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## The Influence of Memorable Tourism Experiences, Destination Image, and Tourist Attractions on Loyalty in Natural Tourism at Lake Ranau, South OKU Regency, through Tourist Satisfaction

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**Abstract:** The aim of this study is to demonstrate and analyze the relationships between memorable tourism experiences, destination image, tourist attractions, loyalty, and satisfaction at Lake Ranau Natural Tourism. The research employs purposive sampling with 392 respondents and is analyzed using Structural Equation Modeling (SEM) with Smart PLS 4.0 software. The findings indicate that memorable tourism experiences have a direct effect on satisfaction but not on loyalty. Destination image directly influences both satisfaction and loyalty, while tourist attractions directly affect satisfaction but not loyalty. Data was collected through questionnaires distributed to respondents. The results suggest that tourism managers can enhance visits and increase loyalty by focusing on these factors.

**Keyword:** Tourism, Memorable Tourism Experiences, Destination Image, Tourist Attractions, Satisfaction, Loyalty

### INTRODUCTION

Tourism is one of the most dynamic and fastest-growing industries driving global economic growth (Kemenparekraf, 2023). Amin et al. (2022) argue that the tourism sector not only impacts specific economic groups but can also reach lower-income communities. Lemma (2014) states that tourism has direct, indirect, and induced impacts on the local economy. These impacts often vary between countries, depending on their sectoral structure; however, the extent of these impacts is largely dependent on how well tourism activities are integrated into the local economy.

Tourism is one way to utilize natural resources to create high economic value for an area, transforming natural resources into tourist attractions that can draw visitors from both domestic and international markets. Local communities in tourist areas can benefit from increased job opportunities, reduced unemployment rates, and poverty alleviation through

tourism development (Sari et al., 2018). In the province of South Sumatra, tourism development leverages the region's natural beauty, diverse flora and fauna, national parks, rivers, lakes, and unique and interesting traditions and cultures. Listyawati & Wulandari (2022) state that achieving tourist satisfaction is key to fostering tourist loyalty. As is known, customer loyalty is valuable for any company or organization. If a company can retain customers' continued use of a product or service, it translates to financial growth and extended organizational longevity. Behind this, companies prioritize maintaining customer loyalty, as acquiring new customers becomes increasingly expensive in a competitive business environment, thus requiring companies to enhance their competitive edge.

Previous research has identified several research gaps, such as the significant impact of memorable tourism experiences on loyalty (Ardyan & Wibisono, 2019; Pujiastuti & Utomo, Hastho Joko Nur, Tasyqila, 2022; Thoo et al., 2019). However, there is limited research on the memorable tourism experience variable, providing an opportunity for further study. Other studies (Listyawati, 2019; Listyawati & Wulandari, 2022; Pepy Afrilian, 2022) indicate that destination image significantly influences loyalty, while Anggraini (2022) found no significant impact of destination image on loyalty.

Regarding the variable of tourist attractions, Anggraini (2022) and Hermawan (2017) show that tourist attractions influence loyalty, whereas Maulidah (2019) found no such impact. Research by Listyawati & Wulandari (2022), Pepy Afrilian (2022), Pujiastuti & Utomo, Hastho Joko Nur, Tasyqila (2022), Ramadhani et al. (2021), Tassawa Comtas et al. (2019), and Tsai et al. (2022) supports the finding that tourist satisfaction significantly affects loyalty. Rachma et al. (2021) also demonstrate that memorable tourist experiences significantly impact tourist satisfaction, with satisfaction mediating the relationship between tourism experiences and loyalty. Anggraeni et al. (2022) further confirm that destination image and tourist attractions significantly influence satisfaction, which in turn mediates the relationship with tourist loyalty.

## **METHOD**

In this study, we employed a quantitative research design aimed at understanding the magnitude of direct and indirect effects among the research constructs. The respondents were 392 individuals who had visited Lake Ranau Natural Tourism. Data collection was conducted via surveys, where respondents were asked to complete questionnaires through the online platform Google Forms as well as offline. Respondents were first screened to ensure they were over 18 years old and had visited Lake Ranau Natural Tourism more than once. Subsequently, they were asked to fill out measurements for the research variables. The variables used in this study included memorable tourism experiences, destination image, tourist attractions, satisfaction, and loyalty. Respondents were required to select statements that best represented their views, ranging from 1 (strongly disagree) to 5 (strongly agree). Finally, the data was analyzed using Structural Equation Modeling (SEM) with SMART PLS 4.0 software.

