*(Research Articles)*

# Model *Emotional Experience* and *Memorable Tourism Experience* in Formation *Word Of Mouth* in Forest Tourism Mangrove Cilamaya

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**Abstract:**This research aims to analyze the influence of emotional experience and memorable tourism experience on word of mouth in Cilamaya Mangrove Forest Tourism. These three variables are important in promoting tourist destinations. Emotional refers to the response of tourists' feelings during the visit, memorable is related to an imprinted experience, while word of mouth is communication from word of mouth when tourists share their experiences with others.The study used a quantitative descriptive verification approach with purposive sampling method and the number of respondents was 150 people. Data processing is done using Structural Equation Modeling based on Partial Least Square. The results showed that emotional variables had an insignificant effect on word of mouth. This indicates that the emotional aspect alone is not strong enough to encourage tourists to share their experiences. In contrast, memorable experiences are proven to have a significant influence on word of mouth. This means that the deeper the impression left by the destination, the more likely tourists are to share it with others. The implication of this finding is that it is important for destination managers to create memorable experiences through improved facilities, educational activities, and good service to strengthen promotion from tourists to tourists on an ongoing basis.

**Keywords:** Emotional Experience, Memorable Tourism Experience, Word of Mouth, Mangrove Forest Tourism Cilamaya

## 1. Introduction

Activities aimed at seeking pleasure by visiting locations that have certain attractions are known as tourism. (Nandang, 2024) . One of the most important sectors of the Indonesian economy in this era of globalization is tourism. The Indonesian economy has benefited from the growth of tourism from year to year (Firmansyah, 2021) . The Indonesian tourism industry is very important. This country offers a variety of interesting tourist attractions because of its natural beauty, cultural diversity, and historical richness. In an effort to increase regional income, almost every region in Indonesia has the potential to become a tourist attraction (Hermawan, 2022) . Based on article 31 paragraph 4 of Law No. 10 of 2009 concerning tourism, if the purpose of tourism is to improve community welfare and economic progress (Retnosary, 2020) .
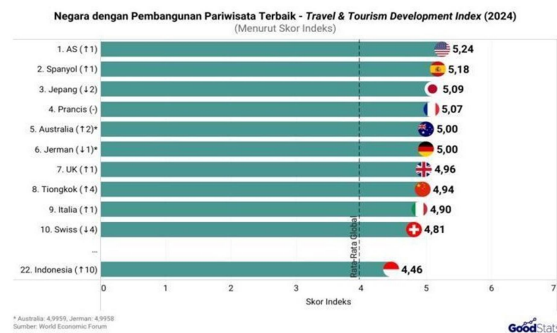
***Figure 1****with the Best Tourism Development.*
Source: https://goodstats.id/

Karawang Regency, West Java, continues to attract local and foreign tourists every year. According to the West Java tourism development master plan 2015–2025, Karawang Regency is one of the areas in the province that is included in the Provincial Tourism Strategic Area (KSPP). Karawang has various tourist attractions and tourism potential, including cultural tourism, nature tourism, and other tourism (Maulani & Prasetyo, 2020) .

Below are tourist attractions that can be visited in Karawang Regency which is one of the leading tourist destinations:



**Figure 2**Number of Tourist Visits to the Mangrove Forest
Source: Body Center Statistics Regency Karawang

The data shows that the level of visits to tourist attractions in the Cilamaya Mangrove Forest is said to fluctuate. In the Cilamaya Mangrove Forest, there are challenges in developing its tourism potential, especially related to the strong mystical perception among the local community. Myths about pesugihan in area tour the often spread out through *word of mouth* negative, where people often warn tourists with messages such as *"don't go there, it's dangerous, many people are practicing black magic"* . These messages can trigger negative *emotional reactions* , such as fear or worry, in potential tourists, which in turn influences their decision to visit.

The impact of the spread of negative *word of mouth contributes to the low number of tourist visits to the Cilamaya Mangrove Forest, which makes this destination less memorable* for visitors. Therefore, this mystical perception can be considered a significant problem that affects the relationship between *emotional experience, memorable tourism experience, and word of mouth* (Cilamaya, 2024).

