

THE EFFECT OF MEMORABLE TOURISM EXPERIENCES OF THE NEW NORMAL TRANSITION ERA ON REVISIT INTENTION (Case Study on Oetune Beach, East Nusa Tenggara)

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Abstract-This study aims to determine the effect of Memorable Tourism Experiences in the New Next Normal Transition Era on Intentions to Visit Oetune Beach, TTS Regency, NTT. The circumstances and impacts of COVID-19 show signs that this crisis is not only different but will never return to normal until it changes consumer behavior to the extreme. With increasingly fierce competition, it is increasingly recognized that destinations must create and present memorable tourism experiences (Memorable Tourism Experiences) to consumers so that tourists can revisit these tourist destinations. This research uses descriptive quantitative. The data analysis technique used in the study was through a questionnaire that had been tested for validity and reliability, then tested the hypothesis and tested a simple linear regression. The results of this study indicate that Memorable Tourism Experiences (X) have an effect on revisit intention (Y). This can be seen from the significance value of $0.000 < 0.005$, thus the research hypothesis is accepted and the simple linear regression equation in this study is $Y=3.810. +0.884x$

Keywords: Memorable tourism experiences, Revisit intention.

I. INTRODUCTION

COVID-19 (declared a pandemic by WHO, 12 March 2020) has a significant impact on economic, political, social and cultural systems. The strategy of health communication measures (mobility ban, stay at home, self-quarantine, to crowd restrictions) has stopped tourism activities. The circumstances and impacts of COVID-19 show signs that this crisis is not only different but can also bring deep and long-term structural and transformational changes, so that various environmental, political, socio-economic and tourism risks become resilient and bounce back (1)

It should be realized, the situation will never return to normal considering the pandemic has changed consumer behavior to the extreme. Therefore, business

owners and destination management must really prepare for the new era, namely the new next normal era. The era that turned the threat of the COVID-19 crisis into an opportunity (2) COVID-19 has changed many things, including trends in tourism. Outdoor tourism activities will become a popular trend that is favored in the new next normal conditions. In the early stages of recovery after the pandemic, boredom due to staying at home will encourage tourists to go out of the house to just enjoy the fresh air and natural beauty. The reason is, nature provides health benefits, but it is low risk because it provides the flexibility to continue to implement physical distancing. Adventure-based nature tourism, sports, and recreation also have a great opportunity to be popular during the new next normal, especially activities in small groups with dynamic activities (2). Trends in natural tourism that provoke the five senses and touch the soul and mind so that even service quality is considered to be ignored (3).

With increasingly fierce competition, it is increasingly recognized that destinations must create and present memorable tourism experiences to consumers to increase competitiveness (4)(5). Recently, Memorable Tourism Experiences have attracted the attention of researchers and practitioners, stating that experience is the best predictor of future behavior and represents a new benchmark (6) before seeking the necessary information, tourists tend to remember past experiences when they decided to travel (7). The concept of memorable travel experiences has become a focus for modern tourism research and management which has been observed to have a positive effect on the competitiveness of sustainable tourism destinations because it can influence the choice of future destinations (8), if the destination can provide a memorable experience to tourists, the likelihood of tourists revisiting will increased (9).

For many tourist destinations, repeat visits are a desirable market segment (10), they tend to stay longer, tend to be more satisfied because they experience realistic expectations, spread positive news and participate in consumptive activities more intensively, while requiring

significantly lower marketing costs. lower than first time visitors (11)(12).

Various empirical studies related to the concept of tourist perception to revisit intentions have been studied, but regarding Memorable Tourism Experiences in the new next normal era, this has not been studied before. One of them is in the Province of NTT (East Nusa Tenggara) which has natural wealth and a variety of tourist destinations that are no less interesting and a favorite, especially Oetune Beach in TTS (South Middle East) Regency which is rising its positive image (13), The uniqueness of Oetune Beach with its expanse the sand is formed like the surging Sahara Desert near the sea, there are a few palm trees and kausari make the atmosphere similar to Africa.

The development of facilities and infrastructure has increased the number of tourists, as evidenced by the increase in tourist visits which recorded a twofold increase from 2017 to 2019 (14) plus more adequate access and can be reached about 115 km or 2.5 hours drive from the center of Kupang City. However, the impact of COVID-19 cannot be denied, the drastic decline in tourists on Oetune Beach has made the concept of staycation by local tourists starting to be noticed after being at home for a long time which changes people's lifestyles, including traveling.

