Research Article

Model of Destination Attributer and Emotions in Increasing Revisit Intention Through Memorable Tourism Experiences at Waterboom Karawang Tourism

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Abstract: The Covid-19 pandemic has affected various sectors, including the tourism industry which has experienced a decrease in the number of tourist visits and restrictions on destination operations. In the midst of these challenges, the sector is starting to show recovery through strengthening the attractiveness of destinations and creating memorable tourism experiences. This study aims to evaluate the influence of destination attributes and emotion on revisit intention by mediating memorable tourism experience at Waterboom Karawang. This study applied quantitative descriptive analysis, with 190 respondents analyzed using SEM-PLS to uncover the relationship between variables. The results of the study revealed that destination attributes and emotion affect memorable tourism experiences, which ultimately has an impact on revisit intention. Memorable tourism experiences have proven to be an important mediator in the relationship between variables. Thus, these results provide an understanding for tourism managers to strengthen the attractiveness of destinations through innovation, service, and strategic promotions to increase tourist satisfaction and support sustainable tourism. These findings are relevant to be applied in various other tourist destinations.

Keywords: Destination, Attributes, Emotions

1. Introduction

The tourism sector in Indonesia is one of the sectors most affected by the Covid-19 pandemic (Egsaugm, 2021). The Covid-19 pandemic that has hit since the beginning of 2020 has had a very significant impact on this industry. Mobility restrictions, the closure of tourist destinations, and people's concerns about traveling have caused tourism activities to come to an almost complete halt. This condition has an impact on the decrease in the number of tourists, both domestic and foreign, as well as the disruption of various business lines that depend on this sector (Ministry of Tourism and Creative Economy/Baparekraf, 2021). However, with the implementation of mass vaccination and the implementation of strict health protocols, Indonesia's tourism industry is starting to show a gradual recovery (Valentino, 2024).

The tourism sector is again facing new challenges. Even though conditions are relatively normal, many tourist destinations have experienced a decrease in the number of visits. The main problem is no longer external factors such as the pandemic, but from within, namely the lack of innovation in destination development and weak marketing strategies. Many tourism actors and managers have not been able to adapt to the latest tourism trends, so the

attraction of destinations has decreased and lost competition with other locations that are more creative and responsive to the needs of today's tourists.

Law Number 10 of 2009 supports the development of sustainable and environmentally friendly destinations and encourages the community in tourism economic activities (Wibowo et al., 2024). This is in line with the government's efforts to restore tourist confidence with strict health protocols after the pandemic (Edy Sutrisno, 2021). Recent data shows that the number of international and domestic tourist visits is increasing and health protocols are being implemented in tourist destinations to protect the health of visitors and Indonesia's reputation as a safe tourist destination (Rahmadi, 2024).

Based on information obtained from Central Statistics Agency (2024) that West Java is ranked second as the main destination for foreign tourists in January - July 2024 with 15.88% of the total foreign tourist trips. The Regent of Karawang for the 2021-2023 period, Cellica Nurrachadiana, said that Karawang has interesting tourist destinations (April, 2023). However, from 2020 to 2023, the number of visitors in several Waterboom Karawang fluctuated, with a decrease in 2023 indicating a low number Revisit. This decline may be due to a lack of innovation and marketing optimization in the tourist area. The following is the number of visitors to Waterboom Karawang.

Table 1. Number of Local Tourists in Karawang Regency Natural and Cultural Attractions 2020-2023

Recreational Places	Number of Visitors			
	2020	2021	2022	2023
Artificial Tourism				
Waterboom Tourist Village	10.293	9.891	12.123	4.635
Waterboom Empangsari	1.818	1.749	3.898	3.477
Cibonteng Water Tree	2.177	1.986	3.685	2.866

Based on Table 1, it shows that when entering the recovery period, after restrictions began to be eased, the tourism sector slowly recovered and showed an increasing trend. Tourism activities are back to life, supported by domestic tourism campaigns and adaptation to new habits. However, this increase did not last long. In 2023, the tourism sector in Karawang, especially in the 3 Waterboom Karawang, will again experience a decline, which is no longer caused by the pandemic, but by the lack of innovation in destination management and weak marketing strategies. The lack of renewal and creativity in attracting tourists is a major challenge that hinders sustainable growth in the sector. Without exciting innovations or improvements, visitors who have already come may feel bored. Tourists expect an experience that matches their expectations and expectations, and tourism attributes are an important factor to enjoy when visiting.

