

Tourist Attraction, Image, and Memorable Experience On Revisit Intention: Evidence From Bonjeruk Tourism Village

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Abstract

Lombok Island has become a popular destination for domestic and international tourists due to its natural and cultural richness. Despite the growth of Bonjeruk Tourism Village, challenges remain in sustaining tourist loyalty. This study examines the influence of Tourist Attraction and image on revisit intention, mediated by memorable tourism experiences. A total of 110 tourists who had visited Bonjeruk Tourism Village were surveyed using literature review, interviews, and questionnaires. Data were analyzed through a quantitative approach with SEM-PLS using SmartPLS 3.0. The findings reveal that Tourist Attraction significantly affects memorable tourism experiences but does not directly influence revisit intention. Conversely, destination image exerts both direct and indirect positive effects on revisit intention through memorable tourism experiences. Moreover, memorable tourism experience mediates the relationships between both Tourist Attraction and image with revisit intention. These results provide practical insights for destination managers to enhance Tourist Attraction and image by integrating memorable experiences to strengthen tourist revisit loyalty.

INTRODUCTION

Lombok Island is widely recognized as a prominent tourist destination, attracting both domestic and international visitors due to its natural landscapes and rich cultural heritage. One of the emerging destinations is Bonjeruk Tourism Village, located in Jonggat District, Central Lombok, which offers diverse attractions such as river panoramas (Kokoh Dalam), rice field views, traditional bamboo markets, cocoa and coffee plantations, and the renowned Bonjeruk dragon fruit gardens. In addition to its natural beauty, Bonjeruk preserves cultural and historical assets, including the Old Mosque of Raden Nune Umas Bonjeruk, the Datu Jonggat Palace, ancient tombs, and colonial-style heritage houses (Maryam, 2020). These elements create a unique rural and cultural atmosphere that provides visitors with authentic experiences of peaceful village life.

Despite its tourism potential, sustaining tourist loyalty remains a challenge. In modern tourism, destination managers cannot rely solely on Tourist Attraction but must also consider broader motivational factors that influence revisit intention. According to Mansueto et al., (2024), push factors (such as the desire to escape daily routines) interact with pull factors (such as natural beauty and cultural authenticity) in shaping travel decisions. Prior studies highlight mixed findings: Firdaus et al., (2022) reported that Tourist Attraction positively influenced revisit intention, whereas Wusko & Khoviyah, (2024) found no significant effect. Similarly, research by Manuela & Djamhur (2023) confirmed a significant positive relationship, demonstrating inconsistency across contexts.

Destination image has also been widely acknowledged as a determinant of revisit intention. Utama & Giantari (2020) showed that a positive image directly enhances tourist attitudes and revisit interest, while Aris et al., (2023) reaffirmed its significant influence. However, Sulistyanda

et al., (2022) contradicted these findings by suggesting no significant effect. Beyond Tourist Attraction and image, the concept of Memorable Tourism Experience (MTE) has gained increasing attention. Defined as personally meaningful, unique, and emotionally engaging experiences Cornelisse (2023) MTE is considered to have a lasting impact on revisit intention. Yet, previous research demonstrates varying outcomes: Wusko & Khoviyah (2024) identified that Tourist Attraction affects MTE but not revisit intention, while Sripto & Ernawadi (2024) highlighted that city image influences revisit intention directly and through MTE. Wahdiniawati et al., (2025) further emphasized the strong effect of MTE but did not clarify the role of destination image.

Although extensive literature has explored Tourist Attraction, destination image, and revisit intention, limited attention has been given to the mediating role of MTE in rural tourism contexts. Most studies focus on well-established or urban destinations, leaving tourism villages underexplored. Based on observation, considering the increasing trend of visitation in Bonjeruk Tourism Village, yet seasonal fluctuations and loyalty challenges, this study becomes urgent to conduct. It addresses both theoretical and practical gaps: theoretically, by extending the understanding of psychological and experiential mechanisms that shape tourist loyalty; and practically, by offering strategic insights for local managers to design development policies that strengthen Tourist Attraction and image through memorable experiences. Ultimately, this research seeks to examine how Tourist Attraction and image influence revisit intention through the mediating role of memorable tourism experiences in Bonjeruk Tourism Village, thereby contributing to the advancement of sustainable rural tourism development in Indonesia.

