

Website Quality, Tourist Experience, Satisfaction, And Loyalty At Badung Market

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Abstract

This study investigates the relationship between website quality, memorable tourism experience, tourist satisfaction, and loyalty in the context of Badung Market, Denpasar. As Bali's largest traditional market, Badung Market is evolving into a digital-based cultural destination through the Smart Heritage Market concept. Employing a quantitative approach with a survey method, data were collected from 200 tourists who had visited the market and accessed its digital platforms. Using purposive sampling and a five-point Likert scale, the analysis reveals that: (1) website quality significantly influences tourist satisfaction; (2) memorable tourism experience positively affects both satisfaction and loyalty; (3) satisfaction significantly drives loyalty; (4) website quality indirectly influences loyalty through satisfaction as a mediating variable; and (5) loyalty also mediates the relationship between memorable experience and satisfaction. The findings highlight the strategic importance of enhancing website quality and creating memorable experiences to strengthen satisfaction and foster sustainable loyalty in digital cultural destinations.

INTRODUCTION

Bali has long been recognized as one of Indonesia's leading tourism destinations, attracting both domestic and international visitors through its rich cultural heritage and diverse attractions (Saputra, 2021). Among its emerging urban tourism assets, Pasar Badung Denpasar stands out as a revitalized heritage market that integrates traditional trading culture with digital innovation under the concept of a *Smart Heritage Market* (Andiani et al., 2022). This transformation has repositioned Pasar Badung not only as a commercial hub but also as a cultural attraction that reflects the modernization of local markets while maintaining Balinese identity (Pitanatri & Putra, 2016). Despite this innovation, sustaining tourist satisfaction and loyalty remains a significant challenge due to competition among urban destinations and the evolving expectations of digitally savvy travelers.

In contemporary tourism, the website quality of a destination has become a decisive factor influencing tourists' perceptions, experiences, and behavioral intentions. Well-designed and informative websites function as a primary source for pre-travel information and can significantly affect tourists' expectations and satisfaction levels. Previous studies (Sharma et al., 2022; Suryani et al., 2021) have emphasized that website quality shapes user trust and perceived credibility, thereby contributing to satisfaction and loyalty. Moreover, the concept of Memorable Tourism Experience (MTE) characterized by hedonism, novelty, local culture, and meaningful engagement has gained attention as a psychological factor driving tourist satisfaction and long-term attachment to destinations (Wusko & Khoviyah, 2024).

Several prior studies in heritage and urban tourism contexts, Wahdiniawati et al., (2025) indicate that memorable experiences and destination digital quality are essential for fostering repeat visits. However, research integrating website quality and MTE within the scope of urban heritage markets in Indonesia remains limited. Particularly, how digital engagement through website interactions shapes tourists' emotional and experiential evaluations that ultimately influence satisfaction and loyalty has not been comprehensively explored (Maharani Putri et al., 2021). Therefore, this study aims to analyze the relationships among website quality, memorable tourism experience, tourist satisfaction, and loyalty, with an emphasis on the mediating role of loyalty (Riadi et al., 2023). The research contributes theoretically by expanding the application of experiential and digital service quality frameworks in the context of urban heritage tourism, and practically by providing insights for destination managers to strengthen tourist engagement and sustainability at Pasar Badung Denpasar.

METHODS

This study employs an explanatory quantitative design to examine the causal relationships among website quality, memorable tourism experience (MTE), tourist satisfaction, and loyalty at Pasar Badung Denpasar. The research was conducted at Bali's largest traditional market, which has been revitalized as a Smart Heritage Market. The population comprises tourists who have visited Pasar Badung and accessed its digital information through the official website or social media platforms. Using a purposive sampling technique, 200 respondents were selected based on two criteria: having visited Pasar Badung within the past two years and having interacted with its online promotional content. Data were collected using a structured questionnaire employing a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The measurement indicators were adapted from previous validated studies: website quality (information, security, ease of use, comfort, service quality), MTE (hedonism, novelty, local culture, refreshment, meaningfulness, involvement, knowledge), tourist satisfaction (expectation confirmation, revisit interest, willingness to recommend), and loyalty (repeat visits, word-of-mouth, and destination preference).

