



THE EFFECTS OF SERVICE QUALITY AND MEMORABLE TOURISM EXPERIENCE TOWARD REVISIT INTENTIONS: INVESTIGATING THE MEDIATING ROLE OF TOURIST SATISFACTION

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How to cite (APA style): Eviana, N. (2025). The effects of service quality and memorable tourism experience toward revisit intentions: Investigating the mediating role of tourist satisfaction. *Turyzm/Tourism*, 35(1), 149–159. <https://doi.org/10.18778/0867-5856.2025.14>

ABSTRACT

Revisit intentions play a pivotal role in the tourist market, predicting both tourist revisits and the financial sustainability of tourism enterprises while also influencing effective destination management. This study aims to examine the impact of service quality (SQ) and memorable tourism experiences (MTE) on revisit intentions (RI), with tourist satisfaction (TS) as the mediator. Using quantitative research methods, including cross-sectional surveys through a questionnaire, this investigation has focused on the Old Town of Jakarta – a significant historical landmark – with 204 tourists participating as respondents. Through PLS-SEM analysis of the data, the findings highlight that only MTE and TS directly and significantly impact RI, with TS emerging as the most influential predictor. Furthermore, SQ positively contributes to both MTE and TS, with MTE serving as a determinant of TS. Indirectly, SQ and MTE influence RI mediated by TS. Therefore, enhancing SQ in managing the Old Town of Jakarta is crucial to providing a memorable and satisfying travel experience, thereby fostering positive future behavioral intentions.

KEYWORDS

service quality, tourist experience, memorable tourism experience, tourist satisfaction, revisit intention

ARTICLE INFORMATION DETAILS

Received:
19 March 2024
Accepted:
10 February 2025
Published:
13 June 2025

1. INTRODUCTION

As one of the largest industrial sectors, tourism drives socio-economic development and job creation, it also plays an essential role in promoting welfare and community empowerment. Considering the enormous contribution to the gross domestic product, tourism is designated one of the leading sectors of national economic development. Various countries therefore

continue to accelerate tourism growth to become competitive world tourist destinations. With the massive growth of these destinations, it is crucial to strive for growth of tourist revisit intentions to gain success in the tourism market.

The theory of planned behavior explains the relationships between attitudes and human behavior which can predict individual behavior based on attitudes and intentions (Liobikienė et al., 2016). Therefore,



understanding individual attitudes and intentions can be used to predict behavior. The revisit intention (RI) is an aspect that is widely discussed in the tourism market because it can be used as a predictor of tourist revisits (Pai et al., 2020). Understanding the tourist revisit intention and its underlying factors is essential for tourism destination managers to build a sustainable business since it provides profit projections, business sustainability, and a success indicator for tourist destination management.

Revisit intentions denotes an individual's inclination or willingness to revisit a tourist destination after an earlier visit. Its significance to the sustainability of a tourist site is profound, as it bears the potential for fostering the development and longevity of the attraction. When visitors intend to revisit, it can precipitate heightened visiting rates thereby bolstering tourism revenue¹. Revisiting tourists often exhibit increased expenditure, augmenting the local economy and facilitating sustainable economic expansion within the region. As noted by Lin (2024), tourists' revisit intentions and behaviors are crucial factors in a highly competitive tourism industry. Revisit tourists can serve as a key indicator for evaluating destinations' development and classifying their growth stages.

In a highly competitive industry, providing unique and memorable experiences helps tourism service managers differentiate their products from competitors, making them more attractive and enhancing their reputation (Nowacki & Niezgoda, 2023). According to Coudounaris and Sthapit (2017), memorable tourist experiences are an antecedent that positively affects behavioral intentions. Tourists having a pleasant impression of tourist destinations, such as friendly locals, beautiful natural scenery and unique local culture, are more likely to have an enjoyable travel experience, encouraging RI (Zhang et al., 2018). Given the importance of memorable tourism experiences (MTE) in promoting tourists to revisit, tourism service managers need to guarantee and give more attention to creating MTE in every interaction with tourists (Chen et al., 2020). To develop competitive tourist destinations, it is crucial for destination managers to successfully identify the factors that underlie the creation of MTE. Some empirical studies explain that a positive and memorable travel experience will positively yield a solid attachment to the destination and RI (Lu et al., 2022; Zhang et al., 2021). Studies have proven that memorable travel experiences have a more decisive influence on RI than other factors (Tsai, 2016) and are the most potent predictor (Zhang et al., 2018). However, Munawar et al. (2021) revealed a different finding: that MTE makes no contribution to RI. The other findings on the MTE and RI relationship, thus raise the assumption of the existence of variables that mediate it.