METHODS

This study employs an explanatory research design, which seeks to clarify the relationships among variables and explain causal connections between Tourist Attraction, destination image, memorable tourism experience, and revisit intention. The research was conducted in Bonjeruk Tourism Village, Jonggat District, Central Lombok, Indonesia, over a six-month period from December 2024 to June 2025. The research population comprises domestic and international tourists who have visited Bonjeruk and gained firsthand experiences in the village. A sample of 110 respondents was determined using purposive sampling, following Hair et al., (2021) guidelines, which suggest a minimum of 5–10 times the number of indicators (22 indicators in this study). Data were collected through a combination of literature review, semi-structured interviews with local tourism stakeholders, and structured questionnaires distributed to tourists, utilizing a five-point Likert scale to measure attitudes and perceptions.

The operationalization of variables draws from established literature: tourist Tourist Attraction (3A framework of attractions, accessibility, and amenities), destination image (cognitive, unique, and affective dimensions), memorable tourism experiences (hedonism, novelty, local culture, involvement, meaningfulness, refreshment, and knowledge), and revisit intention (willingness to return and recommend). Data analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0, which allows simultaneous assessment of the measurement model and structural model. The measurement model was evaluated through reliability and validity tests including factor loadings, Average Variance Extracted (AVE), and composite reliability while the structural model was assessed using path coefficients, R^2 values, and model fit indices to examine the significance and explanatory power of the proposed relationships. This methodological approach enables a comprehensive examination of how Tourist Attraction

and image influence revisit intention, both directly and indirectly, through the mediating role of memorable tourism experiences.

RESULTS AND DISCUSSION

Characteristics of Respondents

The characteristics of respondents in this study, which involved 110 tourists visiting Bonjeruk Tourism Village, show diverse demographic and geographic backgrounds. Based on origin, the majority were domestic tourists from West Nusa Tenggara (NTB) totaling 67 respondents (60.9%), followed by international visitors from the Netherlands (13.6%), as well as smaller proportions from Jakarta, Bali, Sulawesi, Banten, Germany, France, the United Kingdom, East Java, West Java, and NTT. In terms of occupation, most respondents were entrepreneurs (46.4%), followed by students (13.6%), private employees (10.9%), civil servants (10.9%), teachers/lecturers (10%), and others (8.2%). Regarding age, the dominant group was 26–32 years old (40%), followed by 33–39 years old (29.1%), 40–49 years old (20.9%), with only a few under 25 or over 50. Gender distribution was relatively balanced, with females slightly higher (51.8%) than males (48.2%). Meanwhile, visiting intensity revealed that 59.1% of respondents had visited once, while 40.9% had visited two or more times. These characteristics indicate that Bonjeruk Tourism Village attracts a predominantly young adult market, balanced in gender, with a strong representation of domestic visitors, particularly from NTB, and a loyal segment that engages in repeat visits.

Measurement Model (Outer Model)

The measurement model was assessed to ensure the adequacy of the relationships between indicators and their respective constructs. Evaluation was conducted through convergent validity, discriminant validity, and reliability tests using SmartPLS 3.0.

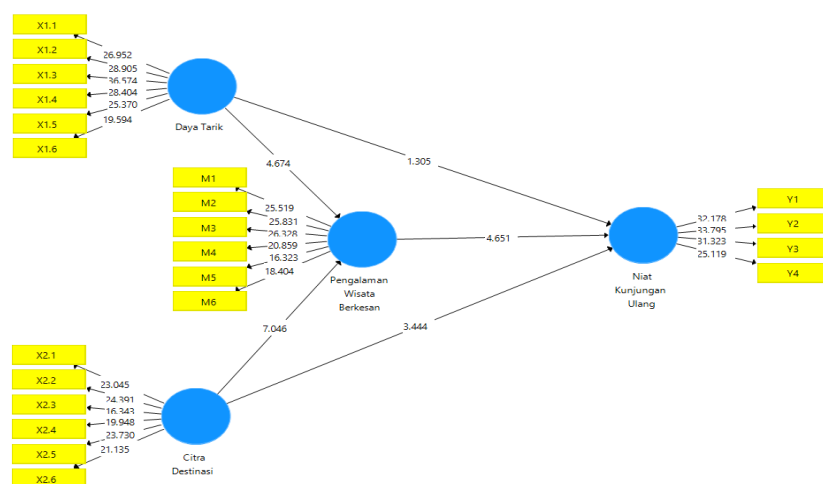


Figure 1. Outer Model

Source : Processed Data (2025)

Convergent Validity

Convergent validity is assessed to ensure that each indicator consistently measures the construct it represents. According to Hair et al., (2021) an indicator achieves convergent validity if its outer loading value exceeds 0.70. The results of the convergent validity test using SmartPLS 3.0 are summarized in Table 1.