(Moliner-Tena et al., 2021) States that *memorable* can remember And shared back, influencing customers' autobiographical memory and increasing their tendency to share positive *word of mouth experiences.* (Fernando et al., 2024) stated that the higher the unforgettable experience will make tourists behave positively, so that tourists will

recommend the tourist destination to others. However, another study (Schoner-schatz et al., 2021) stated that the influence of *emotional experience* in social media communication of tourist destinations on *word of mouth* has no significant effect on *word of mouth* in conditions when the uploadsocial media is created by users ( *User-Generated Content/UGC).* In line with research (Sianturi et al., 2022) This finding highlights the relationship between *emotional* influence that is not significant on *word of mouth* among consumers who buy tickets at Cinema XXI.

By Because That, based on the phenomenon, writer want to implement study Which titled "Model *Emotional Experience* And *Memorable Tourism Experience* In Formation *Word Of Mouth* In Tour Forest Mangrove Cilamaya". In-depth knowledge of how emotions and memories influence visitor experiences is anticipated from this research, along with its potential to improve the sustainability and marketing of Mangrove Forest tourism in Cilamaya.

Objective study This is For analyze impact perception mystical circulating through *word of mouth* to *emotional experience* and *memorable tourism experience* its influence to decision visit to destination tour Forest Cilamaya Mangroves. Study This Also aiming For understand How *emotional* reactions of tourists Which triggered by perception mystical influence *memorable* travel *experience* And distribution *word word of mouth* , Good positive and negative negative, Which further impact on image and attractiveness the tourist destination .

## 2. LITERATURE REVIEW
### Marketing Management

Kotler & Keller (2022) defines the process as involving planning, organizing, and controlling marketing activities designed to create, communicate, and distribute value desired by customers, with the aim of achieving customer satisfaction and sustainable profits for the company.

Marketing management involves planning, organizing, directing, and supervising to achieve company goals efficiently to be able to obtain the goods they need through the exchange of goods or services using these strategies so that the company's products or services can be accepted and successful in the market whose goal is to create profitable exchanges with buyers, supporting the goals of the organization or company (Krisna Agung, Citra savitri et al, 2024)

From the descriptions of the experts, it can be synthesized that the process of organizing, planning, directing, and regulating marketing initiatives to produce value, satisfy customers, and facilitate profitable transactions is known as marketing management.
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### *Emotional Experience*

Human emotional experiences are becoming increasingly important in tourism research. with experience tourist ( Nabilah et al., 2020) . Part big research in the field of tourism comes from the field of marketing, which focuses on customer satisfaction with a lack of research on understanding human emotions related to experiences. And intention behavior (Skavronskaya et al., 2020) . Emotion Humans are an important part of the tourism process and play a significant and prominent role in framing memorable experiences (Tiwari et al., 2023) .

From the descriptions of experts, *emotional experiences* such as indicators of joy *, love, and positive surprise can be synthesized* (Hosany & Gilbert, 2015). play an important role in framing memorable experiences in tourism, strengthening the emotional impact of tourists on destinations.

### *Memorable Experience*

*Memorable experience* according to Kim et et al., (2016 namely unforgettable travel experience and leave a good impression after the event. (Adolph, 2023) Because *memorable experiences* will influence tourists' choice to return, an impressive experience is very important.

From description for expert can synthesized *memorable experience* is experience tour Which remember positive And influence intention visit repeat, with 7 dimensions: *local customs, pleasure, refreshment, education, significance, originality, and engagement* .

**Word Of Mouth**

According to ( Mowen And Minor ., 2017) ) *Word of mouth* communication is the exchange of thoughts, ideas, or comments between two or more consumers who are not marketing sources. Opinion leaders and reference groups are two major sources of word of mouth communication (Peter and Olson 2016) explain that a group of two or more people who collaborate to achieve a common goal, have a common past, and are not a legal entity.

