



Impact of Increased Revisit Intentions: The Role of Distribution in the Tourism Sector of South Sulawesi

Muhammad FACHMI¹, Zulkifli SULTAN², Yusrab Ardinto SABBAN³, Syafruddin SYAFRUDDIN⁴

Received: February 20, 2024. Revised: March 29, 2024. Accepted: xxxx

Abstract

Purpose: The main objective of this research is to encourage the increase of local MSME businesses through the sustainable tourism sector in South Sulawesi by proposing a research model that focuses on increasing revisit intention. This, in turn, is expected to stimulate local trade and strengthen tourism attractiveness. **Research design, data and methodology:** A quantitative research method involving 190 domestic tourist respondents was employed, utilizing a questionnaire for data collection. Structural Equation Modeling (SEM) analysis through AMOS software was applied, and the Sobel test to assess indirect effects. **Results:** The research findings indicate that memorable customer experiences and travel motivations significantly influence destination image. However, travel motivation does not significantly affect revisit intention. Furthermore, memorable customer experiences and destination image significantly impact revisit intention. Notably, destination image plays a significant mediating role in the relationship between travel motivation and increased revisit intention. **Conclusions:** Memorable customer experiences and travel motivations directly contribute to the formation of a more positive destination image. Furthermore, memorable customer experiences drive the revisit intention, but travel motivation is not significant. Memorable customer experiences only influence revisit intention through the formed destination image. Additionally, the improvement of memorable customer experience and destination image increased revisit intention.

Keywords : Memorable Customer Experience, Travel Motivation, Destination Image, Revisit Intention, Tourism Distribution

JEL Classification Code: M21, M31, L83

1. Introduction

The exploration of the post-COVID-19 tourism sector has emerged as a compelling subject of investigation for various reasons. Firstly, tourism stands as a pivotal sector

warranting attention for fostering regional economic sustainability (Widianingsih et al., 2023). Acknowledged as a vital contributor to foreign exchange influx, addressing balance of payments discrepancies, mitigating unemployment issues, and positively impacting economic

* The authors would like to express their gratitude to the The Indonesia Endowment Funds for Education (LPDP) and National Research and Innovation Agency (BRIN) for providing funding through the Research and Innovation Program for Indonesia Maju, Wave 3, 2023

1 Corresponding Author. Lecturer, Management, STIE Amkop Makassar, Indonesia
Email: muhammad.fachmi@stieamkop.ac.id

2 Second Author. Lecturer, Management, Universitas Terbuka, Indonesia. email: zulkifli_sultan@ecampus.ut.ac.id

3 Third Author. Lecturer, Management, STIE Amkop Makassar, Indonesia. Email: yusrabardianto@gmail.com

4 Fourth Author. Lecturer, Entrepreneurship, Universitas Muhammadiyah Bima, Indonesia.
Email: syafruddinmuhtartahir@gmail.com

© Copyright: The Author(s)

This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>) which permits unrestricted noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

facets such as income, savings, investments, and overall economic growth (Enzenbacher, 2020). Secondly, there is a current trend in domestic tourism towards revisitation post-pandemic (Tsvetkova et al., 2023). Thirdly, in endeavors to bolster the recovery of the tourism sector, the government, through the Ministry of Tourism and Creative Economy, has undertaken various measures, including the accelerated implementation of sustainable tourism concepts. Sustainable tourism aims to yield long-term impacts on environmental, social, cultural, and economic dimensions, both in the present and future.

Tourism creates a series of benefits spread through various channels to encourage economic growth. This increases foreign exchange earnings, encourages investment and drives local companies towards greater efficiency due to increased competition, reduces unemployment and leads to positive economies of scale, thereby lowering production costs for local businesses and reducing CO2 emissions (Ohlan, 2017; Rasool et al., 2021; Rosalina et al., 2023). Therefore, the negative impact on the environment is minimized. To attract attention and ensure the sustainability of the tourism sector, it's imperative to establish a sustainable tourism trade that considers distribution and logistics aspects.

In the context of tourism distribution from the perspective of memorable customer experience, this refers to how the management of tourism distribution affects the overall experience of tourists during their travels and visits to specific destinations. Effective tourism distribution encompasses aspects such as comfortable transportation, user-friendly accommodations, destination accessibility, and quality services. All of these contribute to creating an Memorable Customer Experience, which can influence tourist satisfaction, their perceptions of the destination, and their intention to revisit. In other words, good tourism distribution can increase the chances of creating a memorable experience for tourists, thus enhancing their interest in returning to the destination in the future.

