

Does Nostalgic Emotion Affect The Memorable Tourism Experience?

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ABSTRACT

This study aimed to determine the effect of City Image on Nostalgic Emotion and its impact on Memorable Tourism Experience. The problem studied in this research was the decline in tourist visits to natural hot spring tourist destinations in West Java Province. City Image plays a vital role in influencing Nostalgic Emotion and impacts Memorable Tourism experiences for visiting tourist attractions. The research subject is consumers (visitors) in natural hot spring tourist destinations in West Java Province in this study. The method used in this research is an explanatory survey. Respondents in this study were visitors to the natural hot spring tourist destinations of West Java Province at the time of the study, amounting to 400 people. The sampling technique used in this research is proportional random sampling. This study uses a questionnaire as a data collection tool and SEM (Structural Equation Modeling) analysis using AMOS software version 20 as data analysis techniques. The results show that City Image positively influences nostalgic emotion because tourism has a good perspective on the city like a prior experience. The results also show that city image and nostalgic feeling positively impact memorable tourism experiences.

Keywords: *City Image, Nostalgic Emotion, Memorable Tourism Experience.*

1. INTRODUCTION

The COVID-19 pandemic has hampered the growth of the tourism sector, even experiencing a decline so that the tourism industry is allegedly entering an alarming period [1], [2][3], [4]. The slowdown and fall in tourism sector growth occurred due to the cessation of various ease of entry for international tourists as a result of the implementation of international travel [5] and the enactment of a tourist period for foreign tourists who had entered the Country [6], [7]. Governments in any country are trying to reduce the spread of the epidemic by conducting closures and activities on several business activities such as hotels, restaurants, entertainment centers, tourist attractions, social and cultural [1], [3], [8] conferences, festivals, and events. Sport [9], [10]. These restrictions affect the national economy and economic growth and jeopardize each Country's income [8], [11], [12]. The COVID-19 pandemic, which was originally considered a health disaster, has now resulted in a country's economic decline [8], with the most important business sectors being transportation, accommodation,

and service businesses, all of which are the most important part of the tourism industry [13]. As an illustration, the closure of tourist areas has implications for tourists' actions to make hotel reservations in these tourist areas, thus creating various countries in the tourism sector to face serious monetary losses [2], [14].

The COVID-19 pandemic triggers a shift in tourist behavior to prefer domestic or local destinations. Tourists tend to direct their choices to destinations close to where they live so that they have the potential to re-energize the region's economy [3]. This makes the domestic market was able to recover first [15]. Thus, local tourism sector actors need to anticipate these changes to be more oriented towards local tourists. Memory is one of the primary sources of information used by tourists in determining the desire to make a return visit to a place [16], [17]. Some experiences directly affect the experiences and feelings contained in the literature, such as joy, pleasure, sociability, guilt, and concern [18]. Servidio and Ruffolo (2016) [19] stated that a Memorable Tourism Experience (MTE) can be defined as an essential event stored in memory and is always known

after the event took place. According to Coelho et al. (2018) [20], MTE relies on two elements: 1) the traveler's experience in time and space and 2) the process of building memory involved in the experience. The memory or past choices of tourists are among the most valuable sources of information when deciding to revisit a particular destination (revisit) [21].

Urban tourism encourages the government to develop a government strategy in marketing it with city branding [22], [23]. Several cities have used this strategy to promote the area's tourism potential. Image is something abstract that can only be felt from the results of good or bad judgments through positive or negative responses from the public [16], [24]. City Image is the image of a city formed in the people's minds because of the characteristics of the town. A city image can also be interpreted as a Brand Image [23], [25]. The image will speak of something obtained in the form of information that becomes knowledge during a visit to a destination, meaning that image is a person's perception of the visit he has made. So that it can be conveyed that the image is the output of the mind about the information it obtains in the form of a message. Everything related to activities that occur in the city as a "territory" will relate to the people who live in the town communicating the image of a place that is considered essential to influence other people about the image of the city they live in. Image depends on each person connecting it to its territory [23]. At the same time, the city is a residential area that is physically indicated by a collection of houses that dominate its spatial layout and have various facilities to support the lives of its citizens independently [26]. Combining some of the opinions above, it can be said that the image of a city is a person's perception of the results of his visit in the form of a good or bad assessment through positive or negative responses as his perception of a city that is considered important and abstract to convey to others. The image contained in a tourist destination is known as the image of the goal. According to [27], the image of a destination is the impression of tourists on a tourist destination. [28] states that psychological destination image stores information in memory in smell, taste, sight, sound, and touch at a tourist destination.

Hwang & Hyun (2013) [29] state that nostalgia is an existential way that many humans use to find the meaning of life while accepting that death is a certainty. It is further stated that nostalgia can provide a buffer for humans for the transience of life by finding the meaning of the life passed. Everyone can feel nostalgia, regardless of age, gender, social class, ethnicity, or another social group [30]. Nostalgia is a concept that describes sad and happy memories. Nostalgia is described as a preference for influence on an object so that it can remind us of the past [31], [32]. According to Zhang [33], [34] states that the nostalgia period comes from psychology which describes the individual's psychological condition of

longing (sentimental) in the past. In consumer behavior, nostalgia is conceptualized as part of preferences in consuming goods and food. It requires a stimulus in artifacts, images, or narratives with a positive relationship with the past [35]. A tourist destination is a form of business that can create an experience [36]. So it can be stated that the essence of traveling activities is experienced. Experience quality is defined as a quality that involves attributes [37] but requires the involvement of tourists to create an experience [38]. The travel experience is formed because of the direct interaction between tourists and tourist attributes [38], tourist recreational activities [39], and the atmosphere formed by the environment around the destination area [40]. Thus, it can be found that there is a link between the image of a destination and the tourist experience and the appearance of the goal that influences the quality of the tourist experience [41]. In research that examines the form of tourist destinations, playgrounds, and heritage sites, it can be found that there is an influence on the quality of the tourist experience formed by the image of the destination [42], [43]. That is why the idea of the destination is an important factor that can influence the travel experience [32], [44]. Therefore, this research aims to determine the effect of City Image on Nostalgic Emotion and its impact on Memorable Tourism Experience.