From description on can in synthesis *word of mouth* is exchange of ideas between consumer, influenced by *references group* And *opinion leader* . According to (Sernovitz.,2015) with five dimensions: *talkers, topics, tools, talking parts, and tracking.*
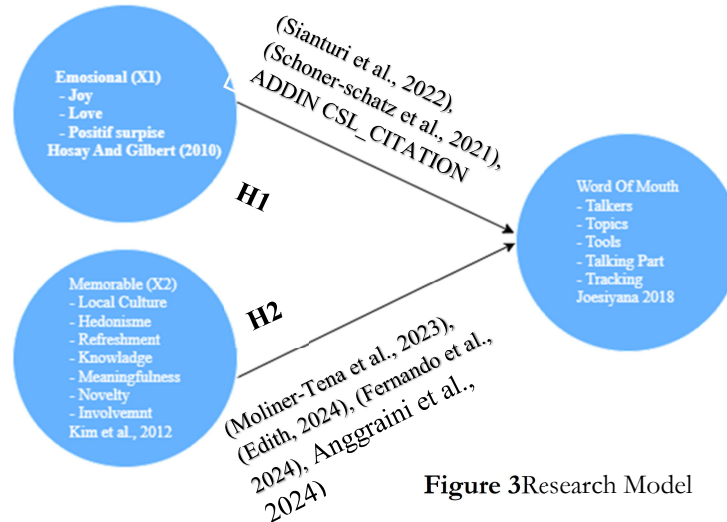
### 3. RESEARCH MODEL



**Figure 3** Research Model

Source: Author′s Processing Results (2024)

**Emotional Influence Experience of Word Of Mouth**

According to (Sianturi et al., 2022) This study proves that among customers who buy tickets at Cinema XXI, it is stated that the *emotional influence* in social media communication of tourist destinations on *word of mouth* has no significant effect on *word of mouth* in conditions when social media uploads are made by users ( *User-Generated Content/UGC).* However, this study is not in line with (Nieves-Pavón et al., 2024) The research results revealed that positive *emotions* and moral norms significantly influence *word of mouth* and tourist loyalty.

H1 : There is an influence *emotional experience* to *the word variable of mouth.*

**The Influence of Memorable Tourism Experience on Word of Mouth**

According to (Moliner-Tena et al., 2023) , *memorable tourism experiences* significantly influence *word of mouth behavior* . *Memorable* Strong *tourism experience encourages customers to share experiences through positive word of mouth* . Other studies also support the relationship between these variables, namely research according to (Edith, 2024) *memorable Tourism experience* has a positive and significant effect on *e-word of mouth* . This study is in line with the results of research conducted by (Chen et al., 2020) , (Nanggong & Mohammad, 2020) . (Rasoolimanesh et al., 2021) and (Fernando et al., 2024) prove that there is a positive and significant effect of *memorable tourism experience* towards *word of mouth* . This means that visitors will be more positive and recommend the tourist location to others if they have a memorable experience. However, this study contradicts other findings (Anggraini et al., 2024) . which states that the results of the study *memorable tourism experience* does not have a significant effect on *word of mouth* .

H2: There is an influence *of moral tourism experience* on *word of mouth.*

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## 4.  RESEARCH METHODS

The method used in this study is quantitative descriptive verification, with a focus on objective measurement of social phenomena and statistical data analysis. (Dace Purba et al., 2021) .. The sampling technique used *non-probability sampling* with a *purposive sampling method. A total of 150 visitors to the Cilamaya Mangrove Forest responded to the research data processing method, which used SEM (Structural Equation Model) analysis based on PLS (Partial Least Square).* The sample was selected based on a number of related factors (Savitri & Maemunah, 2021)

Following criteria special Which determined:

1.  Respondents is Traveler Forest Mangrove Cilamaya

2.  Respondents Aged 17-35 Year

The Hair et al. (2018) formula is used to determine the number of samples, which can be calculated by multiplying the number of indicators by 5 and 10. Based on this rule, there will be n = number of indications x 10 samples in this study. There are 15 indicators in this study. The following is the sample generated using this formula: There are 150 respondents (n = 15 x 10 = 150) (JUMILTI TANJUNG, 2022) .