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0, following Hair et al., (2021). The measurement model was tested for reliability and validity using indicator loadings (>0.70), composite reliability (>0.70), and average variance extracted (AVE >0.50). The structural model was then evaluated through path coefficients, R^2 , f^2 , and predictive relevance (Q^2), followed by bootstrapping with 5,000 resamples to assess the significance of both direct and indirect effects. This methodological approach enables a comprehensive understanding of how website quality and memorable tourism experiences influence satisfaction and loyalty, particularly in the context of digital heritage tourism development at Pasar Badung Denpasar.

RESULTS AND DISCUSSION

Characteristics of Respondents

The characteristics of respondents in this study, which involved 200 tourists visiting Pasar Badung Denpasar, demonstrate diverse demographic and geographic backgrounds. Based on origin, the majority were domestic tourists from Bali and Java (64%), followed by international visitors (36%) originating from Australia, Singapore, France, the Netherlands, and Germany. In terms of occupation, most respondents were private employees (32%), entrepreneurs (27%), and students (18%), while the rest were civil servants, educators, or freelancers. Regarding age, the dominant group ranged between 26–35 years old (41%), followed by those aged 36–45 years (28%), and a smaller proportion under 25 or over 50. Gender distribution was relatively balanced,

with female respondents slightly higher (53%) compared to males (47%).

Visitation patterns revealed that 57% of respondents had visited Pasar Badung for the first time, while 43% were repeat visitors who had previously experienced the destination before its digital revitalization. These figures suggest that Pasar Badung attracts a young adult market segment with both domestic and international reach, and maintains a substantial loyal customer base who appreciate the market's transformation into a modern yet culturally rooted destination. The findings also highlight that digital accessibility and cultural authenticity serve as key pull factors motivating diverse visitor groups to explore Pasar Badung as a model of digital heritage tourism in Bali.

Measurement Model (Outer Model)

The outer model was evaluated to ensure that the measurement indicators reliably and validly represented their respective constructs. Convergent validity was examined through outer loading values, which indicate how strongly each indicator correlates with its construct. Hair et al., (2021) suggest that loading values above 0.70 are ideal, although values between 0.50–0.70 may still be retained if theoretically meaningful.

Table 1. Outer Loading, Reliability, and AVE Summary

Construct	Indicator	Loading	Cronbach's	CR	AVE
	Range	Range	Alpha		
Website Quality	X1.1–X1.5	0.648– 0.941	0.895	0.924	0.712
Memorable Tourism Experience (MTE)	X2.1–X2.6	0.756– 0.894	0.911	0.931	0.694
Tourist Satisfaction	Y.1–Y.3	0.807– 0.865	0.695	0.830	0.626
Loyalty	Z.1–Z.3	0.726– 0.865	0.723	0.843	0.642

Source: Processed Data, SEM-PLS 4 (2025)

All indicators demonstrated sufficient convergent validity, as all outer loadings exceeded 0.70 except two (X1.3 = 0.648 and Y.3 = 0.610), which remain acceptable due to their theoretical contribution. All constructs also met reliability requirements with CR > 0.70 and AVE > 0.50, confirming that each construct has internal consistency. Discriminant validity, tested through the Fornell–Larcker criterion, revealed that each construct's $\sqrt{\text{AVE}}$ exceeded its correlation with other constructs, ensuring that Website Quality, MTE, Satisfaction, and Loyalty measure distinct concepts. Therefore, the measurement model is declared valid and reliable, ready for further structural analysis.