## **RESULTS AND DISCUSSION**

### **Outer Model (Model Measurement)**

To see the results of hypothesis testing, it is necessary to examine the relationship between variables measured in the study. Figure 1 shows the relationship between variables in the research results from Smart PLS 4.0. Convergent validity implies that a set of indicators represents one latent variable and the underlying latent variable. Convergent validity testing can be assessed based on outer loadings or loading factors and Average Variance Extracted (AVE). The results of Table 1 show how the influence occurs as a result of hypothesis testing in this study. To explain how a variable in a model can influence

another variable, we will look at values that must be  $> 0.5$  and  $t$ -values  $> 1.96$ , which can then be stated to have a significant influence on the tested variable (Shiau et al., 2011).

**Table 1. Convergent Validity**

Variable	Construct	Outer Factor ( $>0,5$ )	AVE ( $>0,5$ )	Description
Memorable Tourism Experience (X1)	X1.1	0,576	0,507	Valid
	X1.5	0,531		Valid
	X1.6	0,546		Valid
	X1.11	0,820		Valid
	X1.12	0,885		Valid
	X1.13	0,693		Valid
	X1.14	0,664		Valid
	X1.15	0,687		Valid
	X1.16	0,734		Valid
	X1.18	0,896		Valid
Destination Image (X2)	X2.4	0,788	0,740	Valid
	X2.5	0,842		Valid
	X2.10	0,856		Valid
	X2.11	0,877		Valid
	X2.12	0,882		Valid
	X2.21	0,899		Valid
	X2.22	0,867		Valid
Tourist Attractions (X3)	X3.1	0,974	0,949	Valid
	X3.2	0,974		Valid
Satisfaction (Y)	Y.1	0,873	0,684	Valid
	Y.2	0,876		Valid
	Y.3	0,907		Valid
	Y.5	0,620		Valid
Loyalty (Z)	Z.1	0,959	0,748	Valid
	Z.2	0,922		Valid
	Z.3	0,908		Valid
	Z.4	0,630		Valid

Source: Processed Data from Smart PLS 4.0, 2024

**Table 2. Reliability Test**

No	Variabel		Composite Reliability ( $> 0.6$ )	Cronbach's Alpha ( $> 0.7$ )	Description
1	Memorable Experience	Tourism	0,917	0,914	Reliable
2	Destination Image		0,952	0,941	Reliable
3	Tourist Attractions		0,974	0,946	Reliable
4	Satisfaction		0,837	0,837	Reliable
5	Loyalty		0,880	0,880	Reliable

Source: processed data from Smart PLS 4.0, 2024

## Inner Model (Structural Model)

**Table 3. R Square**

No	Variable	R square
1	Satisfaction	0.730
2	Loyalty	0.771

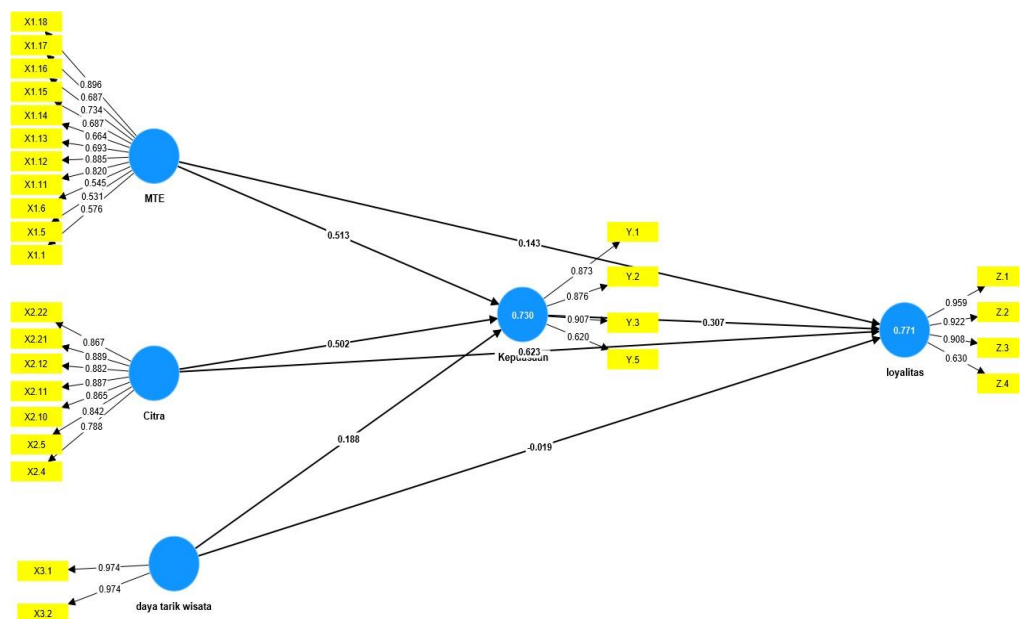
Source: processed data from Smart PLS 4.0, 2024