Table 1. Outer Loading Results

Construct	Indicator Range	Outer Loadings
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Tourist Attraction (X1)	DT1–DT6	0.799 – 0.885
Destination Image (X2)	CD1–CD6	0.781 – 0.853
Memorable Tourism Experience (M)	PWB1–PWB6	0.783 – 0.864
Revisit Intention (Y)	NKU1–NKU4	0.834 – 0.881

Source : Processed Data (2025)

The results show that all indicators of Tourist Attraction, destination image, memorable tourism experience, and revisit intention have loading factor values greater than 0.70. This indicates that each indicator is valid and strongly correlated with its latent construct. Consequently, the measurement model meets the requirement of convergent validity and is suitable for further structural analysis.

Discriminant Validity and Reliability

To ensure the robustness of the measurement model, both reliability and discriminant validity were examined. Reliability was assessed using Cronbach's Alpha and Composite Reliability (CR), while discriminant validity was tested with Average Variance Extracted (AVE) and the Fornell–Larcker criterion. Following Hair et al., (2021) AVE should exceed 0.50, Alpha and CR should be above 0.70, and the square root of AVE ($\sqrt{\text{AVE}}$) should be greater than the correlation between constructs.

Table 2. Results of Reliability and Discriminant Validity

Construct		Cronbach's Alpha	CR	AVE	$\sqrt{\text{AVE}}$	Highest Correlation
Destination Image (X2)		0.903	0.925	0.674	0.821	0.797 (with M)
Tourist Attraction (X1)		0.923	0.940	0.722	0.850	0.756 (with Y)
Memorable Tourism Experience (M)		0.889	0.923	0.751	0.867	0.830 (with Y)
Revisit Intention (Y)		0.909	0.930	0.689	0.830	0.791 (with X2)

Source: Processed Data (2025)

The results in Table 2 indicate that all constructs achieved AVE values above 0.50, and both Cronbach's Alpha and CR values above 0.70, confirming high reliability and convergent validity. Furthermore, the $\sqrt{\text{AVE}}$ values (diagonal) are greater than their highest correlations with other constructs, which demonstrates that discriminant validity is satisfied. Thus, the measurement model is valid, reliable, and suitable for further structural model testing.

Structural Model (Inner Model)

The structural model was evaluated to measure the predictive power of exogenous variables on endogenous constructs. This evaluation was performed using the coefficient of determination (R^2) and the effect size (f^2). According to Hair et al., (2021), R^2 values of 0.75, 0.50, and 0.25 are categorized as substantial, moderate, and weak, respectively. Meanwhile, Ijaz & Nawaz (2022) classifies f^2 values of 0.02, 0.15, and 0.35 as small, medium, and large effects.

Table 3. R^2 Values

Construct	R^2	R^2 Adjusted
Revisit Intention (Y)	0.728	0.720
Memorable Tourism Experience (M)	0.684	0.678

Source: Processed Data (2025)

The results show that revisit intention is explained by Tourist Attraction and destination

image with an R^2 adjusted value of 0.720, categorized as substantial. Similarly, memorable tourism experience is explained by the same exogenous variables with an R^2 adjusted value of 0.678, which also falls into the substantial category. These results indicate that the model has strong explanatory power.

Table 4. f^2 Effect Sizes

Relationship	f^2	Effect
X1 → M (Tourist Attraction → MTE)	0.359	Large
X1 → Y (Tourist Attraction → RI)	0.021	Small
X2 → M (Destination Image → MTE)	0.359	Large
X2 → Y (Destination Image → RI)	0.154	Medium
M → Y (MTE → RI)	0.213	Medium

Source: Processed Data (2025)

The f^2 results indicate that Tourist Attraction has a large effect on memorable tourism experience but only a small effect on revisit intention. Destination image has both a large effect on memorable tourism experience and a medium effect on revisit intention. Meanwhile, memorable tourism experience exerts a medium effect on revisit intention. These findings highlight the central role of destination image and memorable tourism experience in influencing tourist revisit behavior in Bonjeruk Tourism Village.