Destination Attribute include attractions, such as natural beauty, infrastructure, facilities, and unique attractions, that affect tourist perception and tourist satisfaction (Anggi Oktawiranti, Saida Zainurossalamia Za et al., 2024). Positive emotions during a visit create a memorable experience, strengthen the bond with the destination, and enhance Revisit (Nesha Yama Ramadhani et al., 2021; Zhang et al., 2024). A positive experience at Waterboom Karawang tourism, including interaction with natural beauty and recreational attractions, can increase tourists' intention to return (Salsabila & Ernawadi, 2024).

According to research Kusyanda et al., (2020) Tourist satisfaction is related to the desire to visit again. According to Kotler and Keller, traveler satisfaction is a person's emotional level after assessing the compatibility between the experience gained from a product or service and the expectations they have (Ramadhan et al., 2024). Tourist satisfaction drives Revisit because unique experiences can increase the value of destinations (Mahardika et al., 2024; Torabi et al., 2022). If travelers' expectations are not met, this can negatively impact their satisfaction and desire to return (Kim, M, Lee, CK and Jung, 2019).

Table 2. List of Waterboom Frequently Visited by Tourists

No.	Waterboom Name	Amount in Percentage (%)
1.	Waterboom Tourist Village	30%
2.	Waterboom Empangsari	8%
3.	Cibonteng Water Tree	4%
4.	Waterpark Adventure Karawang	58%

Source: Preliminary Survey, 2024

The results are shown in Table 2. that Wonderland Adventure Waterpark is more appealing to visitors than other destinations, perhaps due to its excellent facilities, strategic location, and satisfying experience. The facilities offered, coupled with promotions and good service also increase the attraction for visitors (Sihabudin, 2019). With a percentage of visits reaching 58%, Wonderland Adventure Waterpark is more popular. Meanwhile, Waterboom Kampung Turis is still in demand although not as strong as Wonderland Adventure Waterpark, this shows that both destinations have major attractions for tourists in the region.

Based on findings by Sulaiman et al., (2022), stating that the level of completeness of the destination facilities has no effect on the interest to do revisit. In research by Septanti et al., (2024), which explains that the emotions of tourists have no effect on Revisit intention. On the other hand Zhang et al., (2024), explained that Memorable Tourism Experience does not have an impact on revisit intention. This research gap shows that there is still a large room to develop more comprehensive research, both in terms of theory and methodology to understand the determinants Revisit intention in more depth.

When tourists have Memorable Tourism Experience they are likely to do Revisit (Silalahi & Hutama, 2023). This can be influenced by various aspects, such as destination attributes and positive emotions felt during the visit. Indonesia presents Memorable Tourism Experience for tourists through the natural beauty, cultural richness, and friendliness of the people (Faddila et al., 2024). Therefore, Memorable Tourism Experience Be a key variable in building revisit intention.

Based on previous phenomena and findings, the author is interested in researching "Destination and Emotion Attribute Models in Increasing Return Visit Intention through Memorable Tourism Experiences at Waterboom Karawang Tourism". This study aims to identify the influence between destination attributes, emotion, memorable tourism experience, and revisit intention.

2. Literature Review

Marketing Management

Based on the opinions of Philip Kotler and Amstrong in the book Marketing Management Farida Yulianti & Lamsah, (2019), revealed that marketing management is the process of evaluating, planning, implementing, and supervising strategies to build and maintain mutually beneficial relationships with the target market to achieve organizational goals. Meanwhile, based on the opinion of Bukhari Alma in the book Marketing Management Indrajaya, (2024) Define marketing management as the process of organizing, planning, directing and monitoring all activities aimed at promoting a company's products. Based on the definition of marketing management, it can be synthesized that marketing management is a structured process to plan, implement, and control strategies to build mutually beneficial relationships with the market and achieve organizational goals.

Destination Attributes

Destination Attributes are factors that encourage tourists to visit a place and ensure their needs are met, such as attractions, activities, accessibility, accommodation, and local products (Nurrahma et al., 2024). These components include the physical environment, nature, as well as services and facilities that attract tourists (Auliya & Prianti, 2022). Based on the understanding destination attributes, can be synthesized that destination attributes refers to various factors that form the attractiveness of a tourist destination. According to Kusyanda et al., (2020) There are four dimensions to the variable destination attributes that is attraction, accessibility, accomodation, and Ancillary Services.

