

Research Article

Model of Destination Attributes and Culture in Increasing Revisit Intention Through Memorable Tourism Experience on Temple Tourism in Karawang

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Abstract: The Covid-19 pandemic has placed the tourism sector among the most impacted, putting Indonesia under considerable pressure. Temples have great potential as a culturally focused tourist destination that provides unique and unforgettable experiences, but their management needs to be improved. The purpose of this study was to study how destination attributes and cultural elements influence the desire to revisit through memorable tourism experiences. The method used is a verifiable quantitative method. This study utilizes a sample of 100 respondents who have visited the temple in Karawang at least 1 time. Sampling was carried out using a non-probability sampling technique, namely the Structural Equation Modeling (SEM) method. The results showed that destination and cultural attributes significantly influenced memorable tourism experiences and revisit intentions. A memorable tourism experience proves to be an important mediator in the relationship between destination attributes and culture and revisit intention. The activity factor in destination attributes and authenticity in culture play an important role in creating a memorable experience. This study recommends increasing activity-based tourism attraction and cultural preservation to support tourism sustainability in Karawang.

Keywords: Destination Attributes, Culture, Tourism Experience, Revisit Intention

1. Introduction

The tourism economy is one of the sectors that has had the most massive impact and has put tremendous pressure on Indonesia in the era of the Covid-19 pandemic [1]. Since the virus spread around the world, many international tourists have been delayed and domestic tourism canceled [2]. Covid-19 has not only had a negative impact on Indonesian tourism. This affects many areas of the tourism industry, such as lodging, restaurants, transportation, and tourist attractions [3]. However, with vaccinations and strict preventive measures, Indonesia's tourism sector has begun to recover from the pandemic [4]. The Covid-19 outbreak has also affected the adjustment of consumer behavior, especially tourists who are now more aware of risks related to Covid-19 [5]. This situation has led to innovation and transformation in the tourism industry. Thus, the government and business people can develop sustainable tourism plans and focus on local tourism [3].

Referring to data collected from the Central Statistics Agency, West Java is ranked second as an Indonesian tourist destination by accounting for 15.88% of the total domestic tourism trips from January to July 2024 (Central Statistics Agency, 2024). Besides being famous as an Industrial Estate (World, 2022), Karawang is an area in West Java that is rich in history and important culture, especially with the existence of the Batujaya Complex, which has many historical temples, such as the Jiwa Temple Site and the Blandongan Temple Site. Thought to have been built between the 6th and 7th centuries AD, the remarkable architecture reflects the development of Hindu-Buddhist civilization at that time [8]. Karawang also

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has the Cibuaya complex which has significant historical and cultural value. The Cibuaya complex consists of two buildings, Lemah Duwur Lanang or Lanang Temple and Lemah Duwur Wadona or Wadon Temple. The Cibuaya Temple Complex is located in Pejaten Village, Cibuaya Village, Cibuaya District, Karawang Regency, West Java. The location is only about 6 KM from the beach. The site is in the center of the agricultural area, where rice fields are planted all year round [9].



Figure 1. Data on Temple Tourism Visits in Karawang in 2020-2023

Source: Central Statistics Agency, 2024

Figures collected by the Karawang Regency Culture and Tourism Office show that the popularity of Lanang Temple and Wadon Temple dropped significantly from 2020 to 2023. Compared to the Jiwa Temple Site and the Blandongan Temple Site, the number of visitors at Lanang Temple has dropped drastically from 6,700 in 2020 to 488 in 2023. On the other hand, the Jiwa Temple Site and the Blandongan Temple Site have many opportunities to attract tourists. The temple of the soul site attracted 29,440 visitors in 2022, and although it decreased slightly to 26,435 in 2023, the number of visitors remained quite high. Meanwhile, the Blandongan Temple Site attracted 42,328 visitors in 2022 to 44,988 in 2023 [10]. Both sites have a strong cultural and historical appeal. Therefore, the main problem in Temple Tourism in Karawang is the need for facilities that support and strengthen unique cultural and historical elements in order to increase attraction and enhance memorable experiences to attract visitors to the future.

