, the availability of supporting amenities, and consistent service delivery

The Mediating Role of Tourist Satisfaction in the Relationship Between MTE and Revisit Intention

Tourist satisfaction partially mediates the relationship between a memorable tourism experience (MTE) and revisit intention (RI). The indirect effect has a coefficient of 0.109 ($t = 3.549$; $p < 0.001$), while the direct effect of MTE on RI remains significant, with a coefficient of 0.176. Thus, satisfaction serves as one of the pathways explaining the link between a memorable tourism experience and the intention to revisit, though it is not the only one.

An enjoyable, meaningful, and refreshing experience can shape an evaluation of satisfaction regarding a visit. This satisfaction, in turn, relates to a tourist's intention to return. On the other hand, a memorable experience can also have a direct connection to the intention to revisit, as positive memories keep a destination in mind and under consideration. Within the Stimulus-Organism-Response (SOR) framework, a tourism experience acts as a stimulus, satisfaction serves as an internal state, and the intention to revisit functions as a behavioral response (Mehrabian & Russell, 1974).

The direct coefficient (0.176) is larger than the indirect coefficient (0.109). This comparison indicates that the direct path estimate is greater than the path mediated by satisfaction; however, the indirect effect remains significant. Therefore, satisfaction continues to be a mechanism that partially explains the relationship between a tourism experience and the intention to revisit. Destination managers need to maintain memorable experiences while ensuring that these experiences also generate satisfaction through functional facilities, consistent service, and visitor comfort.

The Mediating Role of Tourist Satisfaction in the Relationship Between Destination Attributes and Revisit Intention

Tourist satisfaction partially mediates the relationship between destination attributes and revisit intention. The indirect effect coefficient is 0.238 ($t = 5.274$; $p < 0.001$), while the direct effect of destination attributes on revisit intention remains significant at 0.232. This means that

destination attributes influence the intention to revisit through two pathways: a direct relationship and an indirect relationship mediated by satisfaction.

Factors such as facilities, accessibility, scenery, variety of activities, and environmental cleanliness are among the conditions evaluated by visitors during their trip. When these attributes meet visitors' needs and expectations, their satisfaction tends to be higher, which in turn influences their intention to return. Simultaneously, destination attributes can also serve as a direct consideration for instance, due to convenient access or an appealing natural environment.

The indirect coefficient (0.238) is slightly higher than the direct coefficient (0.232); however, this merely reflects a difference in the estimated magnitudes within the model. Without a formal test for the difference between these coefficients, it would be inappropriate to conclude that the indirect pathway is statistically stronger. What can be confirmed is that both pathways are significant, and the observed pattern is one of partial mediation. Destination managers must ensure that attributes are not only physically present but also functional and capable of providing benefits that align with visitors' needs. Improvements to facilities, the variety of activities, accessibility, cleanliness, and the preservation of scenery will be most meaningful when they effectively enhance tourist satisfaction.

CONCLUSION

Research indicates that memorable tourism experiences (MTE) and destination attributes have a positive and significant impact on both tourist satisfaction and revisit intention. Tourist satisfaction also exerts a positive and significant influence on revisit intention and acts as a partial mediator in the relationships between MTE and revisit intention, as well as between destination attributes and revisit intention.

Destination attributes show the strongest relationship with tourist satisfaction (β=0.582), while tourist satisfaction serves as the strongest direct predictor of revisit intention (β=0.409). The model explains 63.5% of the variance in tourist satisfaction and 55.9% of the variance in revisit intention. Descriptive results highlight Selecta's strengths in its panoramic views and environmental comfort, whereas the variety of activities, educational value, and the assessment of facilities are relatively weaker aspects.

Two mediation patterns were identified. In the relationship between MTE and revisit intention, the direct effect (0.176) is greater than the indirect effect mediated by tourist satisfaction (0.109). In the relationship between destination attributes and revisit intention, the indirect effect (0.238) is slightly larger than the direct effect (0.232). It is recommended that management maintain the panoramic views and environmental comfort, ensure cleanliness and the proper upkeep of facilities and attractions, explore opportunities to diversify activities, and ensure that the value of the services provided remains commensurate with the ticket price.

This study is limited by its use of a purposive sample predominantly respondents aged 17–25 residing in the Greater Malang area and the collection of perception-based data at a single point in time. Future research could broaden sample characteristics, include tourists from more diverse regions, and examine other variables such as destination image, perceived value, service quality, or loyalty.

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