Emotion

Emotions are an important part of the travel process and play a vital role in producing memorable and memorable experiences for travelers (Skavronskaya et al., 2020). Further based on Tiwari et al., (2023) Tourism experiences influence emotional evaluations that lead to the formation of memories, motivation, decision-making, satisfaction, and intention to revisit. Based on the understanding Emotion, it can be synthesized that emotions play an important role in creating Memorable Tourism Experience and amazing. On the variable Emotion There are five dimensions, namely happy, excited, calm, optimistic, and Enthusiastic (Souki et al., 2023).
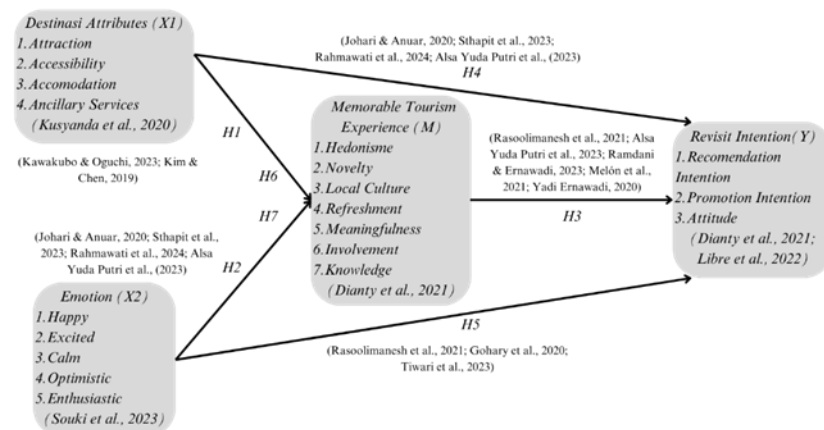
Memorable Tourism Experience

Memorable tourism experience is the ability to remember real experiences, both in the form of positive and negative emotions related to tourist destinations (Novianti & Ernawadi, 2024). If the experience leaves a deep and scarred impression, then the experience is considered memorable for tourists (Dianty et al., 2021). Based on the understanding Memorable Tourism Experience, It can be synthesized that Memorable Tourism Experience is a unique and memorable experience, such as entertainment, natural beauty, or knowledge that leaves unforgettable memories for tourists. And Memorable Tourism Experience There are seven subdimensions of which are hedonism, novelty, local culture, refreshment, involvement, meaningfulness, and Knowledge (Kawakubo & Oguchi, 2023).

Revisit Intention

Revisit is the desire or drive of an individual to revisit a place and repeat an experience that has been experienced before (Melón et al., 2021). Intention to revisit is influenced by reputation, positive perception, and quality of service that encourage travelers to recommend destinations to others (Fadiryana & Chan, 2019; Dianty et al., 2021). Based on the understanding Revisit intention, it can be synthesized that Travelers are more likely to return and recommend a destination, when they are satisfied with what they get in the place so that it can improve Revisit intention. There are 3 dimensions in Revisit intention Among them are Recommendation Intention, Promotion Intention and Attitude (Libre et al., 2022).

3. Research Model

Picture 1. Research Model
Source: Author, 2024

Research Hypothesis

H1: Destination Attributes affect Memorable Tourims Experience

H2 : Emotions affect Memorable Tourism Experience

H3: Memorable Tourism Experience affects Revisit Intention

H4: Destination Attributes affect Revisit Intention

H5: Emotions affect Revisit intention

H6: Destination Attributes affect Revisit intention through Memorable Tourism Experience

H7: Emotions affect Revisit intention through Memorable Tourism Experience

Research Method

This study applies a quantitative method with a verifiable descriptive approach. The population consists of 10,987 visitors to Waterboom Karawang in 2023 (BPS, 2024). The sampling process is carried out using the Non-probability sampling, while sample selection is carried out through purposive sampling. The respondent criteria are visitors who have visited more than once, with a minimum age of 17 years and have sufficient tourism experience. The number of samples is calculated using the Hair formula (Finthariasari et al., 2020), the number of samples is determined based on the number of indicators or statement items multiplied by 5-10. In this study, the number of indicators was 19, so the number of samples was n = 10 x 19 = 190. Thus, this study involved 190 respondents. Data were analyzed quantitatively using SEM with an approach Partian Least Square (PLS) through a survey conducted using a questionnaire-based questionnaire Google Form with scale Likert.