Crucially, in promoting sustainable tourism, lies the cultivation of revisit intention among tourists. Revisit intention is a multifaceted concept influenced by factors such as travel experiences, tourist motivations, and destination image. Crafting an unforgettable travel experience, often referred to as Memorable Customer Experience, serves as a pivotal element in driving revisit intention. This experience is selectively constructed by tourists based on their journey evaluations, significantly shaping destination image and the intention to revisit (J. H. Kim, 2018; H. Zhang et al., 2018). Beyond memorable experiences, travel motivation plays a vital role in shaping an individual's desire to engage in tourism activities (Osman et al., 2020). Travel motivation is understood as the driving force or desire compelling an individual to travel,

encompassing various desires or motivations such as the need for relaxation, appreciation of nature, exploration of scenic landscapes, and the pursuit of learning experiences (Wu, 2015). Two dimensions of travel motivation, namely pull motivation and push motivation, play a role in influencing destination image and the intention to revisit (He & Luo, 2020; Sukaatmadja et al., 2022). Destination image is also central to understanding individual perceptions of a destination. It extends beyond physical attributes to encompass the overall impression gained by individuals after analyzing information from various sources. Destination image influences the intention to revisit, with prior research indicating a positive correlation between destination image and the intention to revisit (Khan et al., 2017; Kim, 2018).

However, some studies present conflicting results, suggesting that travel motivation is not a significant factor in driving the revisit intention of tourists (Simpson et al., 2020; Zhang et al., 2019). Additionally, Memorable Customer Experience is not identified as a variable influencing revisit intention for tourists, while destination image has a significant impact (Sitepu & Rismawati, 2021). The inconsistency in these findings prompts efforts to generate a novel concept concerning revisit intention by establishing a link between travel motivation and the intention to revisit, mediated by destination image. This research also introduces the variable of Memorable Customer Experience as an endeavor to enhance destination image and its subsequent impact on the intention to revisit.

The selection of variables in this study is based on the importance of understanding the factors influencing the intention to revisit tourist destinations in the post-COVID-19 era. In this context, Memorable Customer Experience was chosen due to its potential to create a lasting positive destination image and drive the intention to revisit. Meanwhile, travel motivation was selected as it underpins individuals' desire to engage in tourism activities, thereby influencing their perceptions of destinations and their inclination to return. Lastly, destination image was chosen as a key factor in shaping individuals' perceptions of a destination, which has been shown to have a positive correlation with the intention to revisit. Therefore, the selection of these variables is expected to provide a comprehensive understanding of the factors affecting the intention to revisit, thus yielding effective recommendations for the sustainable development of the tourism sector in South Sulawesi Province.

The specific objectives of this study are to test and analyze the direct effects of Memorable Customer Experience and travel motivation on destination image, the direct effects of Memorable Customer Experience, travel motivation, and destination image on the intention to revisit, as well as the indirect effects of Memorable Customer

Experience and travel motivation on the intention to revisit through destination image. Consequently, this research aims to develop a model that focuses on enhancing tourists' intention to revisit, thereby contributing to the economic development of communities in South Sulawesi Province through the tourism sector.

2. Literature Review

In comprehending and predicting tourists' intention to revisit, the Theory of Planned Behavior (TPB) provides a relevant framework. According to TPB, the intention to engage in a particular behavior is predicted by three key factors: individual attitude towards the behavior, perceived subjective norm, and perceived behavioral control.

1. **Attitude:** Tourists' evaluation of the intention to revisit a destination, based on prior experiences, facilities, and destination image, determines their attitude. Positive or negative perceptions shape their inclination towards a return visit.
2. **Subjective Norm:** Social influence or pressure from the surrounding environment, such as family, friends, or fellow tourists, plays a significant role in the decision to revisit. Subjective norms influence the individual's perception of societal expectations regarding return visits.
3. **Perceived Behavioral Control:** The level of confidence tourists has in their ability to control and execute a return visit, considering external factors that may impact their decision, contributes to perceived behavioral control.

Integrating TPB into the analysis of revisit intention allows for a deeper understanding of the psychological and social factors influencing tourists' decisions to return to a specific destination. This insight forms the foundation for destination marketing and management strategies aimed at enhancing tourists' intentions to revisit, thereby contributing to the sustainable growth of the tourism sector

2.1. Memorable Customer Experience

The concept of Memorable Customer Experience, or selectively crafted travel experiences, is individually created by tourists based on their evaluations of the overall travel experience (Tsai, 2016). Furthermore, these unforgettable experiences hinge on individual evaluations of subjective experiences and refer to the individual's ability to easily recall events (J.-H. Kim et al., 2012). In this context, the sustainability of memory regarding tourist destinations becomes crucial to ensure that tourists attain unforgettable experiences, as memory enhances the overall quality of the travel experience (Quan & Wang, 2004). Indeed, memorable travel experiences can create a positive impression on tourist

attractions (Kerstetter & Cho, 2004). If tourists cannot remember past events during decision-making, tourist destination management may encounter difficulties in providing positive experiences for visitors (J.-H. Kim, 2010).

Research on memorable customer experiences in tourism has been extensive, with previous studies demonstrating that the presence of memorable travel experiences can enhance the destination image (Dagustani et al., 2018; J. H. Kim, 2018) and positively impact tourists' intentions to revisit (J. H. Kim, 2018; H. Zhang et al., 2018). Recently, it has been revealed that four factors of memorable experience—hedonism, novelty, meaning, and social interaction—are considered psychologically significant factors shaping memorable experiences and their impact on positive emotions and the behavioral intention of tourists to revisit (Chen et al., 2020). One of the most important elements in the intention to return to a traditional trading market is the impression of satisfaction with the visiting experience. Therefore, merchants need to play the emotional role of customers to encourage revisit intentions.