## 5.  RESULTS AND DISCUSSION

Respondents in this survey must be active visitors who have visited Cilamaya Mangrove Forest. The focus of this study on visitors who have direct experience with the area allows it to collect accurate and relevant information about their preferences and behaviors when choosing a natural tourism location, especially mangrove ecotourism. Respondent characteristics include:

**Table 1Respondent Profile**

| Characteristics Respondents | | Amount |
|---|---|---|
| Type Sex | Woman | 121 |
| | Man | 29 |
| Age | 17-25 years | 133 |
| | 26- 30 | 12 |
| | 31- 35 | 5 |
| Domicile | Karawang | 107 |
| | Subang | 28 |
| | Bekasi | 13 |
| | Bogor | 2 |
| Education | JUNIOR HIGH SCHOOL | 8 |
| | SENIOR HIGH SCHOOL | 117 |
| | Diploma | 4 |
| | Bachelor | 21 |
| Work | Students | 75 |
| | Employee/Laborer | 48 |
| | Self-employed | 17 |
| | Other | 10 |

Source: Output Results *Smart* PLS3(2024)

Based on table 1. The majority of respondents to the Cilamaya Mangrove Forest Tour were women aged 17-35 years, domiciled in Karawang, high school graduates, and students. Domination Woman possibility due to Power pull Natural aesthetics that are suitable for taking pictures and environmental education that interests them. The 17-35 age group dominates because this segment is actively looking for a tourism experience that impressive And easy accessed. Majority originate from Karawang Because geographical proximity and more effective promotion in the area. High school graduates

and students dominate Because factor age, time free time, as well as interest towards educational and environmental tourism.

*Emotional experience (X1)*

**Table 2Description of Emotional experience variables**

| Variables | Item | Mean |
|---|---|---|
| *Emotional* (X1) | X1.1 | 4,180 |
| | X1.2 | 4,160 |
| | X1.3 | 3,993 |
| | X1.4 | 4,213 |
| | X1.5 | 4,107 |
| | X1.6 | 4,147 |
| **Mark average variable *Emotional*** | | **4,134** |

Source: Output Results *Smart* PLS3(2024)

Table 2 proves that variable *emotional experience* have a value (mean) 4,134. This shows that the emotional component is highly valued by all respondents. At 4,180, X1.1 *(Joy)* is the questionnaire item with the highest average score. This is based on the responses of several visitors who expressed happiness and joy while in the Cilamaya Mangrove Forest. In contrast, X1.3 *(Love)* , the questionnaire item with the lowest average score, has a value of 3,993. This is based on the responses of respondents to the Cilamaya Mangrove Forest who do not have an *emotional attachment* .

*Memorable tourism experience  (X2)*

**Table 3.Deskripsi Variabel Memorable tourism experinece**

| Variabel | Item | Mean |
|---|---|---|
| *Memorable*  (X2) | X2.1 | 4,053 |
| | X2.2 | 4,147 |
| | X2.3 | 4,047 |
| | X2.4 | 4,167 |
| | X2.5 | 4,160 |
| | X2.6 | 4,107 |
| | X2.7 | 4,160 |
| | X2.8 | 4,153 |
| | X2.9 | 4,187 |
| | X2.10 | 4,173 |
| | X2.11 | 4,333 |
| | X2.12 | 4,213 |
| X2.13 | | 4,093 |
| X2.14 | | 4,200 |
| X2.15 | | 4,127 |
| X2.16 | | 4,140 |
| **Nilai rata-rata variable *Memorable*** | | **4,154** |

Sumber: Hasil Output *Smart*PLS3(2024)

Table 3 proves that *memorable tourism experience* has value   ( *mean* )  4,153.  This shows that the memorable factor is highly rated by respondents overall. With an average score of 4,334, X2.11 ( *novelty* ) is the questionnaire item with the highest average value. This is based on the responses of several respondents who stated that their visit to the

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Cilamaya Mangrove Forest was new. Meanwhile, with a score of 4,047, X2.3 ( *local culture* ) is the questionnaire item with the lowest average value. This is based on responses from those who felt they had little interaction with the locals.