Some studies explained that tourist satisfaction (TS) could affect RI (Cakici et al., 2019; Chan et al., 2022; Pai et al., 2020). Tourist satisfaction is essential in evaluating the performance of tourism destination management and the sustainability of the tourist market. Satisfaction affects tourists' choice of destination, consumption of the products and services offered, and RI (Milman & Tasci, 2018). Tourist satisfaction is a gap analysis between expectations before the trip (pre-trip) and post-trip experience with a destination (Haque & Momen, 2017). If a tourist destination's actual performance or attributes align with or are even better than the tourists' expectations, they will be positively satisfied and willing to revisit or recommend it to others. On the other hand, the discrepancy between high expectations and low performance will lead to dissatisfaction (Liao et al., 2021). Tourist satisfaction is a psychological condition obtained after gaining travel experience and empirical research explains that the travel experience significantly influences a tourist's satisfaction/dissatisfaction and loyalty (Chandel & Bansal, 2014; Kim, 2018). Based on this explanation, it can be assumed that TS mediates the influence of travel experience on RI. The presumption is in line with Kim (2017), confirming that satisfaction mediates the effect of MTE on RI.

Qualified service is an essential priority in today's competitive era, considering that the competition to satisfy tourists lies in product and service qualities. Service quality (SQ) could be a differentiation tool for creating uniqueness and providing a competitive advantage for service providers. Furthermore, higher SQ can ensure a competitive advantage, encouraging customer engagement with products or services (Alam & Noor, 2020). Service quality dimensions are put as stimuli to explain the relationship between the quality of the service and loyal customers. Therefore, every product and service provider urges the measurement of the SQ provided to tourists and they will then measure the quality of the services offered too. Empirical studies indicate the positive and significant impact of destination SQ toward RI (Rismawati & Sitepu, 2021; Tosun et al., 2015).

Various empirical research findings define that SQ is the most crucial antecedent variable in customer satisfaction (Afthanorhan et al., 2019; Fida et al., 2020). Other research by Le et al. (2020) in the port logistics service sector using the five dimensions of SERVQUAL also confirms the positive effect of SQ on customer satisfaction. Managers of tourism attractions should focus on boosting the quality of products and services to ensure TS and encourage RI. Therefore, management needs to strive for better service delivery to increase TS.

The existing literature on the influence of SQ and MTE on RI, mediated by TS, presents a mixed picture.

Rismawati and Sitepu (2021) found that TS mediates the relationship between MTE and RI but not between SQ and RI. Tsai et al. (2021) identified a significant impact of memorable experiences on TS and RI. Gholipour Soleimani and Einolahzadeh (2018) focused on the influence of SQ on RI, with customer satisfaction and word-of-mouth as mediators, without directly addressing the role of memorable experience.

A research gap exists in understanding the specific mediating role of TS in the relationship between SQ and RI, particularly in the context of MTE. This research, therefore, attempts to conduct a comprehensive analysis of the effects of SQ and MTE in the context of enhancing RI, with TS serving as a mediating variable.

2. LITERATURE REVIEW

2.1. SERVICE QUALITY (SQ)

Service quality identifies gaps between customer perceptions and expectations, aiming to minimize those gaps to achieve high customer satisfaction (Shafiq et al., 2019). Sirimongkol (2022) states that SQ contributes to customers' trust and RI among restaurant customers. Even SQ is considered a strong predictor of influencing TS and RI (Richardson et al., 2019). According to Sthapit et al. (2022), SQ is one critical variable shaping memorable experiences. The statement aligns with Thoo et al. (2019), explaining that providing excellent SQ will certainly increase a deep impression on the travel experience. Thus, SQ becomes an antecedent to MTE in technical and functional quality.