2.2. Travel Motivation

Turning to Travel Motivation, this concept has garnered attention in recent years, referring to a set of needs that drive individuals to participate in tourism activities. Travel motivation can be categorized into personal factors such as freedom and flexibility, self-empowerment, independence, and exploration, as well as social interaction factors, including meeting new people (Osman et al., 2020). Referring to the leisure motivation theory, which encompasses four main travel motifs determining the satisfaction a visitor can derive from engaging in recreational activities. Identified travel factors include "Intellectual" - encompassing aspects like learning and exploration; "Social" - involving the desire to cultivate friendships and appreciate others; "Competence-mastery" - involving issues such as health and fitness, and finally, "Stimulus-avoidance" - which simply describes the desire to relax and escape from the routine of life (Albayrak & Caber, 2018).

Previous research has found that travel motivation significantly impacts the destination image of tourist destinations (Khan et al., 2017; Pereira et al., 2019). In contrast, other findings indicate that tourists will intend to revisit a tourist destination if influenced by travel motivation (He & Luo, 2020; Sukaatmadja et al., 2022).

2.3. Destination Image and Revisit Intention

Destination Image refers to the ideas, beliefs, and impressions individuals acquire about the characteristics and activities of a destination after analyzing information

gathered from various sources during a specific period (Assaker, 2014). It is not merely defined as the attributes of a destination but encompasses an overall impression displayed by the destination. Researchers have developed a two-dimensional model of destination image describing cognitive and affective components (Beerli & Martin, 2004). The cognitive component involves knowledge and beliefs about the destination described by tangible attributes, while the affective image of the destination includes emotions and feelings about it (Yüksel & Akgül, 2007).

Visitor Intention is a complex concept influenced by numerous factors. Revisit intention, or the willingness to visit again, has a relatively broad definition. In the context of commercial consumption, termed as the willingness to repurchase, it indicates that consumers are willing to repeatedly consume a specific product. When discussing recreational places or tourist objects, it suggests that tourists are willing to revisit or repurchase tourism products (He & Luo, 2020). Tourist destinations can be considered as products, and tourists may revisit the destination or recommend it to other potential tourists, such as friends or relatives (Yoon & Uysal, 2005). Parasuraman defines revisit intention as the intention to return after customers are satisfied with the tourist destination and are willing to consume or introduce and recommend the product to others. Furthermore, Selnes believes that repurchase intention is the customer's intention to repurchase a product or service from the original company and reflects the customer's psychological commitment to the product or service (He & Luo, 2020). Kozak indicates that factors such as travel experience and frequency, entertainment activities, local friendliness, and tourist satisfaction with services or recreational products all influence the intention to revisit (Kozak, 2002). These findings suggest that satisfied tourist motivations will drive them to revisit and return to the same place, even if they may not have been satisfied with the first trip (He & Luo, 2020).

In previous research, cognitive and affective images were found to be crucial in understanding tourist behavior and destination choices (Stylos et al., 2016). Furthermore, earlier studies have also found that destination image significantly impacts revisit intention, indicating that the better the destination image, the higher the likelihood of tourist revisitation (Khan et al., 2017; J. H. Kim, 2018).

2.4. Hypothesis

The research model, based on the literature review above, aims to elucidate the influence of Memorable Customer Experience and travel motivation on destination image and revisit intention, particularly in tourist destinations in South Sulawesi. Building upon prior theory and research, it is established that destination image is influenced by the

presence of memorable customer experiences and travel motivation. Consequently, revisit intention is expected to increase due to the positive effects of memorable customer experiences, travel motivation, and destination image. Moreover, the researcher will investigate the mediating role of destination image in these relationships. Therefore, the hypotheses in this study are:

H1: Memorable customer experience has a positive and significant impact on destination image.

H2: Memorable customer experience has a positive and significant impact on revisit intention.

H3: Travel motivation has a positive and significant impact on destination image.

H4: Travel motivation has a positive and significant impact on revisit intention.

H5: Destination image has a positive and significant impact on revisit intention.

H6: Memorable customer experience has a positive and significant impact on revisit intention through destination image.

H7: Travel motivation has a positive and significant impact on revisit intention through destination image.

These hypotheses are formulated based on the theoretical framework and empirical evidence from previous studies, aiming to provide insights into the mechanisms underlying the relationships among Memorable Customer Experience, travel motivation, destination image, and revisit intention in the context of tourism destinations in South Sulawesi.

3. Research Methods

The approach employed in this study is characterized as basic research aimed at advancing knowledge exploration. Furthermore, the research method falls under quantitative research, as it aligns with the nature of scientific discovery (Rini & Ferdinand, 2023). The target population for this study comprises tourists visiting several prominent tourism sectors located in South Sulawesi. Due to the ongoing dominance of domestic tourists in these tourist destinations since the COVID-19 pandemic, they have been selected as the primary population.