### Word Of Mouth (Y)
**Table 4.Deskripsi Variabel Word Of Mouth**

| Variabel | Item | Mean |
|---|---|---|
| **Word Of Mouth (Y)** | Y1 | 4,200 |
| | Y2 | 4,267 |
| | Y3 | 4,128 |
| | Y4 | 4,120 |
| | Y5 | 4,247 |
| | Y6 | 4,240 |
| | Y7 | 4,147 |
| | Y8 | 4,213 |
| | Y9 | 4,173 |
| | Y10 | 4,187 |
| | Y11 | 4,200 |
| | Y12 | 4,200 |
| | Y13 | 4,193 |
| | Y14 | 4,280 |
| **Mark average variable Word Of Mouth** | | 4,199 |

Source: Output Results *Smart* PLS3(2024)

Table 4 proves that *the word of mouth variable* has a *mean* of 4.199. This shows that the majority of respondents consider word of mouth promotion to be very good. Based on the respondents' responses that Cilamaya Mangrove Forest provides gazebos, Y1.14 ( *Tracking)* has the highest average value on the questionnaire, with a score of 4.280. Based on the respondents' responses that they are less willing to share experiences, Y1.4 ( *Topics* ) has the lowest average value on the questionnaire (4.120).

### Hypothesis Testing and Analysis
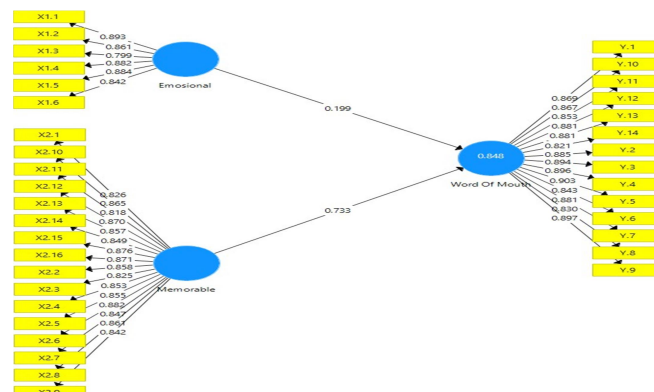


**Figure 4** Outer Model
Source: Output Results SmartPLS3(2024)

The convergent validity test is conducted by assessing the *outer loading value* of each indicator against its construct, with a minimum threshold of 0.70. Based on Figure 3, there are a number of values that exceed 0.70, so it can be concluded that the measurement has met the convergent validity requirements. (Nurul Ulfaida et

al., 2023)

**Convergent Validity Test Results**

**Table 5Convergent Validity Test Through Outer Loading Values**

|       | *Emotional* (X1) | *Memorable* (X2) | *Word Of Mouth* (Y) |
|-------|------------------|------------------|---------------------|
| X1.1  | 0.893            |                  |                     |
| X1.2  | 0.861            |                  |                     |
| X1.3  | 0,799            |                  |                     |
| X1.4  | 0,882            |                  |                     |
| X1.5  | 0,884            |                  |                     |
| X1.6  | 0,842            |                  |                     |
| X2.1  |                  | 0,826            |                     |
| X2.10 |                  | 0,865            |                     |
| X2.11 |                  | 0,818            |                     |
| X2.12 |                  | 0,87             |                     |
| X2.13 |                  | 0,857            |                     |
| X2.14 |                  | 0,849            |                     |
| X2.15 |                  | 0,876            |                     |
| X2.16 |                  | 0,871            |                     |
| X2.2  |                  | 0,858            |                     |
| X2.3  |                  | 0,825            |                     |
| X2.4  |                  | 0,853            |                     |
| X2.5  |                  | 0,855            |                     |
| X2.6  |                  | 0.882            |                     |
| X2.7  |                  | 0.847            |                     |
| X2.8  |                  | 0.861            |                     |
| X2.9  |                  | 0.842            |                     |
| Y.1   |                  |                  | 0.869               |
| Y.10  |                  |                  | 0.867               |
| Y.11  |                  |                  | 0.853               |
| Y.12  |                  |                  | 0.881               |
| Y.13  |                  |                  | 0.881               |
| Y.14  |                  |                  | 0.821               |
| Y.2   |                  |                  | 0.885               |
| Y.3   |                  |                  | 0.894               |
| Y.4   |                  |                  | 0.896               |
| Y.5   |                  |                  | 0.903               |
| Y.6   |                  |                  | 0.843               |
| Y.7   |                  |                  | 0.881               |
| Y.8   |                  |                  | 0.83                |
| Y.9   |                  |                  | 0.897               |

