



The Role of the Memorable Tourism Experience in Creating Tourist Behavioral Intention

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Abstract. Karimunjawa National Park is faced with low behavioral intentions from visiting tourists that can harm a tourist destination. The main purpose of this study is to prove the role of memorable tourism experiences on behavioral intentions in Karimunjawa National Park during the adaptation period of new habits. This study focused on measuring the memorable tourism experience of behavioral intentions in Karimunjawa National Park, especially in improving the development of Karimunjawa National Park marketing strategies. The data collection method used was questionnaires. The sample was obtained from 110 respondents using purposive sampling techniques. The respondents in this study were Indonesian domestic tourists who had visited Karimunjawa National Park during the adaptation period of new habits. The statistical analysis used in this study was a multiple linear regression analysis technique using the SPSS 26 application. This study showed that the seven-dimensional memorable tourism experience had a simultaneous and partial effect on behavioral intentions.

Keywords: Behavioral Intention · Karimunjawa National Park · Memorable Tourism Experience

1 Introduction

Memorable tourism experience has received limited attention in studies on eco-tourism [1]. Memorable tourism experience plays an important role when tourists carry out tourism activities so that the experience can be remembered in the long term [2]. Tourism destination managers need to understand tourists' emotional experiences during the adaptation period to new habits, as they can evoke mood and emotional effects on behavioral intention when tourists travel [3, 4].

Various tourist destinations have been forced to temporarily stop their operational activities due to regulations and travel restrictions [5]. Apart from having an impact on business activities, the Covid-19 pandemic can change the travel behavior of tourists in the future [6]. Research that discusses memorable tourism experiences has been applied and expanded to different research fields and has resulted in the primary approaches, namely affective and behavioral. Previous researchers [7–11] have linked memorable tourism experiences with behavioral intentions in tourist destinations and are included among the variable's tourist satisfaction, destination attributes, and destination image.

The low behavioral intention must be addressed immediately because it has a negative impact on a tourist destination [12]. Previous research [10] found that a memorable tourism experience had a significant effect on behavioral intention so that it can increase behavioral intention in a tourist destination. This study focused on measuring memorable tourism experiences to behavioral intention in the Karimunjawa National Park in developing its marketing strategy, especially in improving and enhancing behavioral intention through memorable tourism experience.

The study of memorable tourism experiences is increasingly important because consumers' past experiences significantly influence tourist decisions through memory. The memory process will affect tourists when making future decisions [13]. Referring to research [14] that not all experiences could be remembered but they could be built selectively from the perception of tourists and subjectively evaluated from a meaningful experience after the event occurred. Memorable tourism experience refers to the memory of tourists, especially the feelings and emotions experienced during tourism activities [15, 16].

Operationally, a memorable tourism experience is defined as a tourism experience that is remembered and relived after events occur, built from the tourism experience based on the individual's assessment of the experience [17]. In comparison, another researcher [18] has defined a memorable tourism experience as a travel experience that is remembered after an event has occurred and is selectively built on one's judgment while traveling.

A research [12] has developed seven dimensions of memorable tourism experiences. First, hedonism is associated with pleasurable experiences. Second, novelty is unique experiences experienced by tourists. Next, refreshment is related to feelings of freedom from routine. Then, meaningfulness shows the personal involvement of tourists in activities. After that, involvement means the active participation of tourists in a memorable tourism experience. Next, knowledge refers to learning new things, developing new skills, and cultural acquisitions resulting from the tourism experience. Finally, local culture refers to a person's experience of social interaction with the local culture and community.

In the tourism research literature, behavioral intention is described as an intention to create return visits and recommendations [19]. Behavioral intention plays an essential role in creating a return visit and the intention to recommend a tourist destination to others, which is influenced by the quality of experience for purchasing services or products in a tourist destination. [20]. Behavioral intention can be interpreted as the intention of consumers to become regular customers of what they have consumed and recommend it to those closest to them [21]. According to [20], three dimensions of behavioral intention are intentions to revisit, intention to storytelling, and intention to recommend.