The determination of the sample size follows Hair et al.'s perspective, suggesting 5 to 10 times the number of items. Considering the total number of items for all variables is 19 items x 10, the researcher establishes a sample of 190 respondents. The sampling technique employed in this research is purposive sampling, a subset of non-probability sampling. Purposive sampling is chosen because the researcher understands that the necessary information related to the variables under investigation can be obtained from specific groups or individuals capable of providing relevant or desired information. This approach is expected to mitigate

bias in the research results.

The study involves four variables: Memorable Customer Experience, Travel Motivation, Destination Image, and Revisit Intention. Memorable Customer Experience is measured by five indicators (J. H. Kim, 2018): Satisfaction with the Tourism Experience (MCE1), Positive Energy Attained (MCE2), Engagement with Local Culture (MCE3), Discovery of New Places or Activities (MCE4), Positive Impact on Overall Quality of Life (MCE5). Travel Motivation is measured by indicators (Dagustani et al., 2018; Pereira et al., 2019): Mind Relaxation Opportunity during Travel (TRM1), Traveling to Avoid Boredom in Life (TRM2), Inspiration to Visit Scenic Natural Landscapes (TRM3), Seeking New Adventure Experiences (TRM4), and Enjoying Every Beautiful Moment as the Primary Motivation (TRM5). Destination Image is measured by indicators (Khan et al., 2017): Primary Attraction of Natural Beauty and/or Scenery (DEI1), Confidence in Adequate Facilities for Tourists (DEI2), Consideration of Post-Pandemic Health Protocol Standards (DEI3), Trust in the Hospitality of the Local Community (DEI4), Belief in the Enhancing Effect of a Tranquil Atmosphere (DEI5). Revisit Intention is measured by four indicators (Chen et al., 2020; Meng & Cui, 2020): Intention to Return in the Near Future (REI1), Preference for South Sulawesi as the Primary Vacation Destination (REI2), Increased Interest in Visiting South Sulawesi More Frequently (REI3), Enhancement of Revisit Intention due to Overall Pleasant Memories (REI4).

Data collection employs a questionnaire administered by the research team, consisting of one leader, two member, and four surveyors stationed at research locations. Data collection takes place on both weekdays and weekends, with the research team approaching tourists based on predetermined criteria. Individuals meeting the targeted

criteria are asked if they are willing to participate in the research. Those agreeing to participate are then prompted to recall their tourism experiences, motivations, perceptions of the destination's image, and intentions to revisit, all answered through the questionnaire. The questionnaire employs a semantic scale with two extreme score categories: from 1 (Strongly Disagree) to 5 (Strongly Agree) (Fachmi et al., 2020).

Subsequently, data analysis in this study utilizes the Structural Equation Modeling (SEM) technique through the use of AMOS software, facilitating the examination of direct influences. For indirect testing, the Sobel test is employed.

4. Results and Discussion

4.1. Confirmatory Factor Analysis

The initial step in the Structural Equation Modeling (SEM) analysis is the confirmatory factor analysis (CFA) for each exogenous and endogenous model. This is crucial for assessing the validity and reliability of the instruments used in the study. The CFA involves evaluating loading factor values > 0.5, Average Variance Extracted (AVE) > 0.5, and Composite Reliability (CR) > 0.7 (Chin, 2009; Hair Jr et al., 2021). The results presented in Table 1 indicate that each item has a loading factor above 0.5, and the AVE values surpass the recommended threshold of 0.5. Consequently, the instruments exhibit good convergent validity. Furthermore, the CR values for all variables exceeding 0.7 demonstrate that the instruments have a high level of reliability.

Table 1: Validity and Reliability Measurement

Variables	Items	Loading Factor	AVE	CR
Memorable Customer Experience (MCE)	Satisfaction with the Tourism Experience (MCE1)	0,747	0,562	0,933
	Positive Energy Attained (MCE2)	0,798		
	Engagement with Local Culture (MCE3)	0,710		
	Discovery of New Places or Activities (MCE4)	0,760		
	Positive Impact on Overall Quality of Life (MCE5)	0,730		
Travel Motivation (TRM)	Mind Relaxation Opportunity during Travel (TRM1)	0,793	0,580	0,935
	Traveling to Avoid Boredom in Life (TRM2)	0,697		
	Inspiration to Visit Scenic Natural Landscapes (TRM3)	0,762		
	Seeking New Adventure Experiences (TRM4)	0,709		
	Enjoying Every Beautiful Moment as the Primary Motivation (TRM5)	0,839		
Destination Image (DEI)	Primary Attraction of Natural Beauty and/or Scenery (DEI1)	0,791	0,590	0,936
	Confidence in Adequate Facilities for Tourists (DEI2)	0,735		
	Consideration of Post-Pandemic Health Protocol Standards (DEI3)	0,707		
	Trust in the Hospitality of the Local Community (DEI4)	0,832		
	Belief in the Enhancing Effect of a Tranquil Atmosphere (DEI5)	0,768		
Revisit Intention (REI)	Intention to Return in the Near Future (REI1)	0,756	0,685	0,916
	Preference for South Sulawesi as the Primary Vacation Destination (REI2)	0,853		
	Increased Interest in Visiting South Sulawesi More Frequently (REI3)	0,879		
	Enhancement of Revisit Intention due to Overall Pleasant Memories (REI 4)	0,817		