Hypothesis Testing

Hypothesis testing was conducted to examine both the direct and indirect effects among constructs using bootstrapping in SmartPLS 3.0. According Hair et al., (2021) a path is considered significant if the p-value < 0.05 and the t-statistic > 1.96 The results are presented in Table 5.

Table 5. Results of Hypothesis Testing (Direct and Indirect Effects)

Path	Original Sample (O)	t-Statistic	p-Value	Result
X1 → Y (Tourist Attraction → Revisit Intention)	0.125	1.359	0.193	Not Supported
X1 → M (Tourist Attraction → MTE)	0.369	4.227	0.000	Supported
M → Y (MTE → Revisit Intention)	0.428	4.702	0.000	Supported
X2 → M (Destination Image → MTE)	0.513	6.540	0.000	Supported
X2 → Y (Destination Image → Revisit Intention)	0.364	3.451	0.001	Supported
X1 → M → Y (Tourist Attraction → MTE → Revisit Int.)	0.158	3.174	0.001	Supported
X2 → M → Y (Image → MTE → Revisit Intention)	0.220	3.757	0.000	Supported

Source: Processed Data (2025)

The results indicate that Tourist Attraction does not have a direct and significant effect on revisit intention, suggesting that the appeal of attractions alone is insufficient to encourage repeat visits. However, Tourist Attraction strongly influences memorable tourism experience, which in turn significantly drives revisit intention. This finding highlights that tourists'

impressions and experiences serve as the critical link between attraction and loyalty. Meanwhile, destination image exerts both a direct and indirect effect on revisit intention, demonstrating that a positive image not only strengthens tourists' perception of memorable experiences but also directly motivates them to revisit. The mediation analysis further reveals that memorable tourism experience fully mediates the relationship between Tourist Attraction and revisit intention, while it partially mediates the link between destination image and revisit intention. Overall, these findings confirm the pivotal role of memorable tourism experience in translating both Tourist Attraction and image into stronger behavioral intentions, particularly in the context of Bonjeruk Tourism Village.

Mediation Effect Analysis

To deepen the results, mediation testing was conducted to identify the role of Memorable Tourism Experience (MTE) in mediating the relationship between independent variables (Tourist Attraction and Destination Image) with the dependent variable (Revisit Intention). Mediation testing refers to the significance of the indirect effect compared to the direct effect, where full mediation occurs if the direct effect is insignificant while the indirect effect is significant, and partial mediation occurs if both are significant (Hair et al., 2021).

The results indicate that MTE fully mediates the effect of Tourist Attraction on Revisit Intention. This is shown by the fact that the direct path from Tourist Attraction to revisit intention is not significant, but the indirect path through MTE is significant. This means that Tourist Attraction alone is insufficient to drive revisit behavior unless it creates memorable experiences for tourists.

Meanwhile, the relationship between Destination Image and Revisit Intention shows a partial mediation effect. The direct effect of image on revisit intention is significant, and at the same time, the indirect effect through MTE is also significant. This suggests that a strong destination image directly influences tourists' loyalty while simultaneously enhancing their memorable experiences, which further strengthens their intention to revisit.

Overall, these results confirm that MTE plays a pivotal mediating role. For Tourist Attraction, its effect is entirely dependent on the ability to create memorable experiences (full mediation), while for Destination Image, MTE acts as a complementary reinforcement (partial mediation).

Goodness of Fit (GoF)

Goodness of Fit (GoF) testing was carried out to assess the overall quality of the measurement and structural model. Obtained from the square root of the product between the average variance extracted (AVE) and the average R-square. A GoF value of 0.10 is considered small, 0.25 moderate, and 0.36 large (Hair et al., 2021). The results are shown in Table 6.

Table 6. Goodness of Fit (GoF) Results

Construct	AVE	R ²
Destination Image (X2)	0.674	–
Tourist Attraction (X1)	0.722	–
Memorable Tourism Experience (M)	0.751	0.684
Revisit Intention (Y)	0.689	0.728
Average	0.709	0.706
GoF Value	0.707	

Source: Processed Data (2025)

The results of the GoF calculation show a value of 0.707, which exceeds the threshold of 0.36 and falls into the category of a strong fit. This indicates that the combined performance of the measurement model (outer model) and the structural model (inner model) is robust in explaining the variance of the constructs. In other words, the model used in this study has a high predictive power and is capable of explaining the relationship between Tourist Attraction, destination image, memorable tourism experience, and revisit intention in the context of Bonjeruk Tourism Village.