**Table 4. Goodness of Fit Model**

	Saturated model	Estimated model
SRMR	0,243	0,243

Source: processed data from Smart PLS 4.0, 2024

## Hypothesis Test


**Figure 1. Hypothesis Test**
**Table 5. Path Coefficients**

No	Variable	Original Sample	t-statistic	P-value
1	Memorable Tourism Experience (X1) -> Satisfaction (Y)	0,513	6.371	0
2	Memorable Tourism Experience (X1) -> Loyalty (Z))	0.143	1.881	0.060
3	Destination Image (X2) -> Satisfaction (Y)	0.502	16.011	0
4	Destination Image (X2) -> Loyalty (Z)	0.623	12.350	0
5	Tourist Attractions (X3) -> Satisfaction (Y)	0,188	2.370	0.018
6	Daya Tarik Wisata (X3) -> Loyalitas (Z)	-0.019	0.246	0.806
7	Tourist Attractions (X3) -> Loyalty (Z)	0.307	4.927	0

Source: processed data from Smart PLS 4.0, 2024

**Table 6. Indirect Effect**

No	Variable	Original Sample	t-statistic	P-value
1	Memorable Tourism Experience (X1) -> Satisfaction (Y) -> Loyalty (Z)	0,157		0,001 med
2	Destination Image (X2) -> Satisfaction (Y) -> Loyalty (Z)	0,058		0,010 med
3	Tourist Attractions (X3) -> Satisfaction (Y) -> Loyalty (Z)	0,154		0,000 med

Source: processed data from Smart PLS 4.0, 2024

Based on the results of the testing, memorable tourism experience significantly influences satisfaction with a P-value lower than 0.05, with a value of 0.00. This research indicates that memorable tourism experience significantly affects satisfaction. This means that the better the memorable tourism experience, the higher the satisfaction. Supported by research by Sharma & Nayak (2019b) that asserts that memorable tourism experience significantly enhances destination image and satisfaction with tourism experience. This study identifies significant memorable tourism experience as the basis for destination image and satisfaction in yoga tourism, and also research by Rachma et al. (2021) also shows that memorable tourism experience significantly influences tourist satisfaction.

In this study, there are several indicators, namely hedonism, refreshment, local culture, knowledge, meaningfulness, and involvement. The most dominant indicator is meaningfulness. The meaningfulness indicator has the highest value, the highest score. Supported by research by H. Kim & Chen (2019) that creating meaningful and memorable experiences is key for tourism companies to provide value to tourists and maintain competitive advantage. Therefore, it can be concluded that the better the memorable tourism experience, the higher the visitor satisfaction.

Based on the testing, it is known that memorable tourism experience does not influence loyalty with a P-value higher than 0.05 at 0.060. This research indicates that there is no significant influence of the memorable tourism experience variable on loyalty. Contrary to research by Nugraheni & Dirgantara (2023); Thoo et al. (2019) that this research shows that there is a significant relationship between memorable tourism experiences (MTEs) towards loyalty and research conducted by Ardyan & Wibisono (2019) that memorable tourism experiences and destination relationships have a positive impact on destination loyalty.

However, research conducted by Chandralal & Valenzuela (2013) states that MTEs show their results of not revisiting the destination or will revisit there in the near future, and MTEs only have an effect on positive word-of-mouth, but do not have a significant effect on destination loyalty. This indicates that the indicators in memorable tourism experiences have not been able to interpret the factors influencing loyalty in Lake Ranau nature tourism. So, there may be other factors driving the increase in the loyalty variable.