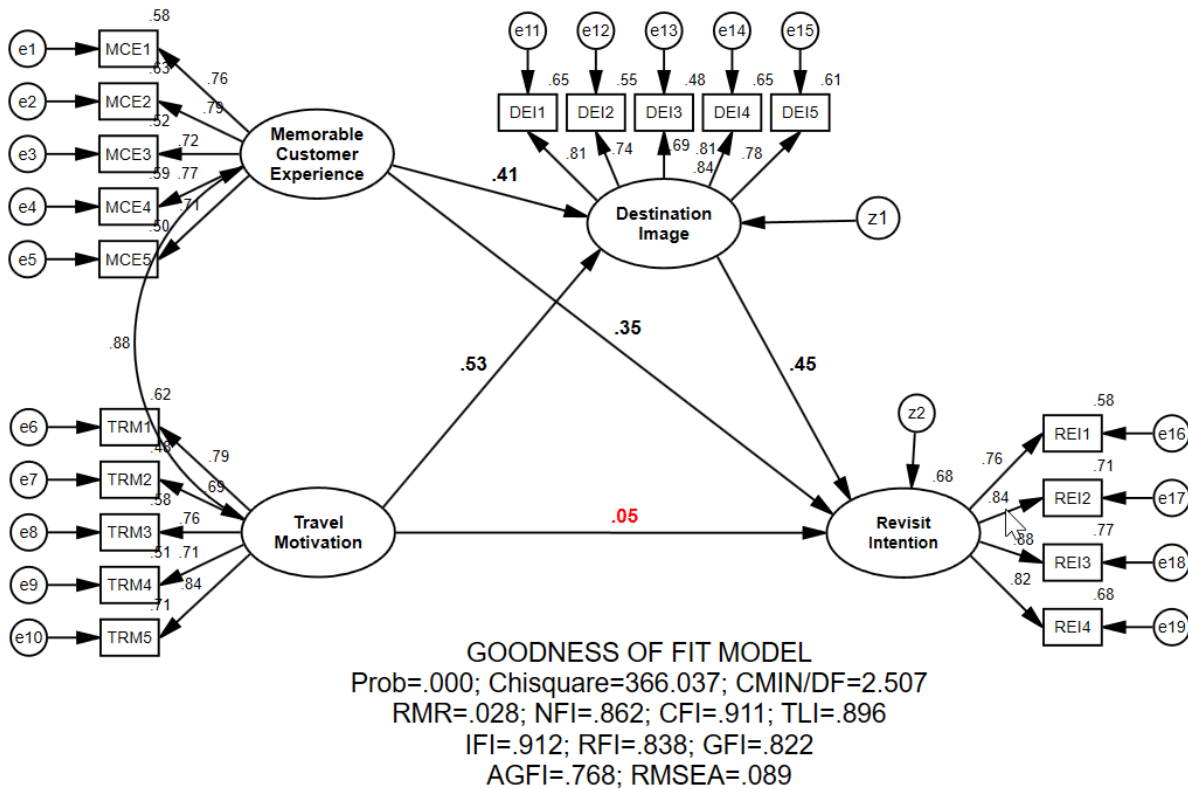


Figure 1: Full structural model result

4.2. Data Analysis and Hypothesis Test Result

Before testing the hypotheses, the model underwent a goodness-of-fit evaluation based on several criteria. The evaluation results in Figure 1 yield a Chi-Square value with a significance level of 0.000, significantly below the cutoff level of ≥ 0.05 . However, compensating for this, other criteria such as RMR (Root Mean Square Residual) ≤ 0.5 , CFI (Comparative Fit Index) ≥ 0.9 , and IFI (Incremental Fit Index) ≥ 0.9 were considered (Arbuckle, 2016). Consequently, the model satisfies the fit criteria, allowing for hypothesis testing.

The hypothesis test results, as presented in Table 2, confirm that both memorable customer experience and travel motivation ($\beta = 0.413$, C.R = 2.847, $p = 0.004$; $\beta = 0.533$, C.R = 3.704, $p = 0.000$) significantly and positively influence destination image, confirming H1 and H3. Furthermore, revisit intention is not significantly influenced by travel motivation ($\beta = 0.052$, C.R = 0.279, $p = 0.781$). However, memorable customer experience and destination image have a positive and significant impact ($\beta = 0.354$, C.R = 2.007, $p = 0.045$; $\beta = 0.446$, C.R = 2.261, $p = 0.024$). This implies that H2 and H5 are accepted,

while H4 is rejected.