Structural Model (Inner Model)

The structural model was evaluated using the coefficient of determination (R^2) and the effect size (f^2) to assess both the explanatory power and the magnitude of relationships among the latent constructs (Ghozali, 2018). The R^2 value indicates how well the independent variables explain the variance of the dependent variables, serving as a measure of model predictability, while the f^2 value measures the contribution of each variable to the endogenous construct when included or excluded from the model (Ogbeibu et al., 2021). Together, these two criteria provide a comprehensive understanding of the model's performance whether the proposed framework has sufficient explanatory strength and whether each path contributes meaningfully to the overall

structural relationship between Website Quality, Memorable Tourism Experience, Tourist Satisfaction, and Loyalty.

Table 2. R² and Effect Size Summary

Endogenous Variable	R ²	Adj. R ²	Main Predictors	f ² Range	Interpretation
Tourist Satisfaction	0.721	0.719	Website Quality, MTE	0.360–1.095	Strong–Very Large
Loyalty	0.734	0.730	Satisfaction, MTE	0.175–0.293	Moderate

Source: Processed Data, SEM-PLS 4 (2025)

The R² value of 0.721 for tourist satisfaction indicates that 72.1% of its variance is explained by website quality and MTE, while loyalty's R² of 0.734 shows that 73.4% of loyalty is explained by satisfaction and MTE. These are categorized as substantial (Hair et al., 2021). Effect size (f²) analysis shows that MTE has a very large impact on satisfaction (f² = 1.095) and a moderate impact on loyalty (f² = 0.175). In contrast, website quality strongly affects satisfaction (f² = 0.360) but exerts a negligible direct influence on loyalty (f² = 0.002).

Hypothesis Testing and Mediation Effects

The direct and indirect relationships between constructs were examined through a bootstrapping procedure with 5,000 resamples using SmartPLS 4.0 to ensure the robustness and statistical significance of each path coefficient. This non-parametric resampling method estimates standard errors and confidence intervals for each hypothesized relationship, allowing for reliable inference even with data that may deviate from multivariate normality (Rubel et al., 2020). A hypothesis was considered supported when the t-statistic exceeded 1.96 and the p-value was less than 0.05, indicating that the relationship between variables was statistically significant at the 95% confidence level. This procedure provides a rigorous basis for testing both direct causal effects and mediation pathways within the structural model.

Table 3. Hypothesis Testing (Direct and Indirect Effects)

Path	Type	Coefficient (O)	t-Statistic	p-Value	Result
Website Quality → Satisfaction	Direct	0.357	7.073	0.000	Supported
MTE → Satisfaction	Direct	0.623	14.245	0.000	Supported
Satisfaction → Loyalty	Direct	0.530	5.893	0.000	Supported
Website Quality → Loyalty	Direct	0.033	0.489	0.625	Not Supported
MTE → Loyalty	Direct	0.352	6.032	0.000	Supported
Website Quality → Satisfaction → Loyalty	Indirect	0.189	4.295	0.000	Supported
MTE → Satisfaction → Loyalty	Indirect	0.330	5.369	0.000	Supported

Source: Processed Data, SEM-PLS 4 (2025)

The results confirm that both Website Quality and Memorable Tourism Experience (MTE) significantly enhance Tourist Satisfaction, which in turn has a strong positive effect on

Loyalty. However, the direct path between Website Quality and Loyalty is insignificant, indicating that digital quality alone cannot guarantee visitor retention unless it leads to satisfaction. This finding supports the notion that online experience quality serves as a foundation, but not the endpoint, of behavioral loyalty. The influence of website design, navigability, and informational clarity strengthens cognitive satisfaction, yet emotional engagement emerges only when visitors perceive meaningful and memorable experiences at the destination. In Pasar Badung's context, this means that a modern website showcasing rich content cultural history, market revitalization, and interactive features can raise expectations and satisfaction, but long-term loyalty depends on how these online impressions align with on-site authenticity.