4. Results And Discussion

The following is an explanation of the research findings and data analysis obtained from the distribution of the questionnaire.

Respondent Profile

The questionnaire that has been answered by 190 respondents serves as the main data source in the collection of information needed for this study. The following are the results of the analysis of findings related to the characteristics of respondents.

Table 3. Respondent Profile

Gender	Sum
Woman	142
Male - Male	48
Total	190
Age	Sum
17 – 21 Years	111
22 – 27 Years	63
28 – 34 Years	11
> 35 Years Old	5
Total	190
Current Jobs	Sum
Student	6
Student	136
Official	11
Entrepreneurial	3
Housewives	4
Teacher	2
Driver Online	1
Laborer	1
Freelance	1
Total	190

Source : Results processed from Questionnaire (2024)

Based on data from 190 respondents who had visited Waterboom in Karawang, the majority of respondents were women (74%) with an age range of 17-21 years (58%) who were mostly students (68%). This reflects the dominance of Generation Z as the primary visitor who tends to seek out unique, authentic experiences and aim to overcome stress and restore energy (Haratikka & Silitonga, 2023). The link between women's motivation to travel and their preference for relaxation, as stated by (Nur Halizah Salsabila, 2023). Overall, Waterboom in Karawang seems to be an option that suits the needs of affordable and meaningful recreation for young people.

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Descriptive Statistical Analysis

Based on the results of descriptive statistical analysis of 190 respondents, it can be found that all variables studied are in the good category, with certain dimensions that are close to the category limit quite well. Variable destination attributes obtained an average score of 3.963, which falls into the good category. Dimension Accessibility obtained the highest score of 4,016, showing that the ease of access to Waterboom Karawang is highly appreciated by visitors. Nevertheless, the Ancillary Service has the lowest score of 3,911, which although still in the good category, needs special attention to aspects of supporting services such as staff, security, and additional facilities Based on tourism theory, a good perception of destination attributes, contributes to increased destination appeal (Subandi et al., 2023).

Next, the Emotion obtained an average score of 3.896, also included in the good category. Dimension Happy recorded a high score of 4.042, indicating that happiness is the dominant emotion felt by tourists. On the other hand, the excited obtained a score of 3.805, which although still good, is close to the category quite well. This shows that the aspects of surprise and enthusiasm during the visit are not fully maximized. Destination managers need to develop attractions that are more emotionally stimulating and create an overall fun atmosphere. According to Septanti et al., (2024), these findings confirm that the positive emotions felt by tourists during a visit can improve the image of the destination and encourage the intention to revisit.

For the variable Memorable Tourism Experience, the overall average score is 3.780, being at the lower end of the good category. Dimension Hedonism obtained the highest score of 3,921 which confirms that fun and entertainment experiences are the main elements in forming a positive impression. On the other hand, the dimensions Novelty only got a score of 3.626, close to the category quite well. This shows that innovation and novelty elements are still lacking in the sense of being felt by tourists, so updates are needed in attractions and tourist activities to enrich the experience offered. In research Noerhanifati, (2020), emphasizing that emotional, personal, and social elements in the travel experience play an important role in shaping travelers' perceptions, supporting the importance of creating memorable experiences to increase destination attraction and satisfaction.

Variable Revisit intention is at an average position of 3,956, also in the good category. Dimension Recommendation Intention It gets the highest score of 4,032, indicating that visitors are likely to want to recommend this destination to others. However, the dimensions Promotion Intent obtained a score of 3.853, close to the lower limit of the good category. This means that while the desire to return is quite high, the drive to actively promote these destinations still needs to be strengthened through more effective communication strategies, including loyalty programs and digital campaigns. Based on the theory of tourist behavior, Revisit intention influenced by the positive experiences experienced by travelers, including the quality of the destination, the emotional experience, and destination attributes (Ćulić et al., 2021).
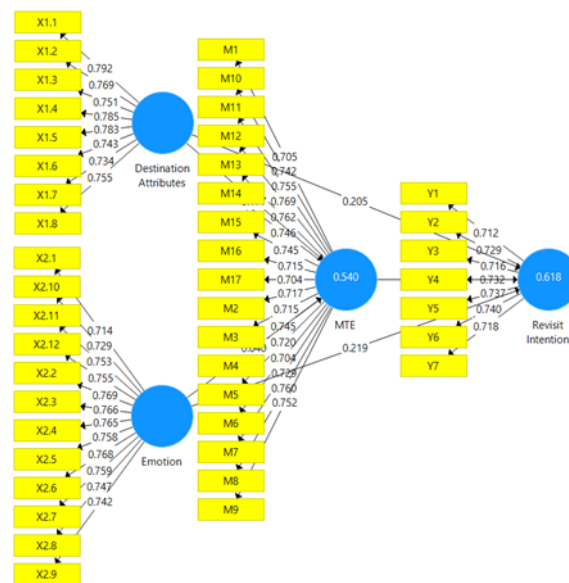
Picture 2. Results Loading Factor with SmartPLS 3.0
Source: OutPut SmartPLS Results (2024)