To address gaps in previous research, an indirect effect using the Sobel test was conducted, analyzing the mediating role of destination image in the influence of memorable customer experience and travel motivation on revisit intention (Table 3). The mediating effect of destination image on the influence of memorable customer experience on revisit intention was obtained as 0.184, calculated by multiplying the coefficients of the direct effect from memorable customer experience to destination image and destination image to revisit intention. The significance value in the Sobel test, $0.038 < 0.05$, confirms the significant mediating role of destination image in the influence of memorable customer experience on revisit intention. Additionally, the mediating effect of destination image on the influence of travel motivation on revisit intention was 0.238, with a significance value of $0.027 < 0.05$, confirming the significant impact of destination image as a mediating variable in the influence of travel motivation on revisit intention.

Table 2: Hypothesis testing

Hypothesis	Std. Estimate	Estimate	Critical Ratio	P	Conclusion
Memorable Customer Experience → Destination Image	0,413	0,403	2,847	0,004	Accepted
Travel Motivation → Destination Image	0,533	0,620	3,704	0,000	Accepted
Memorable Customer Experience → Revisit Intention	0,354	0,396	2,007	0,045	Accepted
Travel Motivation → Revisit Intention	0,052	0,069	0,279	0,781	Rejected
Destination Image → Revisit Intention	0,446	0,511	2,261	0,024	Accepted

Note: Primary data elaboration, 2023

Table 3: Indirect Effect

Hypothesis	Direct Effect	Indirect Effect	Sobel test statistic	P	Conclusion
Memorable Customer Experience → Destination Image → Revisit Intention	0,354	0,184	1,768	0,038	Accepted
Travel Motivation → Destination Image → Revisit Intention	0,052	0,237	1,931	0,027	Accepted

Note: Primary data elaboration, 2023

4.3. Discussion

In response to the research findings based on the proposed model, particularly addressing gaps in previous research related to memorable customer experience and travel motivation's impact on revisit intention, the results align with and contribute to existing literature. The significance of memorable customer experience in enhancing revisit intention is validated in this study, consistent with previous research findings (J. H. Kim, 2018; H. Zhang et al., 2018). Memorable customer experience encompasses significant dimensions, including satisfaction with the tourism experience, positive energy attained, engagement with local culture, discovery of new places or activities, and positive impact on overall quality of life. The results demonstrate that satisfaction with the tourism experience, positive energy gained, engagement with local culture, the discovery of new places or activities, and positive impact on overall quality of life all contribute positively to the intention to revisit.

Overall, the research findings contribute to the understanding of the complex interplay between memorable customer experiences, travel motivations, destination images, and revisit intentions in the context of post-pandemic tourism. These insights provide valuable information for policymakers, destination managers, and marketers to formulate strategies that enhance the overall tourism experience and encourage repeat visits.

The intriguing finding from this research suggests that, while travel motivation may not directly prove its impact on an increase in revisit intention, this can be addressed by initiating the formation of a destination image stemming from both travel motivation and memorable customer experience. Although travel motivation may not directly demonstrate its impact on an increased intention to revisit, this difference can be reconciled through the initiation of the destination image formation process influenced by

travel motivation. The research findings establish that when travel motivation is high, it creates a better destination image for tourism in South Sulawesi. However, it indirectly proves the importance of travel motivation in enhancing the destination image, thereby forming a positive perception that encourages tourists to have a strong intention to revisit tourist destinations in South Sulawesi.

Memorable customer experience also emerges as a crucial predictor for the enhancement of destination image from this research, confirming previous study results (Khan et al., 2017; Pereira et al., 2019). Interestingly, although the direct influence is significantly more effective than the indirect one, this could serve as an alternative solution for addressing the challenge of increasing revisit intention in the future.

Considering these findings, it can be concluded that unforgettable customer experiences, travel motivations, and destination images collectively shape a positive perception that encourages tourists to have a strong intention to revisit tourist destinations in South Sulawesi. These findings provide a more comprehensive view of the factors influencing revisit intention, which can assist relevant stakeholders in designing more effective marketing strategies and destination management, particularly in the province of South Sulawesi

5. Conclusions

Based on the findings of this research, it can be concluded that a profound understanding of the factors influencing Revisit Intention in South Sulawesi's tourist destinations is crucial. Involving 190 respondents in this study provides a representative overview of domestic tourists' perceptions of these destinations. The analysis focused on three main factors: Memorable Customer

Experience, Travel Motivation, and Destination Image. The results indicate that Memorable Customer Experience and Travel Motivation significantly impact the enhancement of Destination Image. In other words, both unforgettable customer experiences and travel motivations directly contribute to the formation of a more positive destination image. Furthermore, this research emphasizes the pivotal role of Destination Image as a mediator in connecting the influence of Travel Motivation on Revisit Intention indirectly. It suggests that not only do memorable customer experiences drive the desire to revisit, but travel motivation also influences this intention through the formed destination image. Additionally, the improvement of memorable customer experience and destination quality enhances the likelihood of increased revisit intention.