One of the factors that influence the tourist experience and the intention to visit again is the selection of tourist destinations to visit, which shows the unique characteristics of the destination [11]. According to [12] Destination attributes consist of natural attributes such as landscapes and mountains, as well as artificial attributes such as facilities and infrastructure. *Destination Attributes* used to attract tourists [13]. Based on the findings [14] The completeness of the facilities in a destination does not affect the desire to return there.

Another factor is the local culture, including customs, traditions, and cultural attractions such as festivals and heritage sites that are the main attractions of a destination [15]. However, this is different from the findings [16] The desire to revisit is not influenced by the authenticity of the cultural heritage. Travelers experience memorable experiences that affect satisfaction and intention to return to visit [17]. On the contrary, in research [18] A pleasant experience does not affect the desire to return.

Based on the explanation that has been conveyed, this research aims to recognize the characteristics of destinations that affect tourist attraction. and analyze the relationship between the experience and the intention to return visits. Recommendations will be given for sustainable tourism development, with a focus on cultural and historical elements on Temple Tourism in Karawang City.

Journal of Future Artificial Intelligence and Technologies accepts research paper submissions that contain at least 4000 to 8000 words or around 8 to 20 pages for research articles and a maximum of 30 pages for review articles. The introduction must be written briefly, concisely, and clearly. The introduction must contain an explanation of (1) the Research object, (2) Methods that have been used previously, (3) the Weaknesses and strengths of each method or may briefly allude to related work and/or hypotheses, (4) Research problems (5) Proposed solutions and/or approaches (6) List of Contributions (6) Rest of paper. The introduction section must be scientific and rich in citations. Use "maintext_FAITH" style for this paragraph.

2. Literature Review

Destination Attributes

Destination attributes is a driving factor that brings tourists to a place [19]. The stronger the attributes of the destination, the greater the interest of tourists to visit [20]. Destination attributes also play a big role in tourists' assessment of their uniqueness, image, and happiness with the associated location. Based on the understanding destination attributes, Can be synthesized. destination attributes The main aspects that influence the decision of tourists to visit a destination. As for the indicators to measure destination attributes be [11] are the attraction, accessibility, facilities, activities, and additional services.

Culture

Culture is shaped by history, environment, religion, language, and hereditary customs. Many tourists are interested in experiencing and learning about the local culture when visiting a destination, as it is an important resource in the tourism sector [21]. According to [22] Culture It includes concrete elements, such as buildings and artworks, as well as intangible aspects, such as human values, attitudes, and lifestyles. Based on the understanding Culture It can be synthesized that culture is the main attraction that offers a unique experience through real components such as the shape of the building. The indicator to measure the variable Culture namely authenticity, togetherness, independence and spontaneity [23].

Memorable Tourism Experience

Memorable tourism experience refers to the moment that will be remembered with warmth after the trip is over. [24]. According to [17] memorable tourism experience It is defined as an experience that gives a deep, memorable, and long-lasting impression to tourists after they leave a tourist destination. Based on this definition, it can be summarized that memorable tourism experience refers to a trip that leaves a deep impression on tourists. The indicator to measure the variable memorable tourism experience includes fun, new experiences, local culture, freshness, significance, engagement, and knowledge [25].

Revisit Intention

Revisit intention refers to the decision of tourists to repeat visits that demonstrate a reputation and positive perception of satisfactory service and are able to encourage future actions [26]. A repeat visit can be defined as a desire to provide a recommendation for visitors to show a desire to return by recommending a tourist attraction as a form of satisfaction for their experience [25]. Based on the understanding revisit intention It can be synthesized that Revisit Intention is known as the visitor's willingness to return to a place in the future. The indicator to measure the variable revisit intention namely past experiences, travel motivations, perceived obstacles, and attitudes [25].