The impact of SQ on TS has been widely discussed in the context of tourism. Tourism destination managers should ensure that TS fosters tourist revisits and loyalty as a survival effort in an increasingly competitive business environment. The SQ and TS relationship is aligned with the SOR model (stimuli-organism-response), identifying SQ as a stimulus, satisfaction as an organism, and loyalty as a response (Famiyeh et al., 2018). Various empirical studies explained the significant role of SQ in influencing TS (Chan et al., 2022; Masri et al., 2017; Shafiq et al., 2019).

Service quality can be considered one of the superior strategies contributing to the success of business processes (Suhail & Srinivasulu, 2021) as it increases TS and also has a positive impact on RI. The previous study confirms that satisfaction can mediate the influence of SQ on behavioral intentions (Suhail & Srinivasulu, 2021). Gholipour Soleimani and Einolahzadeh (2018) revealed that travel agent consumers found a positive and significant effect of SQ on RI mediated by TS. Zhang et al. (2018) and Gholipour Soleimani and Einolahzadeh (2018) emphasized that SQ can increase

visitor satisfaction, which will increase RI and positive word-of-mouth. These findings confirm the ability of TS to mediate the SQ and RI relationship.

2.2. MEMORABLE TOURISM EXPERIENCE (MTE)

In travel activities tourists experience after receiving services related to restaurants and accommodation, or while in tourist destinations their assessment produces MTE (Kim et al., 2012) and influences future intentions (Boavida-Portugal et al., 2017). Tourists' different backgrounds and interests possibly affect their interpretations of tourism products while their moods and personal feelings influence their interpretation of the experience (Ooi, 2005).

Some studies have shown that MTE is an essential predictor of positive emotions such as pleasure and intention for future tourist behavior (Chen et al., 2020), furthermore, tourism experience and revisit intention have a positive and significant relationship (Kim et al., 2015) because tourists with memorable experiences during their travel will have a strong RI (Lu et al., 2022). Therefore, the MTE becomes the prime factor that influences RI to revisit in the future (Chan et al., 2022). A study by Zhang et al. (2018) confirmed that MTE positively affects RI.

Sthapit and Coudounaris (2018) summarize that an impressive travel experience affects recreational activities and, in the long term, also impacts life satisfaction. The research of Chen et al. (2016) explained that individuals who can control what they want, feel relaxed and free from working routines, have new and challenging experiences during their vacation trips, and tend to have satisfaction with their vacation experiences and their lives. Furthermore, empirical research findings explain that MTE has a positive effect and even becomes a determinant factor of TS (Rismawati & Sitepu, 2021; Su et al., 2020). Gohary et al. (2020) partially found the influence of MTE through indicators of hedonism, involvement, knowledge, meaningfulness, novelty, and refreshment of RI mediated by TS. Rismawati and Sitepu (2021) confirmed TS as a mediator in the relationship between MTE and RI.

2.3. TOURIST SATISFACTION (TS)

In tourism, satisfaction is the tourists' emotional state after having experienced tourist destinations (Baker & Crompton, 2000; Mutanga et al., 2017), and this strongly predicts RI in the future or encourages recommendations to others. According to Wang (2016) and Wu et al. (2015), several attributes can be used to measure TS, including brand loyalty, consumers' complaining behavior, word-of-mouth referrals, continuance, recommendation to others,

and repurchase intention or repeat visits. Tourist satisfaction is one of the substantial evaluating factors for the marketing performance of tourist destinations because it influences tourists to choose destinations, consume products and services, and intend to revisit (Chan et al., 2022; Liao et al., 2021; Milman & Tasci, 2018; Rismawati & Sitepu, 2021; Suh & Youjae, 2006).

2.4. REVISIT INTENTIONS (RIS)

Revisit intention is considered a pivotal factor in fostering sustainable destinations because it can generate revenue for destination management (Chen & Chou, 2019). Revisit intention is understood as a consumer's motive to re-enjoy the same product, service, place or area, and the intention and decision to re-establish future long-term relationships with product/service providers (Lai et al., 2020; Lan et al., 2016; Lee et al., 2012). The intention to revisit is correlated with tourists' pleasurable experiences associated with specific tourism destinations which can manifest as a behavioral inclination, contingent upon the inclination to recommend and the intention to revisit (Chen & Phou, 2013; Munawar et al., 2021). Theoretically, RI is a product or service's post-purchase or consumption stage; in tourism, RI is the post-visit stage of a destination and satisfied tourists will return to destinations and even recommend them to others (Rismawati & Sitepu, 2021).