Source: Output Results *Smart* PLS3(2024)

Table 5. As can be observed in the table above, *the outer loading* of each instrument in the reflection indicator model is more than 0.50. As a consequence, this finding proves that the indicators in this study have effectively represented the related variables, and passed the convergent validity test. In addition, to validate and state the discriminant validity of the variables, the AVE value is > 0.50.

**Discriminant Validity Test Results**

The findings of the information analysis prove that the research recommendations have a strong chance of proving their validity in identifying each variable. Other methods, such as determining whether the average difference (AVE) of incentives for each marker is above the threshold of >0.5, which indicates a feasible model, can be used to evaluate discriminant validity in addition to examining the cross-stacking value (Putri et al., 2023)

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**Table 6Loading Discriminant Validity**

| | Emotional | Memorable | Word Of Mouth |
|---|---|---|---|
| X1.1 | 0.893 | 0.809 | 0.806 |
| X1.2 | 0.861 | 0.742 | 0.739 |
| X1.3 | 0.799 | 0.731 | 0.696 |
| X1.4 | 0.882 | 0.831 | 0.773 |
| X1.5 | 0.884 | 0.839 | 0.771 |
| X1.6 | 0.842 | 0.821 | 0.744 |
| X2.1 | 0.791 | 0.826 | 0.729 |
| X2.10 | 0.763 | 0.865 | 0.786 |
| X2.11 | 0.777 | 0.818 | 0.771 |
| X2.12 | 0.802 | 0.870 | 0.769 |
| X2.13 | 0,777 | 0,857 | 0,788 |
| X2.14 | 0,781 | 0,849 | 0,790 |
| X2.15 | 0,782 | 0,876 | 0,808 |
| X2.16 | 0,780 | 0,871 | 0,808 |
| X2.2 | 0,767 | 0,858 | 0,765 |
| X2.3 | 0,739 | 0,825 | 0,738 |
| X2.4 | 0,834 | 0,853 | 0,808 |
| X2.5 | 0,754 | 0,855 | 0,800 |
| X2.6 | 0.819 | 0.882 | 0.757 |
| X2.7 | 0.854 | 0.857 | 0.825 |
| X2.8 | 0.802 | 0.861 | 0.792 |
| X2.9 | 0.807 | 0.842 | 0.788 |
| Y.1 | 0.809 | 0.850 | 0.869 |
| Y.10 | 0.729 | 0.770 | 0.867 |
| Y.11 | 0.720 | 0.753 | 0.853 |
| Y.12 | 0.729 | 0.763 | 0.881 |
| Y.13 | 0,740 | 0,793 | 0,881 |
| Y.14 | 0,692 | 0,724 | 0,821 |
| Y.2 | 0,806 | 0,808 | 0,885 |
| Y.3 | 0,808 | 0,834 | 0,894 |
| Y.4 | 0,784 | 0,836 | 0,896 |
| Y.5 | 0,797 | 0,838 | 0,903 |
| Y.6 | 0,769 | 0,785 | 0,843 |
| Y.7 | 0,825 | 0,838 | 0,881 |
| Y.8 | 0.740 | 0.787 | 0.830 |
| Y.9 | 0.747 | 0.808 | 0.897 |

Source: Output Results *Smart* PLS3(2024)

Table 6 it is known if *cross loading* with indicators are the variables *emotional experience* (X1), *memorable tourism experience* (X2), *word of mouth* (2) with the correlation of the indicator with other factors is lower than the blue color. :

1. *emotional experience* variable (X1) with indicators *Joy, Love, and Positive Surpise.*
2. *the memorable tourism experience* variable (X2) with indicators of *local culture, hedonism, refreshment, knowledge, meaningfulness, novelty, innovation .*
3. *the word of mouth* variable (Y) with the indicators *talkers, topics, tools, talking part, tracking.*