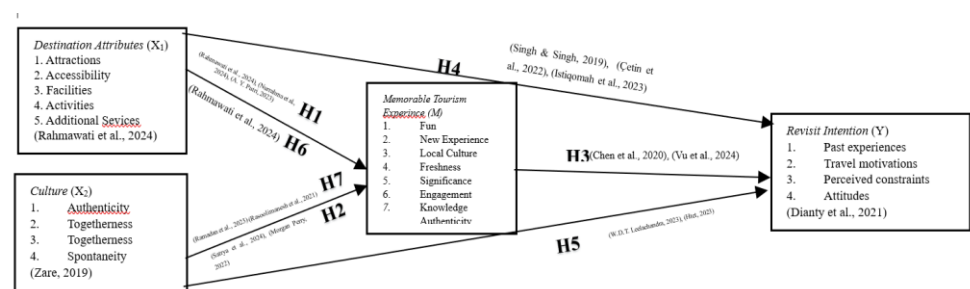


Figure 2. Research Model

Source: Researcher, 2024

- H1 : Destination Attributes Have a Significant Effect on Memorable Tourism Experience in Karawang Temple Tourism
- H2 : Culture Has a Significant Effect on the Memorable Tourism Experience at Karawang Temple Tourism
- H3 : Memorable Tourism Experience Has a Significant Effect on Revisit Intention in Karawang Temple Tourism

- H4 : Destination Attributes Have a Significant Effect on Revisit Intention in Karawang Temple Tourism
- H5 : Culture Has a Significant Effect on Revisit Intention in Karawang Temple Tourism
- H6 : Destination Attributes Have a Significant Effect on Revisit Intention Mediated by Memorable Tourism Experience at Karawang Temple Tourism
- H7 : Culture Has a Significant Effect on Revisit Intention Mediated by Memorable Tourism Experience at Karawang Temple Tourism

3. Method.

This study uses a verifiable quantitative method. In the quantitative approach, the process carried out includes the preparation of hypotheses, data collection and analysis, and the delivery of research results [27]. The population applied in this study includes visitors or tourists to temples in Karawang City. The number of visitors in 2023 is 72,833 visitors [10], and the number of visitors is used as a research population. The sample selection techniques applied are non-probability sampling, and the selection of the sample applies purposive sampling, characteristics of respondents who have visited temples in Karawang City at least 1 time. In this study, to calculate the number of samples needed for Hair wells, this formula suggests that the sample size should be at least 5-10 times the number of variable indicators [28]. So, the number of indicators is 20 times 5 ($n = 5 \times 20 = 100$), so the sample is 100 respondents. This study uses the PLS SEM data analysis technique (Equation Structural Partial Least Square) to measure the extent of the influence of the relationships between variables in the model, including the relationship between constructs and indicators, as well as the relationships between constructs and indicators. Data was obtained through a survey using a questionnaire distributed online using a Google Form with a Likert scale.

4. Results and Discussion

Respondent Profile

The following are the results of respondent data from the questionnaire that has been distributed as follows:

Table 1. Respondent Profile

Usia	Jumlah
15-20 Tahun	18
21-26 Tahun	70
27-32 Tahun	3
> 33 Tahun	9
Total	100
Jenis Kelamin	Jumlah
Perempuan	64
Laki-laki	36
Total	100
Pendapatan	Jumlah
Rp. 500.000 - Rp.1.000.000	43
Rp. 1.000.001 - 2.000.000	11
Rp. 2.000.001 - Rp. 3.000.000	10
> Rp. 3.000.000	36
Total	100
Frekuensi Kunjungan	Jumlah
1-2 kali	91
2-5 kali	4
> 5 kali	5
Total	100

Source : Accessed by Researcher (2024)

Data were collected from 100 respondents, with the 21-26 age group dominating the respondents, with a total of 70 people. Judging from the data, the majority of visitors to Temple Tourism in Karawang are young people and teenagers because, the younger generation with more free time tends to be interested in educational and interesting experiences to support social status through social media, such as cultural and historical tourism. This is supported by research [29] In the productive age category, they often travel to expand knowledge, take vacations, and add social media content with interesting experiences. The results indicated that a higher level of interest was found in female respondents. to visit Temple Tourism in Karawang, because women tend to prioritize aesthetics and comfort to enhance their experience. It is supported by [30] that women generally have a strong character of aesthetics, such as being relaxed and prioritizing comfort.