Based on the previous results, we hypothesize that:

H₁: SQ has a positive impact on RI.

H₂: SQ has a positive impact on MTE.

H₃: SQ has a positive impact on TS.

H₄: MTE positively affects RI.

H₅: MTE positively affects TS.

H₆: TS mediates the effect of MTE on RI.

H₇: TS mediates the effect of SQ on RI.

H₈: TS has a positive impact on RI.

Based on the proposed research hypotheses, the theoretical model is presented in Figure 1.

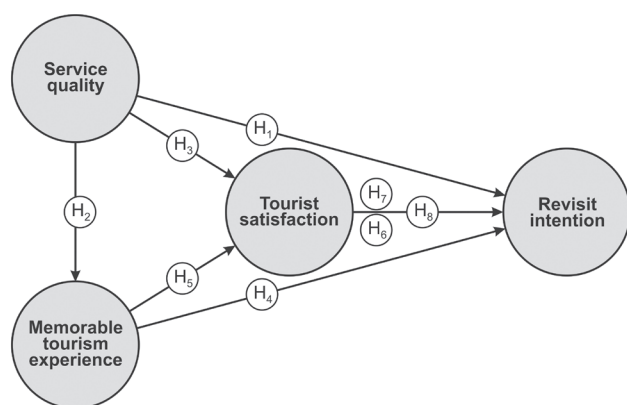


Figure 1. Conceptual framework
Source: author

3. METHODOLOGY

This research employed quantitative methods with a cross-sectional survey design, utilizing a questionnaire as the data collection instrument. The SQ construct was elaborated using five indicators: tangibility, responsiveness, reliability, assurance and empathy (Morgan & Xu, 2009). The construct for TS followed Wang (2016). Memorable tourism experience (MTE) encompassed eight indicators: knowledge, involvement, hedonism, novelty, meaningfulness, serendipity and surprise, refreshment and local culture (Bigne et al., 2020). Revisit intention (RI) drew on indicators presented by Wang (2016). Measurement employed the Likert scale, ranging from *strongly disagree* (scored as 1) to *strongly agree* (scored as 5).

Questionnaires were tested for validation and reliability with a sample of 30 respondents. Validity assessment employed the Pearson's product-moment correlation where all items demonstrated validity with an *r*-count exceeding 0.361 (*r*-table). Reliability evaluation used Cronbach's alpha values, confirming all constructs possessed alpha values > 0.7, thus indicating their reliability (Kılıç, 2016). The study was conducted in the Old Town of Jakarta, which is recognized as one of the city's prominent historical tourism destinations.

A total of 300 printed questionnaires were distributed to tourists visiting the Old Town of Jakarta using a convenience sampling technique. Of these, 204 respondents completed the questionnaire, resulting in a response rate of 68%. The sample size is deemed adequate, following the minimum *R*² method (Kock & Hadaya, 2018) considering the response rate (de Vaus, 2013). The minimum sample size can be calculated as ten times the number of indicators comprising a construct (Hair et al., 2017) but a sample size greater than 100 is recommended (Hair et al., 2019). Data analysis employed PLS-SEM, a method widely utilized in tourism studies due to its capacity to estimate complex models without necessitating conformity to data normality assumptions (Hair et al., 2017) and provides robust results. The analytical process comprises two distinct stages: the first involves testing the measurement model to assess the correlation between indicators and constructs, while the second entails conducting structural model testing to examine the relationships among constructs (hypothesis testing purposes).

4. RESULTS

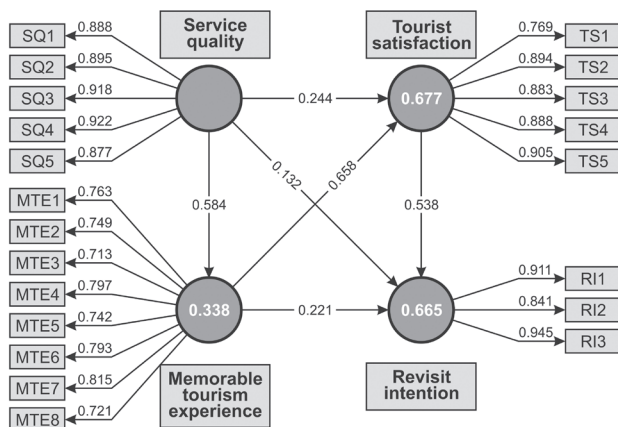
The respondents' profiles can be seen in Table 1. Figure 2 illustrates a structural equation model (SEM) that investigates the effects of service quality and memorable tourism experience on tourist satisfaction