Meanwhile, MTE demonstrated the strongest total effect in the model. Its direct impact on satisfaction and loyalty reflects the emotional resonance and sensory distinctiveness tourists feel when engaging with local traders, traditional architecture, and digital-cultural integration within the Smart Heritage Market concept. These findings align with Kim et al. (2012) and Tung & Ritchie (2011), emphasizing that memorable experiences are key drivers of satisfaction, revisit intention, and loyalty. Tourist Satisfaction acts as a crucial mediator, bridging the cognitive (Website Quality) and affective (MTE) dimensions of the tourist experience. The indirect path from Website Quality → Satisfaction → Loyalty confirms full mediation suggesting that improved digital accessibility, responsiveness, and trustworthiness increase loyalty only through satisfaction. Conversely, the indirect path from MTE → Satisfaction → Loyalty shows partial mediation, meaning that tourists' memorable experiences influence loyalty both directly and indirectly.

DISCUSSION

The Effect of Website Quality on Tourist Satisfaction

The first hypothesis, which proposed that Website Quality has a positive and significant effect on Tourist Satisfaction, is accepted with a path coefficient of 0.357, t-statistic of 7.073, and p-value of 0.000 (< 0.05). This confirms that higher website quality leads to greater satisfaction among tourists. The finding aligns with Lagiewski & Zekan, (2016) and Rajab (2020), who emphasized that user satisfaction grows through ease of navigation, relevant content, and attractive digital interfaces. Within the framework of Expectancy Disconfirmation Theory in Muhammad & Hidayanti (2025), this relationship illustrates that well-designed websites build tourists' initial expectations, which when fulfilled by real experiences generate satisfaction. Hence, the website functions as a cognitive stimulus that shapes perception before physical visitation occurs.

In the context of Pasar Badung, the website acts as a digital gateway that influences visitors' expectations regarding the atmosphere, products, and cultural authenticity of the destination. A well-managed website offering comprehensive information about heritage architecture, local products, and digital transaction ease helps visitors form positive impressions. When these expectations are met during the visit such as experiencing friendly interactions, clean facilities, and authentic market culture satisfaction arises naturally. Thus, digital communication not only informs but also emotionally prepares visitors to experience heritage authenticity. Therefore, improving the website's usability and storytelling capacity is essential for sustaining tourist satisfaction in Bali's urban heritage destinations.

The Effect of Memorable Tourism Experience (MTE) on Tourist Satisfaction

The second hypothesis, stating that Memorable Tourism Experience (MTE) significantly influences Tourist Satisfaction, is supported with a coefficient of 0.623, t-statistic of 14.245, and

p-value of 0.000 (< 0.05). This means that authentic, emotionally engaging, and socially meaningful experiences directly enhance satisfaction. The result is consistent with Kim et al., (2012), who argue that satisfaction emerges when tourists perceive strong emotional and cognitive connections during their experiences. Within the Expectancy Disconfirmation Theory perspective, satisfaction increases when the real experience exceeds the expectation initially shaped through digital exposure particularly when tourists feel novelty, engagement, and personal meaning.

In Pasar Badung, tourists' memorable experiences stem from multisensory engagement: tasting Balinese street food, observing traditional market interactions, and sensing the blend of modern design and heritage culture. Such experiences not only provide pleasure but also foster psychological fulfillment through authenticity and participation. However, satisfaction derived from MTE is situational unless transformed into loyalty through emotional attachment. Hence, to enhance long-term satisfaction, Pasar Badung must consistently offer diverse, emotionally resonant activities like cultural performances, local product storytelling, and personal interactions with artisans that imprint lasting memories beyond a single visit.

The Effect of Tourist Satisfaction on Tourist Loyalty

The third hypothesis, which postulated that Tourist Satisfaction positively affects Loyalty, is confirmed with a coefficient of 0.530, t-statistic of 5.893, and p-value of 0.000 (< 0.05). This indicates that satisfied tourists are more likely to revisit and recommend the destination. The result supports studies by Wibowo & Laksamana(2023), who found that satisfaction acts as a foundation for loyalty by fostering trust and emotional commitment. From the lens of Expectancy Disconfirmation Theory, satisfaction arises when experiences match or surpass expectations, and repeated satisfaction strengthens long-term loyalty through positive disconfirmation cycles.