Based on data, the income range between IDR 500,000 to IDR 1,000,000 is the most category, with a total of 43 respondents. This shows that most of the visitors are from the lower to middle class, which means that temple tours are quite cheap and attractive for various income groups. In terms of the frequency of visits, most visitors only visit the temple 1-2 times, which is 91 people. This data indicates that the majority of temple tourists in Karawang tend to visit for the first time or rarely make repeat visits. The low rate of repeat visits shows that there is an opportunity to increase tourist attraction so that visitors are encouraged to return [31].

Table 2. Variable Description Destination Attributes

Variabel	Item	Mean
<i>Destination Attributes (X1)</i>	X1.1	3,930
	X1.2	3,820
	X1.3	3,850
	X1.4	3,900
	X1.5	3,920
	X1.6	4,010
	X1.7	3,840
	X1.8	3,920
	X1.9	3,920
	X1.10	3,900
Nilai Rata-rata Variabel X1		3,901

Source: SmartPLS 3.0 Output Results (2024)

Referring to Table 3, the destination attributes (X1) had an average score of 3.901, indicating that the majority of respondents gave a positive rating to the variable destination attributes. The highest average score was found in the Activity indicator (X1.6) of 4,010, which indicates that this aspect was most appreciated by respondents, for example diverse and interesting activities in the destination. Meanwhile, the indicator with the lowest value is found in the Attractiveness indicator (X1.2) of 3.820. This result illustrates that the destination attributes In general, it is considered quite positive by respondents, but there is a difference in the level of influence in each dimension. Based on research [13] destination attributes used to attract tourists to be interested in visiting the tourist destination

Table 3. Variable Description *Culture*

Variabel	Item	Mean
<i>Culture (X2)</i>	X2.1	3,840
	X2.2	3,860
	X2.3	3,860
	X2.4	3,820
	X2.5	3,930
	X2.6	3,890
	X2.7	3,870
	X2.8	3,790
Nilai Rata-rata Variabel X2		3,858

Source: SmartPLS 3.0 Output Results (2024)

In Table 4, the Culture obtained an overall average score of 3.858, which indicates that most respondents gave a fairly good perception of this variable. The highest average score is found in the Independence indicator (X2.5) of 3,930, which indicates that the aspects measured by this item provide an opportunity for tourists to explore the local culture independently. In contrast, the lowest average score was found in the Spontaneity indicator (X2.8) of 3.790, which indicates that the aspects measured by this item have less cultural impact than other items. The local culture and hospitality of the locals can make a good impression on visitors [21].

Table 4. Variable Description Memorable Tourism Experience

Variabel	Item	Mean
<i>Memorable Tourism Experience (M)</i>	M.1	4.350
	M.2	4.260
	M.3	4.250
	M.4	4.070
	M.5	4.100
	M.6	4.020
	M.7	3.950
	M.8	3.970
	M.9	3.900
	M.10	3.790
	M.11	3.720
	M.12	3.670
	M.13	3.520
	M.14	3.410
Nilai Rata-rata Variabel M		3.927

Source: SmartPLS 3.0 Output Results (2024)

In Table 5, the memorable tourism experience recorded an overall average of 3.927, indicating that respondents rated positively on this variable. The indicator with the highest average score was the Pleasure (M.1) indicator of 4,350, which indicates that the aspects measured by this item managed to make a deep impression on the respondents. In contrast, the lowest average score is found in the Knowledge dimension (M.14) of 3.410, which indicates that this aspect provides less of a memorable experience compared to other items. The results show that the memorable tourism experience Overall, it received a good rating, although there was a difference in the level of depth of impression between each item. Findings in the study [11] Travel experience is crucial for tourist destinations for competitive advantage and increased revenue.

Table 5. Variable Description Revisit Intention

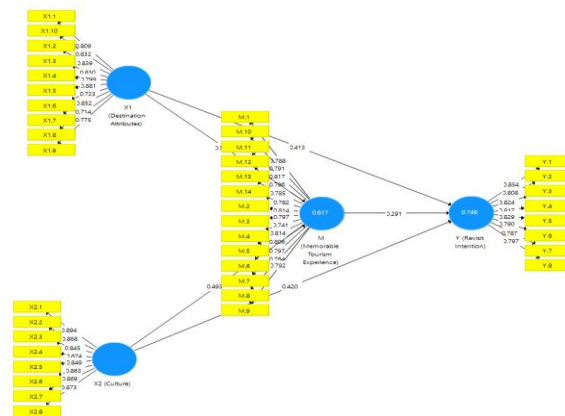
Variabel	Item	Mean
<i>Revisit Intention (Y)</i>	Y.1	4.290
	Y.2	4.260
	Y.3	4.150
	Y.4	4.080
	Y.5	3.890
	Y.6	3.830
	Y.7	3.690
	Y.8	3.470
Nilai Rata-rata Variabel Y		3.958