and revisit intention. Service quality is assessed using five indicators, with the lowest factor loading of 0.877. Memorable tourism experience is measured through eight indicators, with the lowest factor loading of 0.713. Tourist satisfaction is represented by five indicators, with the smallest factor loading of 0.769, while revisit intention is measured by three indicators, with a minimum factor loading of 0.841. The model illustrates the direct effect of service quality on revisit intention ($\beta = 0.132$), service quality on memorable tourism experience ($\beta = 0.584$), service quality on tourist satisfaction ($\beta = 0.244$), memorable tourism experience on revisit intention ($\beta = 0.221$), memorable tourism experience on tourist satisfaction ($\beta = 0.658$), and tourist satisfaction on revisit intention ($\beta = 0.538$). Indirect effects between variables can be derived by multiplying the respective direct path coefficients. These indirect effects are detailed in Table 6 (see p. 154). Figure 2 displays the predictive power (R^2) of each endogenous variable: memorable tourism experience ($R^2 = 0.338$), revisit intention ($R^2 = 0.665$), and tourist satisfaction ($R^2 = 0.677$), indicating the proportion of variance explained by the model for each construct.

Table 1. Respondent profile

Criteria		<i>n</i>	%
Gender	Male	70	34.31
	Female	134	65.69
Age	Less than 17	9	4.41
	17–25	132	64.71
	26–35	12	5.88
	36–50	39	19.12
	More than 50	12	5.88
Frequency of visits	1	63	30.88
	2–4 times	102	50.00
	More than 5	39	19.12

Source: author.

Figure 2. Factor loading
Source: author

The convergent validity testing showed that all indicators had a loading factor value > 0.7 , which meant the construct could explain the indicators (Henseler et al., 2014). All indicators also had fairly good validity in defining the construct of latent variables, as evidenced by the average variance extracted (AVE) value for all variables which was 0.5 (Hair et al., 2017; Henseler et al., 2014) (Table 2). Reliability testing was to determine the consistency of the measurement results (Ovan & Saputra, 2020), using the composite reliability (CR) value and Cronbach's alpha. The test results showed the value of CR and Cronbach's alpha > 0.7 , complying with the reliability minimum requirement (Table 2).

Table 2. Measurement model testing

Constructs	Indicator	Loading Factor	Cronbach's alpha	Composite reliability (CR)	Average variance extracted (AVE)
Memorable tourism experience	MTE1	0.763	0.897	0.917	0.581
	MTE2	0.749			
	MTE3	0.713			
	MTE4	0.797			
	MTE5	0.742			
	MTE6	0.793			
	MTE7	0.815			
	MTE8	0.721			
Revisit intention	RI1	0.911	0.882	0.927	0.810
	RI2	0.841			
	RI3	0.945			
Service quality	SQ1	0.888	0.942	0.955	0.811
	SQ2	0.895			
	SQ3	0.918			
	SQ4	0.922			
	SQ5	0.877			
Tourist satisfaction	TS1	0.769	0.918	0.939	0.755
	TS2	0.894			
	TS3	0.883			
	TS4	0.888			
	TS5	0.905			

Source: author.

The heterotrait-monotrait ratio of correlations (HTMT) values of all constructs are < 0.9 to ensure discriminant validity between the two reflective constructs (Henseler et al., 2015) (Table 3).

Table 3. Discriminant validity using heterotrait-monotrait ratio of correlations (HTMT) criteria

Constructs	MTE	RI	SQ	TS
Memorable tourism experience (MTE)	–	–	–	–
Revisit intention (RI)	0.817	–	–	–
Service quality (SQ)	0.634	0.657	–	–
Tourist satisfaction (TS)	0.880	0.883	0.676	–

Source: author.

Multi-collinearity testing ensured the absence of solid inter-correlation between latent variables, indicated by the VIF values < 5 as the threshold value (Hair et al., 2017). The results showed that all variables had a VIF value < 5 which proved no problems with multi-collinearity (Table 4).