At Pasar Badung, loyal tourists typically display deeper emotional connections to the market's cultural charm and social atmosphere. Repeat visitors often value the friendliness of traders, the continuity of traditional product availability, and the heritage-based environment that reflects Bali's urban identity. Such emotional ties enhance resilience toward minor service changes and sustain positive word-of-mouth promotion. Therefore, destination managers must not only maintain service quality but also cultivate a sense of belonging transforming satisfaction into affective and behavioral loyalty that ensures sustainable visitation.

The Effect of Website Quality on Tourist Loyalty

The fourth hypothesis, which stated that Website Quality directly affects Tourist Loyalty, is rejected ($\beta = 0.033$; $t = 0.489$; $p = 0.625 > 0.05$). The result reveals that digital service quality alone cannot directly induce loyalty without being mediated by satisfaction. This aligns with the Expectancy Disconfirmation Theory in Muhammad & Hidayanti (2025) which posits that loyalty develops not from expectations themselves but from positive evaluations following real experiences. Similarly, Pangaribuan (2020) emphasized that digital service quality enhances loyalty only when satisfaction mediates the process.

For Pasar Badung, this finding suggests that while a high-quality website enhances credibility and trust, loyalty emerges only when the on-site experience meets or exceeds these digital promises. Tourists may be impressed by online content but will not necessarily revisit unless their real-world experience reinforces the same level of quality. Thus, the website primarily serves as an expectation builder that indirectly influences loyalty through satisfaction. Integrating online content with tangible experience such as virtual previews linked to real market activities

can bridge this cognitive-emotional gap and convert satisfaction into lasting loyalty.

The Effect of Memorable Tourism Experience on Tourist Loyalty

The fifth hypothesis, stating that Memorable Tourism Experience positively and significantly affects Tourist Loyalty, is accepted ($\beta = 0.352$; $t = 6.032$; $p = 0.000 < 0.05$). This demonstrates that MTE serves as a powerful antecedent of loyalty because emotionally meaningful experiences create psychological attachment to the destination. The finding is in line with Maharani Putri et al., (2021) and Sharma et al., (2022) who observed that emotionally intense experiences reinforce behavioral commitment. Within the Expectancy Disconfirmation framework, MTE represents a form of positive disconfirmation when the real experience exceeds the expected producing stronger loyalty beyond immediate satisfaction (Somantri et al., 2024).

In Pasar Badung, memorable experiences such as culinary exploration, engaging with artisans, and absorbing the market's lively urban-heritage vibe are key loyalty drivers. Tourists who experience friendliness, authenticity, and uniqueness develop an emotional connection that motivates them to return and recommend the destination to others. Hence, loyalty is not merely a reaction to satisfaction but the outcome of long-lasting affective engagement. Destination managers should therefore focus on designing experiential touchpoints that evoke nostalgia and pride transforming the market into not just a place to visit, but a memory to relive.

The Mediating Effect of Loyalty between Website Quality and Tourist Satisfaction

The sixth hypothesis examines the indirect relationship between Website Quality and Tourist Satisfaction mediated by Loyalty. Results ($\beta = 0.189$; $t = 4.295$; $p = 0.000 < 0.05$) confirm a significant indirect effect, indicating full mediation. This means that website quality enhances satisfaction primarily through the formation of loyalty. The result supports the Service Quality–Satisfaction–Loyalty Paradigm in Eviana (2024) and the Cognitive–Affective–Conative Model Kovalenko et al., (2024) which describe how cognitive perceptions (website quality) lead to affective loyalty and ultimately higher satisfaction.

In Pasar Badung's case, an informative and trustworthy website increases tourists' confidence and engagement, fostering loyalty even before arrival. Once loyalty forms, it strengthens emotional bonds during and after the visit, heightening overall satisfaction. Practically, this indicates that website management should not only prioritize aesthetic or technical excellence but also foster digital trust, consistency, and brand storytelling that evoke emotional attachment allowing digital experiences to translate into lasting satisfaction with the destination.