To fill the existing research gap, this study explores the mechanism of remembering the past experiences of tourists in the intention of visiting again, especially in the new next normal era. Recently, it has become one of the popular destinations in the midst of a pandemic where the concept of staycation is often applied because nature provides great benefits for health and provide flexibility in implementing physical distancing. From the arguments above, it can be seen the urgency of this research which can be the basis for developing subsequent studies related to the development of new era tourism.

Based on the above background, this research aims to: Knowing and Analyzing the Effect of Memorable Tourism Experiences in the New Next Normal Transition Era on Intentions to Visit Oetune Beach, TTS Regency, NTT.

II. LITERATURE REVIEW

When COVID-19 began to emerge at the end of 2019 and began to plague and explode locally in China at the end of January 2020, then spread throughout the world throughout February to the end of May 2020 WHO (World Health Organization) declared the world in a global emergency regarding the pandemic. Meanwhile, according to data from the Indonesian Ministry of Health/Public Health Emergency Operation Center, new infections on September 21, 2020, confirmed cases have spread to 31 provinces in Indonesia (16). Various countries have implemented lockdown policies (regional quarantines) to limit the spread of the pandemic (17). Over time, dealing with a pandemic has led to several terms, one of which is often heard is the term new normal which was first conveyed by the University of Kansas Health System Doctors Team in May 2020 (18). Indonesia itself modifies it under the name PSBB (Large-Scale Social Restrictions) which is enforced per region, the PSBB implementation rules are regulated through Government Regulation (PP) Number 21 of 2020 (19). The term new normal then became global. Every country is trying to implement it in the hope that in various areas of life it can return to the way it was before the pandemic. Following the new normal era, recently there has been a new term that has

been on the rise, namely the new next normal. This period refers to the relaxation of self-quarantine and work from home regulations. The next normal period is very influential on the world of tourism and the creative economy (2) The existence of this period is marked by the return of systems and activities that run until the doors of tourist travel are opened as usual while still implementing health protocols.

In the current era of modernization, staycation tourism activities are an alternative destination for tourists (20) where Memorable tourism experience / memories from past travel experiences is the single most important source of information for someone to make travel decisions (21). This is because, these unforgettable experiences can contribute to a sense of joy, a deep sense of enjoyment that has long been cherished and which marks in the memory of what life should be like (22) where fatigue while working from home and restrictions on one's mobilization during the lockdown period . Unforgettable travel experiences are positively remembered and recalled after the event occurred (23) Therefore, unforgettable travel experiences are stored in the individual's long-term memory and influence future decisions (24)(25), wherein the indicators of unforgettable tourism experiences are forgotten, among others: 1. Hedonism is a pleasant feeling that excites oneself, such as joy and pleasure, which is a key factor (25). 2. The search for novelty is the drive in individuals to seek new information such as leaving the comfort zone and taking physical, psychological, and social risks to experience varied, new, and complex feelings. In tourism, it is transformed into a sensation, a change from routine, a reduction in boredom, or a surprise (26). 3. Refreshment refers to a change in the state of mind. Traveling out of the ordinary environment creates a feeling of freedom. Setting aside everyday problems and disconnecting from the social environment brings mental release, relaxation, and a feeling of freedom (27). 4. Significance is the dimension of memories. Traveling to tourist attractions can involve experiences that allow tourists to have a more accurate knowledge of themselves, find reactions to new situations, deal with personal growth, and experience self-development (28).

Intention to revisit is a person's mental state that reflects a plan to take some action within a certain period of time (29) Its application in research is to travel in the future which is influenced by their attitude towards past experiences (30) where indicators of intention to revisit include: 1. Satisfaction during a visit to the destination tour (31). 2. Intention to recommend tourist destinations to others (32). 3. Intention to revisit the same tourist destination (32). 4. Looking for the latest information about these tourist attractions (33).

Based on the description of the background and theoretical basis above, the research model can be described as follows:

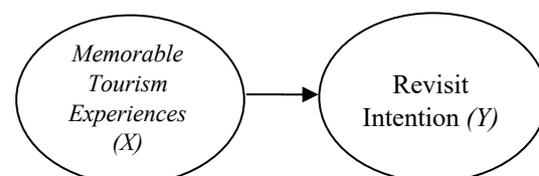


Image 1. Research Model Framework

III. RESEARCH METHODS

This study focuses on the actual problem of the COVID-19 disaster and is becoming a travel trend in the pandemic era, tourism industry managers, especially the NTT regional government and tourists regarding the role of unforgettable tourist experiences on the intention of revisiting tourism destinations.