Source: SmartPLS 3.0 Output Results (2024)

Table 6 indicates that the revisit intention has an overall average score of 3.958. This value shows that most respondents have good enough intentions to revisit tourist destinations. The highest average score was found in the Past Experience (Y.1) indicator of 4,290, which indicates that this aspect has the strongest influence on respondents' intention to visit again. In contrast, the indicator with the least average value is Attitude (Y.8) of 3.470 which indicates that this aspect has a lower impact than other items. These results reveal that the revisit intention Respondents generally viewed favorably, although there was a slight difference in assessment of each item.

Outer Model

The results of data processing with SmartPLS 3.0 show the value of loading factor To outer model as follows:



Picture 1. Outer Model

Source: Results Output SmartPLS 3.0 (2024)

As seen in Figure 3, data analysis conducted with SmartPLS 3.0 indicates that all indicators on each variable have a value loading factor more than 0.70. This proves that all indicators meet the validity criteria and are able to optimally represent the measurement model for the construct variables. Aligned with research [32] that the variable indicator that has a load factor value of > 0.70 meets the standard convergent validity.

Validity Test

Convergent Validity

[33] declares that an indicator is said to be valid if the value of AVE (Average Variance Extracted) generated more than 0.50.

Table 6. Construct Reliability and Validity

	<i>Average Variance Extracted (AVE)</i>
<i>Destination Attributes</i>	0,651
<i>Culture</i>	0,752
<i>Memorable Tourism Experience</i>	0,627
<i>Revisit Intention</i>	0,662

Source: SmartPLS 3.0 Output Results (2024)

Referring to Table 3, the *destination attributes* has an AVE value of 0.651, the variable *Culture* has a value of 0.752, variable *memorable tourism experience* has a value of 0.627, while the variable *revisit intention* has a value of 0.662. All variables are declared valid because the AVE value is higher than the correlation value *cross loading*, which is 0.50.

Table 7. Reliability Test Results

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<i>Culture</i>	0,953	0,960
<i>Destination Attributes</i>	0,940	0,949
<i>Memorable Tourism Experience</i>	0,954	0,959
<i>Revisit Intention</i>	0,927	0,940

Source: SmartPLS 3.0 Output Results (2024)

The reliability test was conducted to assess the level of consistency of the answers given by respondents. In research [34] declares that the reliability test is stated to have been fulfilled if the Alpha value is more than 0.70, which indicates that the indicator used is reliable in measuring each variable. Table 5 shows the Cronbach's Alpha value of the variable *destinasi attributes*, *culture*, *memorable Tourism Experience*, and *revisit intention*. Based on the results obtained, it shows that these four variables meet the reliability test because each has a Cronbach's Alpha value greater than 0.70. Not only that, the aspects in the variable *destinasi attributes*, *culture*, *memorable tourism experience*, and *revisit intention* also show consistency through the value of *Composite Reliability* that exceed 0.70. Therefore, all variables are considered reliable in the measurement process.

Table 8. Fornell Larcker Criterion

	<i>Culture</i>	<i>Destination Attributes</i>	<i>Memorable Tourism Experience</i>	<i>Revisit Intention</i>
<i>Culture</i>	0,867			
<i>Destination Attributes</i>	0,101	0,807		
<i>Memorable Tourism Experience</i>	0,550	0,613	0,792	
<i>Revisit Intention</i>	0,621	0,633	0,775	0,813

Source: SmartPLS 3.0 Output Results (2024)

Referring to the data in Table 9, the Fornell-Larcker Criterion score for each variable is obtained. The value of the culture variable of 0.867 was higher than the correlation with the variables of destination attributes, memorable tourism experience and revisit intention. The value of the destination attributes variable of 0.807 is also higher than the correlation with the variables of memorable tourism experience and revisit intention. Meanwhile, the value of the Memorable Tourism Experience variable of 0.792 was higher than the correlation with the revisit intention variable. Finally, the value of the revisit intention variable was 0.813. Thus, these findings show that each variable has a value that meets the criteria of discriminant validity.