Table 4. Multi-collinearity testing

Constructs	MTE	RI	SQ	TS
Memorable tourism experience (MTE)	–	2.875	–	1.519
Revisit intention (RI)	–	–	–	–
Service quality (SQ)	1.000	1.705	–	1.519
Tourist satisfaction (TS)	–	3.129	–	–

Source: author.

The model fit test measures the compatibility of the relationship observed in the model with the data using the standardized root mean square residual (SRMR) value (Hu & Bentler, 1999) (Table 5).

Table 5. Model of fit testing

Indicator	Saturated model	Estimated model
Standardized root mean square residual (SRMR)	0.050	0.050

Source: author.

Table 6 showed that SQ did not affect RI directly, as evidenced by the t -statistic value of $1.723 < 1.96$ and p -value of $0.086 > 0.05$. Service quality, on the other hand, it directly affected MTE significantly, as evidenced by the t -value of $10.835 > 1.96$ (t -table) and the p -value of 0.000 . In addition, the SQ–MTE path coefficient of 0.584 meant that a unit increase of SQ increased MTE by 58.4% . Service quality had a strong and significant influence on TS, as evidenced by the path coefficient of 0.244 , t -value of $3.721 > 1.96$, and p -value of 0.000 or < 0.05 . The SQ contribution on TS was $(+)0.244$, which meant that an increase in a unit of SQ increased TS by 24.4% . Memorable tourism experience had a positive and significant direct effect on TS and RI, respectively, as explained by the t -statistic value of > 1.96 and p -value < 0.05 . The contribution of MTE to TS and RI was positive, which meant that an increase in MTE would also impact TS and RI. The path coefficient of the indirect effect of MTE on RI mediated by TS was 0.354 , obtained by multiplying the direct effect of MTE on TS by 0.658 and the direct effect of TS on RI by 0.538 . A path coefficient of 0.354 meant that a unit increase in MTE would indirectly impact increasing RI by 35.4% through TS. The indirect impact of MTE on RI through TS was more significant, indicating a more robust contribution. Tourist satisfaction partially mediates the effect of MTE on RI, owing to MTE's direct and significant influence on RI. Tourist satisfaction significantly mediated the effect of SQ on RI, as evidenced by the

Table 6. Hypothesis testing

Relationship between constructs		Path coefficient	t -statistics	p -values	Supported
H ₁	Service quality → revisit intention	0.132	1.723	0.086	No
H ₂	Service quality → memorable tourism experience	0.584	10.835	0.000	Yes
H ₃	Service quality → tourist satisfaction	0.244	3.721	0.000	Yes
H ₄	Memorable tourism experience → revisit intention	0.221	2.951	0.003	Yes
H ₅	Memorable tourism experience → tourist satisfaction	0.658	10.745	0.000	Yes
H ₆	Memorable tourism experience → tourist satisfaction → revisit intention	0.354	6.020	0.000	Yes
H ₇	Service quality → tourist satisfaction → revisit intention	0.131	3.268	0.001	Yes
H ₈	Tourist satisfaction → revisit intention	0.538	7.146	0.000	Yes

Source: author.

Table 7. Predictive power testing and prediction relevance testing

Constructs	R^2	SSO	SSE	$Q^2 (= 1 - SSE/SSO)$
Memorable tourism experience (MTE)	0.338	1632.000	1323.888	0.189
Revisit intention (RI)	0.665	612.000	284.362	0.535
Tourist satisfaction (TS)	0.677	1020.000	504.149	0.506

Note: R^2 – coefficient of determination, Q^2 – Stone-Geisser's, Q^2 as the predictive relevance measurement, SSE – sum of squares of errors, SSO – sum of squares of observations.

Source: author.

t -statistic value of $3.268 > 1.96$ and p -value of $0.001 < 0.05$. The path coefficient of SQ on RI through TS was 0.131. It meant that a unit increase in the SQ would indirectly increase RI by 13.1% through the TS variable. Tourist satisfaction also significantly mediated the impact of MTE on RI. This finding was evidenced by the t -statistic of $6.020 > 1.96$ and p -value of $0.000 < 0.05$. Tourist satisfaction also positively affected RI, as evidenced by the p -value < 0.000 and the t -statistic $7.146 > 1.96$, contributing about 53.8%. The path coefficient of MTE–TS was 0.658, indicating that MTE was the most prominent predictor of TS, compared with SQ and MTE. The study also found that the effect of MTE on RI increased when mediated by TS.