**Table 7.** Fornell-Larcker criteria

| Variables | Emotional | Memorable | Word Of Mouth |
|---|---|---|---|
| Emotional (X1) | 0.861 | | |
| Memorable (X2) | 0.850 | 0.874 | |
| Word Of Mouth (Y) | 0,849 | 0,870 | 0,875 |

Sumber: Hasil Output *Smart*PLS3(2024)

**Table 8.** nilai AVE (Average Variance Extracted)

| Variabelel | Variance |
|---|---|
| Emosional (X1) | 0,741 |
| Memorable (X2) | 0,729 |
| Word Of Mouth (Y) | **0.760** |

Source: Output Results *Smart* PLS3(2024)

It is fair to assume that all three dependent variables are reliable since they all received AVE values > 0.50.

**Composite Reliability and Cronbach's Alpha**

Reliability testing is carried out using *Composite Reliability* and *Cronbach's Alpha values* , where a construct is declared reliable if it obtains a value above 0.70 (Tokopedia, 2021) . Below is the output of *composite reliability and Cronbach's alpha for the emotional experience, memorable tourism experience, and word of mouth* variables using the smart *PLS* 3 software calculation:

**Table 9.** *Composite Reability and Cronbach's alpha*

| Variables | Cronbach's alpha | Composite Reliability |
|---|---|---|
| Emosional (X1) | 0,930 | 0,945 |
| Memorable (X2) | 0,975 | 0,977 |
| Word Of Mouth (Y) | 0,976 | 0,978 |

Sumber: Hasil Output *Smart*PLS3(2024)

Table 9 is used to calculate *the Cronbach's alpha value* for variables X and Y. Since the Cronbach's alpha value is > 0.70, it can be said that the three variables have passed the reliability test. Furthermore, it was found that the elements of *the emotional experience variable, memorable tourism experience, and word of mouth* have a composite reliability relationship. It can be said that each variable is considered reliable because all of them provide a composite reliability value greater than 0.70.

**Inner Model Analysis**

**Table 10.** Inner Model

| Variables | Emotional | Memorable | Word Of Mouth |
|---|---|---|---|
| Emotional (X1) | | | 1,000 |
| Memorable (X2) | | | 1,000 |
| Word Of Mouth (Y) | | | |

Sumber: Hasil Output *Smart*PLS3(2024)

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The three tests of convergent validity, discriminant validity, and discriminant reliability—are used to assess the Outer Model. If the factor loading value is > 0.6, the data is said to have passed the convergent validity test. (Reonald & Aprianti, 2024) . In addition to the factor loading value, another measure of convergent validity is the AVE value. The analysis of the internal model showing the relationship between variables based on theoretical studies supports previous research. Using SmartPLS3, R-Square is calculated by:

**R-square**

The degree to which independent variables in a model can account for endogenous variables is indicated by the *R-Square value* , which is the coefficient of determination. R2 is a PLS algorithm technique that can be used to determine the average value of variability in changes in dependent variables caused by variations in independent variables. This is in accordance with the justification of Chin (2017).

**Table 11.** R-Square

|  | *R Square* | *Adjusted R-square* |
|---|---|---|
| Word Of Mouth (Y) | 0.848 | 0.846 |

Source: Output Results *Smart* PLS3(2024)

Table 11, the R-Square value of *the word of mouth variable* is 0.846, which shows that 84.6% of the variation in Word of Mouth can be explained by *emotional and memorable variables* . And the rest, which is 15.4%, is explained by other factors outside this study.