DISCUSSION

The Effect of Tourist Attraction on Revisit Intention

The first hypothesis, which stated that Tourist Attraction has a positive and significant effect on revisit intention, is rejected. Results of the PLS bootstrapping analysis reveal a path coefficient of 0.125 with a t-statistic of 1.359 (< 1.96) and a p-value of 0.193 (> 0.05), confirming that Tourist Attraction does not significantly influence tourists' willingness to revisit Bonjeruk Tourism Village. This indicates that although attractions may generate initial interest, they are insufficient on their own to motivate repeat visitation without additional reinforcing factors.

This finding aligns with Montilla & Fernández (2021), who demonstrated that natural beauty or cultural uniqueness alone is not always a determinant of loyalty, as repeat visitation often requires novelty and added experiential value. Similarly, Suruata et al., (2023) observed that attraction and accessibility strongly affect the decision to visit but have weaker associations with revisit intentions. On the other hand, Pujiyati & Sukaatmadja (2020) emphasized that Tourist Attraction can enhance revisit intentions only when it offers distinctiveness or uniqueness compared to competing destinations.

Field data provide further explanation: the majority of respondents in this study were local tourists from NTB (60.9%), who may perceive Bonjeruk's attractions as less novel since they are already familiar with similar cultural and natural offerings. This resonates with Kumala et al. (2023), who argue that habituation and lack of new elements diminish the impact of Tourist Attraction on loyalty. Consequently, while Tourist Attraction may contribute to the overall destination appeal, its role in fostering revisit intention is limited unless it is translated into unique and memorable experiences that differentiate the destination from others.

The Effect of Tourist Attraction on Memorable Tourism Experience

The second hypothesis, which stated that Tourist Attraction has a positive and significant effect on memorable tourism experience (MTE), is accepted. Results of the PLS bootstrapping analysis reveal a path coefficient of 0.369 with a t-statistic of 4.227 (> 1.96) and a p-value of 0.000 (< 0.05), confirming that the Tourist Attraction of Bonjeruk Tourism Village significantly enhances tourists' memorable experiences. This implies that well-developed attractions not only serve as pull factors but also create meaningful and lasting impressions that enrich tourists' travel memories.

This finding is consistent with Afifah & Drajat (2022), who highlighted that deeper and higher-quality attractions generate stronger satisfaction and memorable experiences, ultimately influencing tourists' long-term attachment to destinations. Similarly, Wusko & Khoviyah (2024) noted that attractions that integrate environmental sustainability, cultural authenticity, and community participation are more likely to produce experiences that tourists recall positively. Apriliyanti et al., (2020) further explained that attractions, whether natural scenery, cultural events, or recreational activities, function as key stimuli that enrich the emotional and cognitive dimensions of travel experiences.

In the context of Bonjeruk Tourism Village, attractions such as panoramic rice fields, traditional bamboo markets, and historical heritage sites offer diverse opportunities for sensory and cultural engagement. These attractions foster emotional connections, allowing visitors to feel immersed in the authentic rural lifestyle. Therefore, improving the quality, accessibility, and uniqueness of attractions is essential to sustain positive tourist impressions. When attractions are strategically developed to align with visitor expectations, they not only attract first-time tourists but also ensure that the experiences become memorable, thereby supporting long-term destination competitiveness.

The Effect of Memorable Tourism Experience on Revisit Intention

The third hypothesis, which stated that memorable tourism experience (MTE) has a positive and significant effect on revisit intention, is accepted. Results of the PLS bootstrapping analysis reveal a path coefficient of 0.428 with a t-statistic of 4.702 (> 1.96) and a p-value of 0.000 (< 0.05), confirming that memorable tourism experiences significantly enhance tourists' willingness to revisit Bonjeruk Tourism Village. This demonstrates that when visitors experience meaningful and enjoyable activities, they are more likely to develop loyalty and intention to return.

This result supports Sharma et al., (2022), who found that novelty, involvement, and meaningfulness are crucial elements of memorable experiences that drive positive behavioral intentions. Similarly, Putri (2023) emphasized that positive and emotionally engaging experiences act as strong motivators for tourists to revisit destinations. Octaviana et al., (2023) also showed that revisit intention is strongly influenced by memorable experiences enriched by adequate facilities, authentic attractions, and enjoyable social interactions.