The model's predictive power (R^2 value) showed that SQ significantly could explain the variance of MTE by 33.8% and was categorized as a weak model. The ability of SQ and MTE as antecedent variables in explaining the variance of TS was 67.7% and was classified as a moderate model. Furthermore, these findings proved that SQ and MTE were the most prominent antecedent variables in determining TS. In total, the ability of all SQ, MTE and TS exogenous variables to explain RI variance was 66.5% and considered a moderate model (Table 7).

The MTE–RI and MTE–TS are 0.051 and 0.893, respectively, indicating that MTE had a more significant effect on TS than RI. Conversely, the effect sizes of SQ–MTE, SQ–RI and SQ–TS were 0.519, 0.031 and 0.122, respectively, proving that SQ had the most substantial effect on RI compared to RI and TS (Table 8).

Table 8. Effect size

Constructs	MTE	RI	SQ	TS
Memorable tourism experience (MTE)	–	0.051	–	0.893
Revisit intention (RI)	–	–	–	–
Service quality (SQ)	0.519	0.031	–	0.122
Tourist satisfaction (TS)	–	0.280	–	–

Source: author.

The Q^2 value measured the relevance level of a construct model by determining the accuracy level

of exogenous prediction toward endogenous variables. Data showed a value of $Q^2 > 0.05$; it can be concluded that the exogenous variables SQ, MTE and TS were appropriate for predicting the RI variable (Table 7).

5. DISCUSSION AND IMPLICATIONS

In the tourist market, RI predicts tourist revisits and can provide projected profits and sustainability for tourist market management. Considering the importance of RI to sustain the tourist market, tourism destination managers should optimize the factors contributing to increasing tourists' RI. The research results show respondents' positive responses to RI indicators proving tourists strongly intend to revisit the Old Town of Jakarta. Most tourists also consider the Old Town the leading destination of choice to visit in the future and the number of tourists who revisit is about 69.12%, and 19.12% of respondents have revisited more than five times (Table 1). Data supports the previous statement that respondents intend to revisit the Old Town of Jakarta.

About 87.7% of respondents positively responded to items to measure the level of TS in the Old Town of Jakarta. The path coefficient of TS towards RI is 53.8%, higher than the influence of MTE (0.221) and SQ (0.132) supporting that TS is the most prominent contributor to fostering tourist RI in the Old Town of Jakarta. This finding aligns with previous empirical studies explaining that TS is the primary and fundamental factor influencing post-purchase behavior in RI because it can increase insight into products and services (Abdullah & Lui, 2018; Chan et al., 2022). Even TS can be an evaluation tool for the marketing performance of tourist destinations, to know what influences tourists to choose destinations and have the intention to revisit (Liao et al., 2021; Milman & Tasci, 2018; Suh & Youjae, 2006).

The satisfaction of tourists significantly shapes their inclination to revisit, signifying their intent or willingness to return to specific attractions on subsequent visits. A positive experience during a prior visit typically heightens the likelihood of

tourists considering a return. Enhancing RI hinges on ensuring tourist contentment, a goal attainable through the provision of top-tier services, crafting captivating experiences, attentiveness to tourist needs and preferences, and fostering positive rapport. Amplifying TS not only fortifies the likelihood of return visits but also substantiates the sustainability of the tourist destination.

The results also explain the positive effect of MTEs on TS and RI. The data shows that tourists have a memorable experience during their travel activities in the Old Town of Jakarta; the architecture of the buildings that represent Jakarta's Old Batavia period, various tourist attractions, and other supporting facilities providing a memorable experience. A deep impression affects the level of fulfillment of expectations and encourages TS. The influence of MTE on TS is in line with the previous study that MTE has a positive effect and becomes a determining factor for TS (Rismawati & Sitepu, 2021; Su et al., 2020). Memorable tourism experience also encourages positive behavior in the future and also directly influences RI, as evidenced by the positive response of tourists to MTE items, associated with the 69.12% of respondents who revisit the Old Town of Jakarta (Table 1). It proves that memorable experience is the main factor influencing RI to the same destination. These findings support the results of previous research that MTE is a predictor of RI (Chan et al., 2022; Zhang et al., 2018).