Table 9. Cross Loading

	<i>Destination Attributes</i>	<i>Culture</i>	<i>Memorable Tourism Experience</i>	<i>Revisit Intention</i>
X1.1	0,809			
X1.2	0,839			
X1.3	0,830			
X1.4	0,799			
X1.5	0,881			
X1.6	0,723			
X1.7	0,852			
X1.8	0,714			
X1.9	0,775			
X1.10	0,832			
X2.1		0,894		
X2.2		0,868		
X2.3		0,845		
X2.4		0,874		
X2.5		0,849		
X2.6		0,863		
X2.7		0,869		
X2.8		0,873		
M.1			0,788	
M.2			0,814	
M.3			0,797	
M.4			0,741	
M.5			0,814	
M.6			0,806	
M.7			0,797	
M.8			0,764	
M.9			0,792	
M.10			0,791	
M.11			0,817	
M.12			0,796	
M.13			0,785	
M.14			0,782	
Y.1				0,854
Y.2				0,808
Y.3				0,824
Y.4				0,817
Y.5				0,829
Y.6				0,790
Y.7				0,787
Y.8				0,797

Source: SmartPLS 3.0 Output Results (2024)

Referring to the data obtained from the results of cross loading, it indicates the measurement of destination attributes variables which indicates that the highest factor is X1.5, namely destination attributes caused by activity. Activities in the Temple area in Karawang are the main aspect to increase tourist attraction and a memorable tourist experience. On the other hand, X1.8 or Additional Services is the indicator with the lowest score. This indicates that additional services in Temple Tourism in Karawang are not optimal so that it can reduce the comfort and satisfaction of tourists.

On the variable Culture The data shows that the highest factor in measuring Culture is X2.1, which is a cultural phenomenon influenced by authenticity, which shows that the temple in Karawang offers authentic tourism and presents a deep local culture. On the other hand, X2.3 or Togetherness is the indicator with the lowest score. The lack of activities or facilities

that support the interaction of temple tourists in Karawang can cause low togetherness between tourists.

Furthermore, for the memorable tourism experience variable, the data indicated that the highest factor in measurement was the M.11 indicator, namely involvement. Involvement on the extent to which visitors have deep emotions towards the experience they experience during their visit to the temple in Karawang. On the other hand, M.4 or New Experience is the indicator with the lowest score. This shows that Temple Tourism in Karawang lacks information to visitors about the local culture.

For the revisit intention variable in determining revisit intention, the indicator with the highest value that is able to represent the construct well is the Y.1 indicator, which is an indicator of past experience, because positive experiences in the past can serve as a driver for tourists to revisit Temple Tourism in Karawang. Therefore, the factor of past experience is a very influential component in the intention to visit again. On the other hand, Y.7 or Attitude is the indicator with the lowest score. This indicates that although Temple Tourism in Karawang gives a positive impression, the attitude of tourists is not strong enough to encourage the intention to visit again.

Table 10. R Square

	<i>R Square</i>	<i>R Square Adjusted</i>
<i>Memorable Tourism Experience</i>	0,617	0,609
<i>Revisit Intention</i>	0,748	0,740

Source: SmartPLS 3.0 Output Results (2024)

Referring to Table 11, the memorable tourism experience variable has an R-Square value of 0.617, which indicates that the destination attributes and culture variables contribute 61.7%, while the rest is influenced by other variables.

Furthermore, the R-square value of the revisit intention variable is 0.748 which indicates that the variable can be explained by the destination attributes and culture variables of 74.8% while the rest is influenced by other variables.