In the case of Bonjeruk Tourism Village, elements such as authentic local culture, traditional culinary offerings, and opportunities for direct interaction with the community contribute to creating deep and lasting impressions. These experiences strengthen the emotional connection between tourists and the destination, increasing the likelihood of repeat visits. Thus, MTE functions not only as a predictor of revisit intention but also as a key strategic element for sustainable destination loyalty.

The Effect of Destination Image on Memorable Tourism Experience

The fourth hypothesis, which stated that destination image has a positive and significant effect on memorable tourism experience (MTE), is accepted. Results of the PLS bootstrapping analysis reveal a path coefficient of 0.513 with a t-statistic of 6.540 (> 1.96) and a p-value of 0.000 (< 0.05), confirming that the image of Bonjeruk Tourism Village strongly influences tourists' memorable experiences. This indicates that a positive perception of a destination formed through cleanliness, safety, cultural authenticity, and hospitality plays a vital role in shaping how tourists remember their visit.

This finding is supported by Wibisono & Arifiansyah(2024) who explained that destination image, encompassing cognitive and affective components, directly impacts visitors' satisfaction and memorable experiences. Similarly, Apriliyanti et al., (2020) emphasized that destination image represents not only knowledge and beliefs about a place but also the emotional responses that visitors develop, both of which significantly enhance MTE. Maharaniputri et al., (2021) further found that cognitive and affective images influence the depth of experience, with a stronger image producing more positive emotional connections.

For Bonjeruk Tourism Village, the unique blend of cultural heritage, traditional hospitality, and natural charm contributes to a strong and positive image. Tourists who perceive the village as authentic, safe, and welcoming are more likely to engage deeply with its attractions

and create lasting positive memories. Thus, destination image is not merely a promotional tool but a powerful determinant of the quality of experiences that visitors carry home.

The Effect of Destination Image on Revisit Intention

The fifth hypothesis, which stated that destination image has a positive and significant effect on revisit intention, is accepted. Results of the PLS bootstrapping analysis reveal a path coefficient of 0.364 with a t-statistic of 3.451 (> 1.96) and a p-value of 0.001 (< 0.05), confirming that a strong and positive image of Bonjeruk Tourism Village significantly enhances tourists' intention to revisit. This demonstrates that tourists' perceptions formed by cognitive, affective, and unique dimensions of image directly influence their loyalty and decision to return.

This result aligns with Nadiastuti et al., (2025), who showed that cognitive and affective images are positively correlated with revisit intentions, as positive evaluations of safety, hospitality, and authenticity foster emotional connections that motivate repeat visits. Utama & Giantari, (2020) also argued that destination image is shaped by a combination of cognitive judgments (knowledge and beliefs about attributes) and affective judgments (emotional responses), both of which reinforce revisit intention. Similarly, Apriliyanti et al., (2020) emphasized that destinations with strong and consistent images generate higher tourist satisfaction and loyalty.

In the context of Bonjeruk Tourism Village, its identity as an authentic rural and cultural tourism destination contributes significantly to forming a strong image among visitors. Tourists who perceive Bonjeruk as a clean, safe, and culturally rich village are more likely to recommend it to others and to return themselves. Therefore, enhancing the destination image through branding, cultural preservation, and consistent service quality is critical for strengthening revisit intention and achieving sustainable tourism development.

The Effect of Tourist Attraction on Revisit Intention Mediated by Memorable Tourism Experience

The sixth hypothesis, which stated that Tourist Attraction has a positive and significant effect on revisit intention when mediated by memorable tourism experience (MTE), is accepted. Results of the PLS bootstrapping analysis reveal an indirect effect coefficient of 0.158 with a t-statistic of 3.174 (> 1.96) and a p-value of 0.001 (< 0.05). However, the direct effect of Tourist Attraction on revisit intention was found to be insignificant (p-value 0.193 > 0.05), indicating a full mediation effect. This means that Tourist Attraction alone does not directly encourage repeat visitation, but it becomes influential when it generates memorable and meaningful experiences for tourists.

This finding supports Suruata et al., (2023), who emphasized that memorable experiences are the core drivers of repeat visitation, with attractions serving as a stimulus rather than the final determinant of loyalty. Similarly, Ariyani et al., (2022) confirmed that positive experiences act as strong mediators linking attractions to revisit intention, highlighting that tourists' loyalty is shaped by how attractions are internalized as memories.