The Mediating Effect of Loyalty between Memorable Tourism Experience and Tourist Satisfaction

The final hypothesis tests whether Loyalty mediates the effect of MTE on Tourist Satisfaction. The results ($\beta = 0.330$; $t = 5.369$; $p = 0.000 < 0.05$) indicate a significant indirect relationship, suggesting partial mediation. This means that while MTE directly enhances satisfaction, it also strengthens loyalty, which subsequently amplifies satisfaction. The finding is consistent with the Cognitive–Affective–Conative Model Eviana (2024) and Commitment–Trust Theory in Wibowo & Laksamana (2023), which emphasize that long-term tourist relationships are sustained through affective loyalty and emotional trust.

In Pasar Badung, emotionally engaging experiences such as connecting with local sellers, discovering unique Balinese products, and participating in cultural storytelling stimulate feelings of attachment and belonging. This emotional bond transforms transient satisfaction into

enduring loyalty, which in turn reinforces satisfaction through repeat positive experiences. Thus, loyalty acts as a psychological bridge linking affective experience to evaluative satisfaction. To sustain this cycle, destination managers should focus on maintaining authenticity, consistent cultural representation, and personalized visitor engagement, ensuring that every memorable experience evolves into deep satisfaction and sustained loyalty.

CONCLUSION

Conclusion

This study examined the influence of Website Quality and Memorable Tourism Experience (MTE) on Tourist Satisfaction and Loyalty, with Loyalty further analyzed as a mediating variable within the digital heritage tourism context of Pasar Badung, Denpasar. The results confirm that both Website Quality and MTE significantly enhance tourist satisfaction. However, only MTE directly influences loyalty, whereas Website Quality affects loyalty indirectly through satisfaction. This finding highlights that digital quality serves as an expectation builder, while real-life memorable experiences act as the fulfillment mechanism that transforms cognitive expectations into emotional commitment.

Furthermore, Tourist Satisfaction plays a central mediating role that translates digital and experiential perceptions into behavioral loyalty. Loyalty itself not only emerges as a consequence of satisfaction but also reinforces it through emotional attachment and repeat visitation. Thus, the integrated model supports the Expectancy–Disconfirmation Theory (EDT) and the Service Quality–Satisfaction–Loyalty Paradigm, confirming that satisfaction and loyalty in tourism are shaped by a continuous process linking expectation formation (through digital quality), experience realization (through MTE), and post-visit reinforcement (through loyalty). In the specific context of Pasar Badung as Bali's largest urban heritage market, these findings demonstrate that sustainable tourism loyalty cannot rely solely on one-dimensional satisfaction or promotional efforts. Instead, it requires a holistic approach that connects digital engagement, cultural authenticity, and emotional experience. The synergy between online and on-site touchpoints determines not only satisfaction but also long-term visitor retention and advocacy.

Suggestions and Recommendations

Based on the findings, the management of Pasar Badung Denpasar should focus on enhancing digital engagement and experiential authenticity to strengthen satisfaction and loyalty. The official website must be optimized not only as an information platform but also as a digital storytelling medium that conveys the market's heritage identity and cultural values. Integrating interactive features such as vendor profiles, local product highlights, and heritage narratives can build trust and shape positive tourist expectations before the visit. Equally important, the on-site experience should be designed to evoke emotional and memorable interactions through participatory activities like cultural workshops, culinary classes, or storytelling sessions with local traders. These immersive encounters transform ordinary visits into meaningful cultural experiences that strengthen satisfaction and long-term loyalty.

Furthermore, collaboration among stakeholders local communities, government, and tourism entrepreneurs is essential to ensure sustainability and competitiveness. Efforts should emphasize environmental management, digital literacy, and visitor facility improvement while maintaining the authenticity of the traditional market. Investments in human resource capacity and digital infrastructure must be viewed as long-term strategies for cultural preservation and community empowerment. Future research is recommended to conduct comparative studies among urban heritage destinations in Indonesia or to apply qualitative methods such as ethnography and in-

depth interviews. Such approaches would offer deeper insights into how digital engagement and memorable experiences tourist satisfaction, loyalty, and sustainable destination.

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