However, it is essential to note that this study has limitations, particularly in geographic scope and respondent characteristics, which only consist of domestic tourists. Therefore, a suggestion for future research is to expand the research area to other destinations beyond South Sulawesi and involve international tourists as respondents to obtain a more holistic understanding. This research significantly contributes to the understanding of tourist behavior in this digital era, providing a foundation for marketers and destination managers to develop more effective strategies in enhancing Revisit Intention. The results of this research are expected to serve as a basis for further studies and practical applications in the South Sulawesi tourism industry.

The practical implications of this research provide a clearer insight for marketers and destination managers in South Sulawesi to develop more effective strategies in enhancing tourists' Revisit Intention. With a better understanding of how Memorable Customer Experience and Travel Motivation influence Destination Image and Revisit Intention, they can direct their efforts towards improving unforgettable customer experiences, enhancing travel motivations, and enhancing the destination's image. This can be achieved through various means, such as improving tourism services, providing unique and memorable experiences for tourists, and implementing appropriate promotional strategies to increase tourists' interest in returning.

Additionally, it is important to consider the role of distribution (logistics, trade) in influencing the factors affecting revisit intention. Effective distribution management can play a crucial role in ensuring that tourists have positive experiences and perceptions of destinations, thus increasing their likelihood to revisit. Furthermore, optimizing distribution channels can enhance the accessibility and attractiveness of South Sulawesi's tourist destinations, thereby stimulating

tourism growth in the region.

Furthermore, this study can also guide policymakers in developing policies and programs that support the development of the tourism sector in South Sulawesi. By strengthening factors that influence Revisit Intention, such as Memorable Customer Experience and Travel Motivation, governments and related agencies can facilitate sustainable tourism growth and provide positive impacts for the local economy and communities. Overall, the practical implications of this research contribute to enhancing the understanding and management of tourism destinations in South Sulawesi, as well as providing positive contributions to economic growth and regional development.

References

- Albayrak, T., & Caber, M. (2018). A motivation-based segmentation of holiday tourists participating in white-water rafting. *Journal of Destination Marketing & Management*, 9, 64–71. <https://doi.org/10.1016/j.jdmm.2017.11.001>
- Arbuckle, J. L. (2016). *IBM® SPSS® Amos™ user's guide*. Amos Development Corporation.
- Assaker, G. (2014). Examining a hierarchical model of Australia's destination image. *Journal of Vacation Marketing*, 20(3), 195–210. <https://doi.org/10.1177/1356766714527104>
- Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657–681. <https://doi.org/10.1016/j.annals.2004.01.010>
- Chen, X., Cheng, Z., & Kim, G.-B. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability*, 12(5), 1904. <https://doi.org/10.3390/su12051904>
- Chin, W. W. (2009). How to write up and report PLS analyses. In *Handbook of partial least squares: Concepts, methods and applications* (pp. 655–690). Springer.
- Dagustani, D., Kartini, D., Oesman, Y. M., & Kaltum, U. (2018). Destination Image of Tourist: Effect of Travel Motivation and Memorable Tourism Experience. *Etikonomi*, 17(2), 307–318. <https://doi.org/10.15408/etk.v17i2.7211>
- Enzenbacher, D. J. (2020). Exploring the food tourism landscape and sustainable economic development goals in Dhofar Governorate, Oman: Maximising stakeholder benefits in the destination. *British Food Journal*, 122(6), 1897–1918. <https://doi.org/10.1108/BFJ-09-2018-0613>
- Fachmi, M., Modding, B., Damis, H., & Saleh, A. (2020). Service Quality, Trust, and Image Toward Loyalty - The Mediating Role of Satisfaction: Life Insurance Customers' Perspective. *International Journal of Multicultural and Multireligious Understanding*, 7(6).
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S., Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). Evaluation of reflective measurement models. *Partial Least Squares Structural*

Equation Modeling (PLS-SEM) Using R: A Workbook, 75–90.