Tourist attractions significantly influence satisfaction with P-values of 0.018, which is smaller than 0.05. Previous research conducted by Hermawan (2017) explains that tourist attractions significantly influence satisfaction. If interpreted, the better the tourist attractions, the higher the satisfaction in Lake Ranau nature tourism. Supported by Nurlestari's research (2016) stating in research that the variable of tourist attractions to tourist satisfaction is accepted and explains that tourist attractions significantly influence tourist satisfaction at Taman Safari Indonesia Cisarua Bogor. According to Mill (1990), tourist attractions are one of the factors that influence tourists in visiting a tourist destination. Thus, it can be concluded

that tourist attractions have an influence on increasing tourist satisfaction in Lake Ranau Nature Tourism.

In this study, tourist attractions do not affect loyalty with proven P-values greater than the standard P-values (0.05) at 0.806. This means that the tourist attraction variable does not have a significant effect on loyalty. This is contrary to Hermawan's research (2017) stating that tourist attractions affect loyalty and research by Sopyan (2018) that shows that tourist attractions have a positive and significant effect on satisfaction. The results of this study are not in line with the research by Eusebio and Vieira (2011), Mohamad et al. (2012), and Frangos et al. (2014) which state that attractions influence tourist loyalty. These findings indicate that the dimensions of tourist attractions have not been able to interpret the factors influencing loyalty.

The influence of destination image on satisfaction has a value of 0.502 and the t-value is 16.011, and P-values = 0. Based on this testing, it means that the destination image significantly influences tourist satisfaction. This means that the higher the perceived destination image by respondents, the higher the tourist satisfaction. Research by Maulidah (2019) states that tourist destinations with positive image experiences will impact more visits and provide better satisfaction to tourists. This finding is supported by research by Muis et al. (2020) that the higher the perceived destination image by respondents, the better the satisfaction. Not only the effect on satisfaction but destination image is also relevant to provide significant and positive effects on loyalty. (Pepy Afrilian, 2022) also states that the destination image directly significantly affects tourist satisfaction in Nagari Tuo Pariangan. The form of influence given is positive, which means that the better the destination image owned by Nagari Tuo Pariangan, the more satisfied tourists or tourist satisfaction will increase when visiting Nagari Tuo Pariangan. Based on the above explanation, it can be concluded that the destination image affects loyalty in Lake Ranau nature tourism.

The destination image has a positive effect on loyalty with a value of 0.623 with a t-value of (12.350 < 1.96) and P-values = (0 < 0.05). This means that the destination image variable has a positive and significant effect on loyalty. This is in line with research by Listyawati (2019) that testing the destination image variable shows that there is a significant effect of the destination image variable on tourist loyalty. Reinforced by the study of Pepy Afrilian (2022) that the destination image directly significantly affects tourist loyalty in Nagari Tuo Pariangan and the study of Zhou et al. (2023) that the destination image directly significantly affects tourist loyalty.

Testing the destination image variable shows that there is a significant effect of the destination image variable on tourist loyalty. This study confirms the attachment of the destination image to tourist loyalty. Place attachment is generated by functional and emotional relationships to a destination (Ramkissoon & Mavondo, 2015; Xu, 2016), and the destination image representing the beliefs, ideas, and impressions of tourists after evaluating various destination attributes (Moon & Han, 2019; Styliadis et al., 2020) plays a significant mediating role between destination image engagement and tourist loyalty. Although existing research has proven that place attachment and destination image are important determinants of tourist loyalty (Jeong & Kim, 2019; Lee & Shen, 2013; Shaykh-Baygloo, 2020). The findings can help prove the role of the destination image in loyalty. So, the higher the destination image, the greater the loyalty gained from the destination image.

Satisfaction has a significant positive effect on loyalty with a value of 0.307 with a t-value of (4.927 < 1.96) and P-values = 0. Supported by research conducted by (Listyawati & Wulandari, 2022); tourist satisfaction affects tourist loyalty. Research by (Ramadhani et al., 2021) emotional experiences significantly affect tourist loyalty. Tassawa Comtas et al, 2019). According to research by (Jiddi, 2023) that customer satisfaction has a positive impact on customer loyalty. This strengthens what is stated by Kotler & Keller (2016) stating that



tourist satisfaction can affect tourist loyalty. Supporting (Wisnawa et al., 2019) that tourist satisfaction with products or services is obtained through the

## CONCLUSION

Memorable tourism experience, destination image, and tourist attractions directly influence satisfaction. Destination image directly influences loyalty, while memorable tourism experience and tourist attractions do not have a direct influence. Satisfaction directly influences loyalty. Satisfaction indirectly influences memorable tourism experience, destination image, and tourist attractions towards loyalty.

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