The research method used is descriptive quantitative method, where the method is carried out through an objective research approach, including the collection and analysis of quantitative data and using statistical testing methods. The approach used by the author to obtain data is through a survey method. Data was collected through questionnaires, namely by providing a list of questions (questionnaires) to tourists who visited Oetune Beach tourism objects as respondents. The questions given use a Likert measurement scale, which is a tiered interval scale from 1 to 5 with scores from strongly disagree to strongly agree. The research questionnaire was tested for validity and reliability before being used. The validity test was carried out using the product moment correlation technique and the reliability test was carried out using the Cronbach Alpha technique (34). The population of this research is tourists who have visited the tourism object of Oetune Beach, TTS Regency. Sampling was done by non-probability sampling and using purposive sampling method (35). The number of samples in this study was limited to 243 respondents during the COVID-19 pandemic era.

The analytical method used in this study is descriptive analysis and simple regression model analysis techniques include: 1. Descriptive quantitative analysis, namely data analysis by tabulating the results of questionnaire answers distributed to respondents and describing respondents' answers, analyzed based on the scoring of each respondent's answer and knowing the respondent's assessment for the variables of memorable tourism experiences and intention to visit again were studied using the calculation of the average value (mean). 2. Simple Linear Regression. Simple linear regression analysis in this study was used to determine the effect of the independent variable (X) on the dependent variable (Y). Simple regression analysis was based on a functional or causal relationship of one independent variable with one dependent variable using the SPSS Version 21 program (34).

$$Y=a+bX$$

Where :

Y = Subject in the predicted dependent variable (Revisit Intention).

a = Price of Y if X = 0 (constant price)

b = Number of direction or regression coefficient, which shows the number of increase or decrease in the dependent variable based on the independent variable. If b (+) then increases, and if (-) then decreases.

X = Subject on the independent variable (Memorable Tourism Experiences) which has a certain value.

To find a and b can use the following formula:

$$a = \frac{(\sum Y_i) (\sum X_i^2) - (\sum X_i)(\sum X_i Y_i)}{n \sum X_i^2 - (\sum X_i)^2}$$

$$b = \frac{n \sum X_i Y_i - (\sum X_i)(\sum Y_i)}{n \sum X_i^2 - (\sum X_i)^2}$$

IV. RESULTS AND DISCUSSION

Validity test

Validity test is used to measure the validity of an indicator in the form of a questionnaire.

a. If the value of r count > from r critical then the questionnaire is valid.

b. If the value of r count < from r critical then the questionnaire is not valid.

The testing of the validity of the research variables is as follows:

Table I Research Instrument Validity Test Results

Variabel	Indicator	R count	R critical	description
Memorable Tourism Experiences	X1	0,712	0,30	Valid
	X2	0,720	0,30	Valid
	X3	0,704	0,30	Valid
	X4	0,789	0,30	Valid
	X5	0,821	0,30	Valid
	X6	0,823	0,30	Valid
	X7	0,833	0,30	Valid
	X8	0,796	0,30	Valid
Revisit Intention	Y1	0,770	0,30	Valid
	Y2	0,812	0,30	Valid
	Y3	0,738	0,30	Valid
	Y4	0,765	0,30	Valid
	Y5	0,843	0,30	Valid
	Y6	0,757	0,30	Valid
	Y7	0,842	0,30	Valid
	Y8	0,797	0,30	Valid

Based on table I above, it is known that all indicators of the Memorable Tourism Experiences variable against returning intentions are valid, because they have an r-count value greater than r-critical. Based on table I above, it is known that all indicators of the Memorable Tourism Experiences variable against returning intentions are valid, because they have an r-count value greater than r-critical.

Reliability Test

Reliability testing is used to determine the extent to which the data can give relatively no different results when repeated measurements are made on the same subject or it can be said to indicate a match between something measured and the type of measuring instrument used. In this reliability test, Cronbach's alpha formula is used. As for reliability, if the alpha value > 0.6 then the instrument used is reliable.