In Bonjeruk Tourism Village, attractions such as scenic rice terraces, bamboo markets, and cultural heritage sites must be curated to create experiences that go beyond visual appeal. For instance, participatory activities such as local cooking classes, guided storytelling, or cultural performances can transform attractions into memorable experiences. These immersive engagements ensure that tourists associate the destination not only with its physical attributes but also with emotional and meaningful connections, which ultimately foster loyalty and intention to revisit.

The Effect of Destination Image on Revisit Intention Mediated by Memorable Tourism Experience

The seventh hypothesis, which stated that destination image has a positive and significant effect on revisit intention when mediated by memorable tourism experience (MTE), is accepted. Results of the PLS bootstrapping analysis reveal an indirect effect coefficient of 0.220 with a t-statistic of 3.757 (> 1.96) and a p-value of 0.000 (< 0.05). Unlike the case of Tourist Attraction, the direct effect of destination image on revisit intention also remained significant (p-value 0.001 < 0.05), indicating a partial mediation effect. This means that a strong destination image directly increases revisit intention, but its influence is further strengthened when it creates memorable tourism experiences.

This finding is consistent with Xie-Carson et al., (2023) concept of destination image, which explains that positive attitudes and perceptions (such as destination image) shape behavioral intentions, including loyalty and repeat visits. Chandra et al., (2023) also demonstrated that destination image directly influences revisit intention and indirectly reinforces it through memorable experiences. Moreover, Padrón-Ávila et al., (2021) argued that both cognitive and affective dimensions of destination image not only shape tourists' satisfaction but also determine the depth and quality of their experiences, which in turn strengthens loyalty.

In Bonjeruk Tourism Village, this implies that enhancing the destination's image through perceptions of authenticity, cultural richness, hospitality, and environmental sustainability can directly encourage tourists to revisit. At the same time, ensuring that these attributes translate into memorable experiences, such as emotional connections with local culture or unique participatory activities, amplifies their impact. Therefore, destination managers should focus not only on building a positive image through promotion but also on delivering authentic and immersive experiences that transform perceptions into lasting loyalty.

CONCLUSION

Conclusion

This study investigated the effects of Tourist Attraction and destination image on revisit intention, with memorable tourism experience (MTE) serving as a mediating variable, in the context of Bonjeruk Tourism Village, Central Lombok. Using the PLS-SEM approach, the findings revealed that Tourist Attraction does not directly influence revisit intention but significantly contributes to the creation of memorable tourism experiences, which in turn enhance tourists' loyalty. Conversely, destination image demonstrated both direct and indirect effects on revisit intention, confirming its role as a critical driver of tourist satisfaction and loyalty. MTE was shown to fully mediate the relationship between Tourist Attraction and revisit intention, and partially mediate the link between destination image and revisit intention. These results highlight the importance of not only building strong perceptions of the destination but also transforming them into meaningful and memorable experiences that foster repeat visits.

From a theoretical perspective, this study enriches tourism literature by advancing the understanding of how MTE operates as a key mechanism linking Tourist Attraction and image to loyalty. The findings provide empirical support for the integration of cognitive-affective destination image theory and memorable experience frameworks in explaining revisit intention. From a practical perspective, the results underscore the necessity for destination managers to prioritize experiential development moving beyond the physical features of attractions toward creating unique, emotionally resonant experiences that enhance visitor retention.

Suggestions and Recommendations

Based on the results, the management of Bonjeruk Tourism Village should focus on strengthening destination image through consistent branding strategies, cultural preservation, and the promotion of authenticity. While attractions such as scenic landscapes, bamboo markets, and historical sites remain vital, their impact on loyalty depends on how they are curated into meaningful experiences. Developing participatory and immersive activities, such as local cooking classes, cultural workshops, or storytelling sessions with community elders, can transform standard attractions into memorable experiences that enhance revisit intention.

Additionally, collaboration with local stakeholders, including the community, government, and tourism businesses, is essential to ensure sustainable development. Efforts should be directed toward improving accessibility, visitor facilities, and environmental sustainability, while maintaining the authenticity of cultural heritage. Strategically, investments should be positioned not merely as operational enhancements but as long-term approaches to strengthen destination competitiveness, tourist loyalty, and community empowerment.

Future research could expand this study by comparing different village destinations in Lombok or Indonesia, examining generational or cultural differences among tourists, or applying qualitative methods such as in-depth interviews or ethnography to capture more nuanced insights into how memorable experiences shape revisit behavior.

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