About 83.73% of tourists responded positively to evaluate the five dimensions of the SERVQUAL of the Old Town of Jakarta. Therefore, SQ will form a memorable experience, as evidenced by 89.64% of tourists getting a pleasant and unique experience distinguished from other destinations. This finding aligns with the research of Kim et al. (2012), revealing that excellent SQ can increase the impression of the travel experience; this supports the hypothesis that good SQ is an antecedent to an increase in MTE.

However, SQ had no direct effect on RI, and a zero effect toward RI is possible because of the absence of a supporting process, including adequate extrinsic and intrinsic tourist motivation which correlates with SQ and RI. This finding differs from previous studies that SQ is a strong predictor of RI (Richardson et al., 2019; Rismawati & Sitepu, 2021; Sirimongkol, 2022).

Examining the research model contributes valuable insights into enhancing SQ variables and MTE to optimize tourist RI, with TS as a mediating factor in the Old City of Jakarta. The study findings delineate that only MTE and TS directly impact RI, where SQ affects MTE, and MTE influences TS². Additionally, SQ manifests an indirect yet notable positive impact on RI, facilitated through its mediation of TS. Furthermore, MTE also indirectly and significantly contributes to enhancing RI.

Given the paramount significance of SQ, it remains imperative for the management of the Old Town of Jakarta to persistently enhance various facets of service provision. This encompasses elevating infrastructure standards by implementing enhancements such as signage accuracy, efficient information services, restroom facilities and sufficient rest areas, all tailored to ensure optimal tourist convenience. The pursuit of improved SQ also necessitates the provision of accessible facilities to accommodate individuals with disabilities.

The cultivation of MTE significantly fosters recurrent tourist visits, necessitating managerial efforts to curate these experiences within Jakarta's Old Town. Establishing a profound emotional link with the destination is pivotal, as it incites a yearning for subsequent visits and prompts the generation of favorable online feedback. To achieve this, managers ought to engineer interactive and immersive encounters, fostering active tourist engagement through curated cultural events and historical presentations, ideally in partnership with local authorities. This concerted endeavor will yield lasting and memorable tourist experiences, and finally stimulate repeat visits.

As a strategic recommendation, the managers of the Old Town of Jakarta must prioritize delivering exceptional services. This will not only foster heightened tourist engagement but also contribute to creating memorable travel experiences and satisfaction, thereby catalyzing the development of positive behavioral intentions in the long run. Enhancing service quality involves the creation of distinctive tourist attractions that offer unique and memorable experiences, the refinement of tourism facilities, and the elevation of staff competence.

6. CONCLUSION

The empirical validation of the research model enhances a better understanding regarding increased SQ and the creation of a MTE to optimize TS and foster RI. While SQ does not directly impact RI, a positive service encounter facilitates the formation of a MTE and TS, thereby triggering a revisit. The research outcomes elucidate the pivotal role of consumer satisfaction as a paramount metric for success within the tourism industry. In the context of this study, the management of the Old Town of Jakarta should focus on enhancing service quality and creating memorable experiences to ensure TS.

These findings substantiate existing theories positing that SQ not only serves as a prerequisite for ensuring satisfaction but also functions as a determinant influencing the overall travel experience. Recognizing the

critical role of travel experience is fundamental to comprehending customer satisfaction and its consequential impact on fostering RI. Furthermore, the research findings contribute an additional layer to models of consumer behavior wherein the intention to revisit is shaped not only by satisfaction but also by the quality of service and the overall travel experience.

One of the weaknesses of this study is the limited sample size. Additionally, as all respondents were Indonesian, the results may not be generalizable to different destination contexts. Visitor satisfaction partially mediates the influence of SQ and MTE on RI. Other unmeasured variables may also play a significant role in explaining the relationship between SQ, MTE and RI. For future research, it is recommended to consider other mediating variables, such as hedonic well-being, to further elucidate the relationship between service quality, memorable tourism experiences and revisit intentions.

ENDNOTES

¹ The 2nd and 3rd sentences of this paragraph were translated from Indonesian into English using ChatGPT-3.5 in January 2024. The author assured that the original meaning of the sentences was preserved after the translation, so they did not affect the result.

² The 2nd sentence of this paragraph was translated from Indonesian into English using ChatGPT-3.5 in February 2024. The author assured that the original meaning of the sentence was preserved after the translation, so it did not affect the result.

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