Table II Reliability Testing of Research Variables

No	Variabel	Alpha Cronbach	Standard Number Reliable	Criteria
1	Memorable Tourism Experiences	0,904	0,6	Reliabel
2	Revisit Intention	0,914	0,6	Reliabel

In the reliability test table II above, the Memorable Tourism Experiences variable and the intention to visit again are said to be reliable because Cronbach's Alpha > 0.6 so it is feasible to be tested for the next test.

Table III One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		243
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	3,44798048
Most Extreme Differences	Absolute	0,109
	Positive	0,092
	Negative	-0,109
Test Statistic		0,109
Asymp. Sig. (2-tailed)		.060 ^c

Based on the table above, it can be seen that the Asymp value of all variables is 0.060, where alpha is 0.05. Thus it can be said that all data are normally distributed.

Table IV linearity test output interpretation

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Y * X	Between Groups	(Combined)	6802,554	21	323,931	28,435	0,000
		Linearity	6443,147	1	6443,147	565,586	0,000
		Deviation from Linearity	359,407	20	17,970	1,577	0,060
	Within Groups	2517,627	221	11,392			
Total		9320,181	242				

Based on the table above, it can be seen that Deviation from Linearity Sig. 1.577 > 0.05, it can be concluded that there is a significant linear relationship between the independent variable and the dependent variable

A test used to determine the effect of the independent variable on the dependent variable. Effect of Memorable Tourism Experiences and intention to revisit

Table V
Linear Regression Test I
Effect of Memorable Tourism Experiences and Revisit Intention

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error		
1	(Constant)	3,810	1,307		0,004
	X	0,884	0,038	0,831	0,000

a. Dependent Variable: Y

The effect of Memorable Tourism Experiences and intention to revisit resulted in a regression equation $Y = 3,810 + 0,884 X$. Based on the equation, it can be seen that Memorable Tourism Experiences have a positive influence on revisit intentions. If the higher the frequency of Memorable Tourism Experiences, the intention to visit again will increase. Thus, if positive/good Memorable Tourism Experiences are applied to Oetune beach tourism objects, it will have an impact on increasing the intention to revisit Oetune Beach tourism.

The constant of 3.810 means that the consistent value of the Revisit Intention (Y) variable is 3.810. The regression coefficient X (b value) 0.884 states that for every 1% addition of Memorable Tourism Experiences, the Revisit Intention increases by 0.884. The regression coefficient is positive, so it can be said that the direction of the influence of Variable X on Y is Positive.

Based on the results of the study, it is known as a whole can be seen in Figure 4.1. below this :

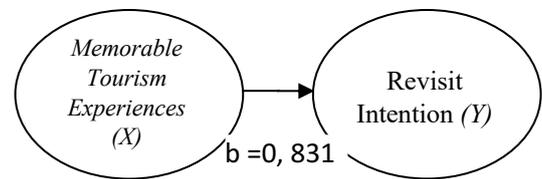


Image 2. Research Result Model Framework

From the results of SPSS analysis, the t-count value is 23.232 while the T-table is 1.651. From the results obtained, the T-count is greater than the T-table value (23.232 > 1.651). Thus H₀ is rejected and H_a is accepted. While the sig table shows the significant value is 0.000 which is smaller than the 0.05 error rate. This means that the coefficient of X to Y is statistically significant. Thus H₀ cannot be accepted. Then the results of hypothesis

testing are Memorable Tourism Experience has an effect on Revisit Intention.

The current study reveals that the perception of the credibility of Memorable Tourism Experiences has a positive effect on the competitiveness of sustainable tourism destinations because it can influence the choice of future destinations for tourists (6)(7). In line with this study, the reason why someone visits tends to remember past tourist experiences which will influence tourists to make a decision to visit again in the new next normal era (37) (38) Thus, it can be said that the results of the study show that if from the basis of Memorable Tourism Experiences the new next normal era is good and the impact of increasing the Intention of Returning Tourists to Oetune Beach so that Memorable Tourism Experiences and Intentions to revisit are related or have a relationship.

V. CONCLUSION

Based on data analysis regarding the influence of Memorable Tourism Experiences on Intentions to revisit the new next normal era at the Oetune Beach tourist attraction, it can be concluded that Memorable Tourism Experiences have a positive influence on Intentions to Revisit. Thus, if the Memorable Tourism Experiences are positive/good, it will have an impact on increasing the Intention to Visit Oetune Beach in the new next normal era.

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