Table 11. Direct Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
X1 (Destination Attributes) -> M (Memorable Tourism Experience)	0,564	0,563	0,057	9,893	0,000
X2 (Culture) -> M (Memorable Tourism Experience)	0,493	0,484	0,084	5,881	0,000
M (Memorable Tourism Experience) -> Y (Revisit Intention)	0,291	0,283	0,080	3,657	0,000
X1 (Destination Attributes) -> Y (Revisit Intention)	0,413	0,422	0,083	4,961	0,000
X2 (Culture) -> Y (Revisit Intention)	0,420	0,414	0,065	6,437	0,000

Source: SmartPLS 3.0 Output Results (2024)

Table 12 describes the extent of the unidirectional relationship between the variables described as follows:

1. The t-statistic value of 9.893 shows that the destination attributes variable has an effect of 0.564 on the memorable tourism experience variable. This value exceeds the significant limit of 5% or 1.96.
2. The t-statistic value of 5.881 shows that the culture variable contributes 0.493 with the memorable tourism experience variable. This value is above the significant limit of 5% or 1.96.
3. The t-statistic value of 3.657 shows that the memorable tourism experience variable has a value of 0.291 on the revisit intention variable. This value is above the significant limit of 5% or 1.96.
4. The t-statistical value of 4.961 shows that the destination attributes variable has an effect of 0.413 on the revisit intention variable. This value is above the significant limit of 5% or 1.96.
5. The t-statistic value of 6.437 shows that the culture variable shows an influence of 0.420 on the revisit intention variable. This value exceeds the significant limit of 5% or 1.96.

Table 12. Indirect Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
<i>X1 (Destination Attributes) -> M (Memorable Tourism Experience) -> Y (Revisit Intention)</i>	0,164	0,158	0,045	3,677	0,000
<i>X2 (Culture) -> M (Memorable Tourism Experience) -> Y (Revisit Intention)</i>	0,143	0,140	0,052	2,763	0,006

Source: SmartPLS 3.0 Output Results (2024)

1. The relationship between the destination attributes variable and the revisit intention variable through memorable tourism experience was 0.164 with a t-statistic value of 3.677 above the significant value limit of 5% or 1.96. So it can be stated that the Destination Attributes variable has a significant positive effect on the revisit intention variable through the mediation of the memorable tourism experience variable.
2. The relationship between the culture variable and the revisit intention variable through memorable tourism experience was 0.143 with a t-statistic value of 2.763 above the significant value limit of 5% or 1.96. Thus, the culture variable has a positive influence on the revisit intention variable through the mediating role of the memorable tourism experience variable.

DISCUSSION

The Influence of Destination Attributes on Memorable Tourism Experience

Based on the results of the study, it indicates that the destination attributes significantly affect memorable tourism experience in a positive direction. Indicators that have the highest scores in destination attributes is an indicator of activity. Activities in the Karawang Temple area can provide tourists with a unique and memorable experience that makes their visit more enjoyable and unforgettable. These findings are in line with research [19] which emphasizes that the attributes of the destination are very important to facilitate the tourist experience, including various activities in tourist destinations. On the other hand, the indicator that has the lowest value is an additional service. It can be said that the information provided by temple officials has not been optimal in supporting the tourist experience at Temple Tourism in Karawang. The results of this study are in line with (A. Y. Putri, 2023) and [11] that there is a positive influence of the variable Destination Attributes against Memorable Tourism Experience.

The Influence of Culture on Memorable Tourism Experience

Based on the findings of the study, the data shows that the Culture significantly impact on memorable tourism experience with a positive direction. Indicators that have the highest scores in the variables Culture is an indicator of authenticity. Which means that by strengthening the cultural authenticity of Temple Tourism in Karawang, it can create a memorable and memorable experience for tourists. This is in line with research [35] that cultural preservation is very important to improve the tourist experience because it can provide an opportunity to explore the local culture. On the other hand, the indicator that has the lowest value is togetherness. It can be said that Temple Tourism in Karawang has not completely created an experience that strengthens the relationship between tourists, both with family and friends. The findings of this study are consistent with the results of [21] which states that local culture has a significant positive impact on a memorable tourist experience, meaning that the better the local culture that tourists feel, the memorable tourist experience will increase.