**Hypothesis Testing**

**Table 12.** Path Coefficients

|  | Original sample (0) | T statistics | P values |
|---|---|---|---|
| **Emotional > Word Of Mouth** | 0.199 | 1.234 | 0.218 |
| **Memorabel > Word Of Mouth** | 0.733 | 4.753 | 0.000 |

Sumber: Hasil Output *Smart*PLS3(2024)

Table 12, a positive correlation was obtained for the variables *emotional experience* to *word of mouth* with mark original sample of 0.199. Furthermore, For mark *t-statistic emotional experience* towards *word of mouth* obtained a $_{calculated\ t\ value\ of}$ 1.234 < t $_{table}$ 1.645. These results indicate that *emotional experience* on *word of mouth* has an effect, so Ho is accepted, and the sig. value is 0.218 > 0.05, So, *emotional* has no significant influence on *word of mouth.*

Then, obtained connection positive on *memorable tourism experience* variable to *word of mouth* worth 0.733. For mark t-statistic *memorable tourism experience* against Word Of Mouth obtained a t $_{count\ value\ of}$ 4.753 > t $_{table}$ 1.645. This finding shows that impressive *word of mouth has an impact, which indicates that H1 is accepted and the sig. level is 0.000 < 0.05* .

## 6. DISCUSSION
**Influence *Emotional experience* to *Word Of Mouth* in Forest Mangrove Cilamaya**

Based on the research results, the data shows that *the emotional experience variable* has no significant effect on *word of mouth* . Although the *emotional experience* felt by tourists at the tourist location is quite positive, this factor is not strong enough to encourage them to actively recommend Cilamaya Mangrove Forest Tourism. Positive relationship between *emotional experience variables* towards *word of mouth* is seen, but the influence is weak. In addition, the significance value that exceeds the confidence level indicates that

the *emotional experience variable* has no significant effect on *word of mouth* on Cilamaya Mangrove Forest Tourism. Research This in line with study (Schoner-schatz et al., 2021) Which states that *emotional experience* has no significant effect on *word of mouth*.

This study supports the findings of the studies (Schoner-schatz et al., 2021) and (Sianturi et al., 2022) which both stated that *the emotional experience variable* has no significant effect on *word of mouth* . On the other hand, the results of this study reject the findings of the study (Nieves-Pavón et al., 2024) which stated that there was a significant influence of *the emotional experience variable* towards *word of mouth* .

### Influence *Memorable Tourism Experience* to *Word Of Mouth* in Forest Mangrove Cilamaya

The results of the study indicate that the *memorable tourism experience variable* has a positive and significant effect on *word of mouth* in Cilamaya Mangrove Forest Tourism. Tourists who have a memorable experience tend to be more active in recommending the location to others. The high T statistic value and very small P value support a fairly large correlation between *memorable tourism experience* and *word of mouth* .

Study This supports the findings of the studies (Moliner-Tena et al., 2023) , (E-wom & Bambu, 2024) , (Chen et al., 2020) , (Nanggong & Mohammad, 2020) , (Rasoolimanesh et al., 2021) and (Fernando et al., 2024) . This study shows that effective tourism experiences have a positive effect on the intention to talk about tourist destinations.                    And                    rejects                    research                    from (Anggraini et al., 2024) who stated that *memorable tourism experiences* does not have a significant effect on *word of mouth.*

### 7.  CONCLUSION AND IMPLICATIONS

Experience *emotional experience* influential No  significant to *word of mouth* . Although traveler feel experience *emotional experience* Which positive, matter the not strong enough to encourage them to recommend Cilamaya Mangrove Forest Tourism to others. This can be seen from the weak relationship between *the emotional experience* and *word of mouth variables* , which is supported by the results of statistical analysis which show that the effect is not significant. Memorable *tourism experience* have a strong and significant influence to *word of mouth* . Traveler Which own experience Which impressively more likely to talk and recommend the tourist destination to others. The results of the statistical analysis show a strong positive relationship between *memorable tourism experience* and *word of mouth* , with a statistically significant effect. Therefore, tourism managers need to focus more on creating memorable experiences to increase *word of mouth* and attract more tourists, while the *emotional experience factor* may need to be developed. more carry on so that can push *word of mouth* in a way more effective.

The implication of this finding is that the management of Cilamaya Mangrove Forest Tourism needs to focus more on creating *memorable tourism experiences* for tourists. Such as holding interesting events, beautifying the location, and providing educational activities so that tourists are more encouraged to recommend the place. The *emotional experience* that has a low influence can be developed by adding interesting stories or activities that build bonds with local conservation and cultural values. Further research can examine the influence of *emotional experience* and other factors that may strengthen *word of mouth*

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