- He, X., & Luo, J. M. (2020). Relationship among travel motivation, satisfaction and revisit intention of skiers: A case study on the tourists of urumqi silk road ski resort. *Administrative Sciences*, 10(3). <https://doi.org/10.3390/admsci10030056>
- Kerstetter, D., & Cho, M.-H. (2004). Prior knowledge, credibility and information search. *Annals of Tourism Research*, 31(4), 961–985. <https://doi.org/10.1016/j.annals.2004.04.002>
- Khan, M. J., Chelliah, S., & Ahmed, S. (2017). Factors influencing destination image and visit intention among young women travellers: role of travel motivation, perceived risks, and travel constraints. *Asia Pacific Journal of Tourism Research*, 22(11), 1139–1155. <https://doi.org/10.1080/10941665.2017.1374985>
- Kim, J.-H. (2010). Determining the factors affecting the memorable nature of travel experiences. *Journal of Travel & Tourism Marketing*, 27(8), 780–796. <https://doi.org/10.1080/10548408.2010.526897>
- Kim, J.-H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/00472875103854>
- Kim, J. H. (2018). The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction. *Journal of Travel Research*, 57(7), 856–870. <https://doi.org/10.1177/0047287517721369>
- Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, 23(3), 221–232. [https://doi.org/10.1016/S0261-5177\(01\)00090-5](https://doi.org/10.1016/S0261-5177(01)00090-5)
- Meng, B., & Cui, M. (2020). The role of co-creation experience in forming tourists' revisit intention to home-based accommodation: Extending the theory of planned behavior. *Tourism Management Perspectives*, 33, 100581. <https://doi.org/10.1016/j.tmp.2019.100581>
- Ohlan, R. (2017). The relationship between tourism, financial development and economic growth in India. *Future Business Journal*, 3(1), 9–22. <https://doi.org/https://doi.org/10.1016/j.fbj.2017.01.003>
- Osman, H., Brown, L., & Phung, T. M. T. (2020). The travel motivations and experiences of female Vietnamese solo travellers. *Tourist Studies*, 20(2), 248–267. <https://doi.org/10.1177/1468797619878307>
- Pereira, V., Gupta, J. J., & Hussain, S. (2019). Impact of Travel Motivation on Tourist's Attitude Toward Destination: Evidence of Mediating Effect of Destination Image. *Journal of Hospitality and Tourism Research*, 1–26. <https://doi.org/10.1177/1096348019887528>
- Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism Management*, 25(3), 297–305. [https://doi.org/10.1016/S0261-5177\(03\)00130-4](https://doi.org/10.1016/S0261-5177(03)00130-4)
- Rasool, H., Maqbool, S., & Tarique, M. (2021). The relationship between tourism and economic growth among BRICS countries: a panel cointegration analysis. *Future Business Journal*, 7(1), 1. <https://doi.org/https://doi.org/10.1186/s43093-020-00048-3>
- Rini, G. P., & Ferdinand, A. T. (2023). How Does Ergo-Functional Value Resonance Enhance Intention to Use? An SDL Perspective. *International Journal of Innovation and Technology Management*, 2450003.
- Rosalina, T., Priyana, Y., & Kamal, D. M. (2023). Investigate The Relationship Between Tourism, Economic Growth, Carbon Emissions and Employment in West Java Province. *Jurnal Geosains West Science*, 1(02), 44–53.
- Simpson, G. D., Sumanapala, D. P., Galahitiyawe, N. W. K., Newsome, D., & Perera, P. (2020). Exploring motivation, satisfaction and revisit intention of ecolodge visitors. *Tourism and Hospitality Management*, 26(2), 359–379. <https://doi.org/10.20867/THM.26.2.5>
- Sitepu, E. S., & Rismawati, R. (2021). The influence of service quality, destination image, and memorable experience on revisit intention with intervening variables of tourist satisfaction. *International Journal of Applied Sciences in Tourism and Events*, 5(1), 77–87. <https://doi.org/10.31940/ijaste.v5i1.2097>
- Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, 53, 40–60.
- Sukaatmadja, I. P. G., Yasa, N. N. K., Telagawathi, N. L. W. S., Witarsana, I. G. A. G., & Rahmayanti, P. L. D. (2022). Motivation Versus Risk: Study of Domestic Tourists Revisit Intention to Bali on Pandemic Covid-19. *Linguistics and Culture Review*, 6(S1), 65–77.
- Tsai, C. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), 536–548. <https://doi.org/10.1002/jtr.2070>
- Tsvetkova, L., Voropaeva, L., Beliakova, M., Yurieva, T., & Loktionova, Y. (2023). Navigating the New Normal: The Impact of COVID-19 on China's Tourism Industry. *International Journal of Sustainable Development & Planning*, 18(10). <https://doi.org/10.18280/ijstdp.181012>
- Widianingsih, I., Abdillah, A., Herawati, E., Dewi, A. U., Miftah, A. Z., Adikancana, Q. M., Pratama, M. N., & Sasmono, S. (2023). Sport Tourism, Regional Development, and Urban Resilience: A Focus on Regional Economic Development in Lake Toba District, North Sumatra, Indonesia. *Sustainability*, 15(7), 5960. <https://doi.org/10.3390/su15075960>
- Wu, C.-W. (2015). Foreign tourists' intentions in visiting leisure farms. *Journal of Business Research*, 68(4), 757–762. <https://doi.org/10.1016/j.jbusres.2014.11.024>
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45–56. <https://doi.org/10.1016/j.tourman.2003.08.016>
- Yüksel, A., & Akgül, O. (2007). Postcards as affective image makers: An idle agent in destination marketing. *Tourism Management*, 28(3), 714–725. <https://doi.org/10.1016/j.tourman.2006.04.026>
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived

image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing and Management*, 8(February), 326–336. <https://doi.org/10.1016/j.jdmm.2017.06.004>

Zhang, M., Chen, Q., & Li, W. (2019). The Influencing Factors and Mechanism of Tourists' Revisit Intention in Chinese Tourism Characteristic Towns—Take Gankeng Hakka Town in Shenzhen as an Example. *Journal of Service Science and Management*, 12(3), 346–359. <https://doi.org/10.4236/jssm.2019.123023>