2 Method

The research method used in this study was a quantitative approach. The sample obtained was 110 respondents, using the purposive sampling technique and the explanatory survey method. The data were taken from primary and secondary data sources, processes, and data collection with online questionnaires. The questionnaires were distributed online

through Instagram. The Instagram hashtags used by the researchers were #karimunjawa (743 thousand posts) and #karimunjawaisland (284 thousand posts). In this study, respondents were Indonesian domestic tourists who had visited Karimunjawa National Park during the adaptation period of new habits.

3 Results and Discussions

The demographic profile of respondents based on sex was that male respondents (56%) were more than female ones (44%). However, the difference of 12% is not very significant. Therefore, the results showed a balanced response between men and women. Respondents were primarily young adults, in which their age were less than 25 years (64%). Most of them were college students (50%). They got information about Karimunjawa National Park through social media, which triggers each social media account to share experiences and communication with others. The more information obtained, the more it provides a clear picture for tourists of a tourist destination. Most of the respondents came from Central Java Province (34%). Respondents use more public transportation, because public transportation is affordable with adequate accessibility to visit Karimunjawa National Park.

By using SPSS 26.0 application program, the output correlation coefficient results obtained were shown in Table 1.

The correlation value (R) memorable tourism experience to behavioral intention is 0.667.

Table 2 shows the value of F_{count} is 11.687 compared to F_{table} of 2.100656, so then $F_{count} > F_{table}$. This indicates that H_0 is rejected, and H_a is accepted. Thus, it can be concluded that memorable tourism has a significant effect simultaneously in influencing behavioral intention.

Table 3 shows that the value of Tcount for each dimension of memorable tourism experience; the hedonism is 4.334, novelty is 2.140, refreshment amounted to 2.496, knowledge amounted to 2.202, meaningfulness amounted to 3.764, involvement of 2.045, and local culture amounted to 2.276. When compared to Ttable of 1.65993, then

Table 1. Correlation Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.667	0.445	0.407	1.22288

Table 2. Simultaneous Test (F-Test)

Model	Sum of squares	df	Mean square	F	Sig
Regression	122.338	7	17.477	11.687	0.000
Residual	152.534	102	1.495		
Total	274.873	109			

Table 3. Partial Test (T-Test)

Coefficients ^a						
	Model	Unstd. Coef		Std. Coef	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.654	2.394		3.197	0.002
	Hedonism	0.395	0.091	0.349	4.334	0.000
	Novelty	0.159	0.074	0.164	2.140	0.035
	Refreshment	0.200	0.080	0.198	2.496	0.014
	Knowledge	0.170	0.077	0.163	2.202	0.030
	Meaningfulness	0.286	0.076	0.298	3.764	0.000
	Involvement	0.167	0.082	0.155	2.045	0.043
	Local Culture	0.200	0.088	0.177	2.276	0.025

$T_{count} > T_{Table}$. Thus, it can be concluded that the seven dimensions of a memorable tourism experience have a partial effect on behavioral intention.

Referring to [22], it suggests that a memorable tourism experience accompanied by positive emotions in the minds of tourists could increase the retention and memory of memorable tourism experiences. Meanwhile, in another research [18] it is stated that the creation of a memorable tourism experience could affect behavioral intention. The result showed that memorable tourism experiences could trigger positive emotional responses in tourists, such as pleasure, influencing their behavioral intentions.

4 Conclusion

This research was to find out the role of memorable tourism experience in creating behavioral intentions. From the results, it can be concluded that the seven dimensions of a memorable tourism experience had a simultaneous and partial positive effect on forming the behavioral intention of tourists visiting Karimunjawa National Park. If tourists who visit Karimunjawa National Park have been satisfied through the memorable tourism experience obtained, they will revisit and promote Karimunjawa National Park to others. Therefore, the management needs to maintain the memorable tourism experience in Karimunjawa National Park, especially when adapting to new habits by regaining a unique atmosphere when travelling.

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