2. METHODS

This research was conducted based on on-site data collection using the explanatory survey method—a descriptive survey method using a questionnaire instrument to obtain data to research subjects in a relatively short period. The data analysis model in this study was carried out using a structural equation model (Structural Equation Model). Using this equation model with the Analysis of Moment Structure (AMOS 20.0) application, indicators support whether the proposed model is a model was utilized. Hair et al. (1998) offers the stages of modeling and analyzing structural equations into seven steps, namely: (1) theoretical model development, (2) compiling path diagrams (path diagrams), (3) changing path diagrams into equations structural analysis, (4) selecting an input matrix for data analysis, (5) assessing model identification, (6) evaluating model estimates, (7) interpretation of the model [45]. Each step will be described as follows: Development of Theory-Based Model. SEM is a conatory crematory technique used to test causality relationships where changes in one variable are assumed to result in changes in other variables. The theoretical studies underlie the constructs, and the dimensions to be studied are explained in the theoretical studies and shown in the theoretical framework model. Compile a Path Diagram; in this step, a path diagram will be presented to describe the causal relationship of the construct. The structure is shown in Figure.1;

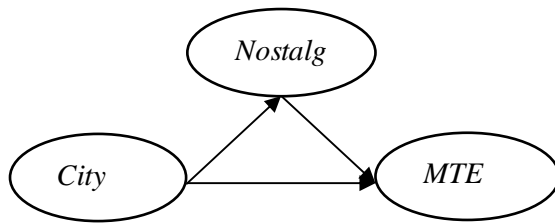


Figure 1. Model

1. Effect of City Image on Nostalgic Emotion
2. Impact of Nostalgic Emotion on Memorable Tourism Experience
3. Impact of City Image on Memorable Tourism Experience

3. RESULTS AND DISCUSSION

Based on the structural model test, the chi-square values are 248, 913, and the degree of freedom is 227. Based on these results, it can be seen that the CMIN/DF, RMSEA, GFI, and AGFI values are by the criteria. Although the CFI and TLI values are in the marginal criteria, the model is still feasible because the TLI value is close to the recommended value. This means that the model is viable and fit to use. More details can be seen in the following Table 1:

Table 1. The goodness of Fit Model Test Results

Goodness-of-Fit	Control of Value	Result	Introduction
Chi-Square	X2 count is expected to be smaller X2 table (X2 table = 263,147)	248,913	Good fit
Significance Probability	$\geq 0,05$	0,152	Good fit
Root Mean Square Error of Approximation (RMSEA)	$\leq 0,08$	0,016	Good fit
The goodness of Fit Index (GFI)	$\geq 0,90$	0,949	Good fit
Adjusted Goodness of Fit Index (AGFI)	$\geq 0,90$	0,938	Good fit
Relative X2 (CMIN/DF)	$\leq 2,00$	1,097	Good fit
Tucker-Lewis Index (TLI)	$\geq 0,95$	0,926	Marginal
Comparative Fit Index (CFI)	$\geq 0,95$	0,934	Marginal

Source: Data Processing Result, 2021

Furthermore, the relationship between constructs in the hypothesis is shown in the value of regression weights. The results of the calculations can be seen in the following table:

Table 2. Regression Weights

			Estimate	S.E.	C.R.	P
NE	<---	CI	.484	.113	4.297	***
MTE	<---	NE	.667	.150	4.443	***
MTE	<---	CI	.505	.116	4.530	***

Source: Data Processing Result, 2021

Based on the Table.2 indicates hypothesis testing, it is stated that City Image has a positive effect on Nostalgic Emotion in hot spring natural tourist destinations. Visitors to hot spring natural tourist destinations feel nostalgic emotions when they are in tourist destinations and the rides and facilities provided by tourist destinations. Nostalgic feeling positively affects the Memorable Tourism Experience in West Java's hot spring natural tourist destinations. Visitors who have memorable experiences such as feeling nostalgic emotions at hot spring natural tourist destinations. City Image positively affects Memorable Tourism Experience in hot spring natural tourist destinations. This happens because the earliest city image from the cognitive, affective, and conative aspects can create a memorable tourism experience in hot spring tourist destinations in West Java Province.

4. CONCLUSIONS

The conclusion is that City Image significantly affects Memorable Tourism Experiences for tourists to hot spring destinations. City Image has a significant impact on nostalgic emotion in hot spring tourist destinations in Indonesia. The nostalgic feeling significantly affects memorable tourist experiences for tourists to hot spring tourist destinations in Indonesia. City image can directly impact memorable tourist experiences for tourists to hot spring tourist destinations in Indonesia. Based on the conclusions obtained in this study, suggestions are proposed to improve the city image, nostalgic emotion, and memorable tourism experience so that the interest in visiting tourists increases.

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