The Influence of Memorable Tourism Experience on Revisit Intention

The results of the study revealed that the memorable tourism experience has a significant influence on revisit intention in a positive direction. Indicators that have the highest scores in the variables memorable tourism experience is an indicator of engagement. Where temple tourists in Karawang feel a deep emotional involvement so that they encourage tourists to visit again. On the other hand, the lowest indicator is the new experience. This indicates that Temple Tourism in Karawang has not fully created an experience that provides meaningful new insights into the local culture for tourists. The results of this study are in line with [36], [17], [37] memorable tourism experience has a significant and positive influence on revisit intention. Therefore, memorable tourism experience plays an important role in improving revisit intention. However, these findings contradict research [18] which reveals that memorable tourism experience does not have a significant effect on Revisit Intention.

The Influence of Destination Attributes on Revisit Intention

Based on the results of the study, it is stated that the destination *attributes* has a significant influence revisit intention in a positive direction. The indicator that has the highest score in destination attributes is the activity indicator. Where activities on Temple Tourism in Karawang can make visitors have a memorable experience and make them come back to visit. On the other hand, the indicator with the lowest value is an additional service. It can be said that additional services at Temple Tourism in Karawang have not met the expectations of tourists in supporting comfort and experience during visits, so visitors are reluctant to return. The findings of this study are in line with the research [38] [39] and [40] that destination attributes has a positive and significant influence on revisit intention. On the other hand, the findings in [14] reveals that the completeness of facilities in a destination does not have a significant influence on revisit intention.

The Influence of Culture on Revisit Intention

Referring to the research findings, the data shows that the Culture has a significant impact on revisit intention in a positive direction. Indicators that have the highest scores in the variables Culture is an indicator of authenticity. These results are supported by research [41] and [42] which states that the authenticity of a destination greatly influences the desire to return to a place. This shows that cultural aspects, both tangible and intangible, play an important role in determining the desire of tourists to return to visit. On the contrary, these findings contradict research [16] which states that the authenticity of the cultural heritage does not have a significant impact on the decision to revisit.

The Influence of Destination Attributes on Revisit Intention through Memorable Tourism Experience

Based on the results of the study, the data indicates that the Destination Attributes against revisit intention through memorable tourism experience, with positive and significant indirect impacts. Variable destination attributes positively and significantly affect revisit intention. Then, the destination attributes against the variable revisit intention through variable mediation memorable tourism experience demonstrate a positive and significant indirect relationship. The findings of this study are strengthened by [11] which states that factors such as destination attributes, memorable travel experience, satisfaction, and desire to return to visit all have an attachment to each other. Tourist destination managers need to consider the attributes of the destination, the memorable experience, and the intention of the visit to maximize its appeal. Thus, tourists can create a memorable experience, thus encouraging tourists to return for a visit.

The Influence of Culture on Revisit Intention through Memorable Tourism Experience

From the findings of the study, it indicates that the Culture mempengaruhi revisit intention through memorable tourism experience positive and significant indirect relationships. Variable Culture has a positive and significant influence on revisit intention. Then, the culture against the variable revisit intention through variable mediation memorable tourism experience indicates the existence of a positive and significant indirect relationship. This means that an authentic and memorable cultural experience can increase visitors' interest in returning. The results obtained are supported by the findings of the study [16] and [43] shows that memorable travel experiences act as mediators in the correlation between cultural authenticity and revisit intentions.

6. Conclusions

Based on the results and descriptions in this study, it can be concluded that the destination attributes has a direct effect and has a significant impact on the memorable tourism experience. Fun activities can provide a unique and memorable experience. Variable Culture positive effect on the variable memorable tourism experience. Reinforcing cultural authenticity can create memorable and memorable experiences for travelers. Variable memorable tourism experience directly and significantly influenced by the revisit intention. Deep emotional engagement can foster a sense of wanting to visit again. Variable destination attributes Positively affects the variables revisit intention. Activities in tourist areas can make tourists to visit again. Variable Culture positive effect on the variable revisit intention. The authenticity of a tour can cause a desire to visit again. Variable Destination Attributes demonstrate a positive and significant impact of indirect relationships on revisit intention through variable mediation memorable tourism experience. In addition, the Culture demonstrate an indirect relationship and exert a positive and significant influence on Revisit Intention through variable mediation memorable tourism experience. This increases the role of memorable tourism experience as a mediator in this relationship.

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