An indicator is considered valid and feasible if it has a value Loading Factor more than 0.70 (Tumanggor et al., 2022). Most of the indicators on each variable show the results Loading Factor > 0.70, as seen in Figure 4. This result indicates that each indicator is declared valid and is able to present a measurement model on the construct variable. Thus, indicators with a Loading Factor > 0.70 is already eligible convergent validity.

Table 4. Construct Reality and Validity

	Average Variance Extracted
X1 (*Destination Attributes*)	0,584
X2 (*Emotion*)	0,566
M (*Memorable Tourism Experience*)	0,540
Y (*Revisit intention*)	0,531

Source: OutPut SmartPLS Results (2024)

By Savitri et al., (2021), a variable is said to be valid if the resulting AVE value is more than 0.50. Based on Table 4, all variables meet these criteria, because the average variance extracted (AVE) for each variable is higher than the correlation value Cross-loading which is 0.50.

Table 5. Reliability Test Results

	Cronbach's Alpha	Syarat	Composite Reliability	Syarat	Keterangan
Destination Attributes	0,899	> 0,70	0,918	> 0,60	Reliable
Emotion	0,930	> 0,70	0,940	> 0,60	Reliable
MTE	0,947	> 0,70	0,952	> 0,60	Reliable
Revisit intention	0,853	> 0,70	0,888	> 0,60	Reliable

Source: OutPut SmartPLS Results (2024)

According to the view Savitri & Maemunah, (2021), reliability is considered to have been met if the alpha value is greater than 0.90, while reliability is declared low or unfulfilled if the alpha value is less than 0.50. Based on the results shown in Table 9, the four elements in this research have met the reliability test, therefore the value of the Cronbach's The alpha of each variable is greater than 0.70, so it can be concluded that all of these variables are reliable.

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Discriminatory Validity Testing

Table 6. Fornell Larcker Criterion

	Destination Attributes	Emotion	MTE	Revisit intention
Destination Attributes	0,764			
Emotion	0,435	0,752		
MTE	0,455	0,717	0,735	
Revisit intention	0,519	0,653	0,737	0,728

Source: OutPut SmartPLS Results (2024)

According to the data in Table 6, it can be seen that the fornell-larcker criteration value of the destination attributes variable is higher than the value of other variables. The same thing also happens with the variables of emotion, memorable tourism experience, and revisit intention. Thus, the results of the fornell-larcker criterion analysis for all variables that show these values have met the discriminant validity requirements.

Table 7. Cross Loading

	Destination Attributes	Emotion	MTE	Revisit intention
X1.1	0,793			
X1.2	0,770			
X1.3	0,751			
X1.4	0,784			
X1.5	0,782			
X1.6	0,743			
X1.7	0,733			
X1.8	0,754			
X2.1		0,714		
X2.2		0,770		
X2.3		0,766		
X2.4		0,765		
X2.5		0,758		
X2.6		0,769		
X2.7		0,758		
X2.8		0,747		
X2.9		0,742		
X2.10		0,729		
X2.11		0,752		
X2.12		0,755		
M1			0,705	
M2			0,717	
M3			0,715	
M4			0,746	
M5			0,720	
M6			0,705	
M7			0,730	
M8			0,760	
M9			0,752	
M10			0,742	
M11			0,755	
M12			0,769	
M13			0,762	
M14			0,746	
M15			0,745	
M16			0,714	
M17			0,704	
Y1				0,724
Y2				0,732
Y3				0,739
Y4				0,717
Y5				0,733
Y6				0,732
Y7				0,722

Source: OutPut SmartPLS Results (2024)

In the table above, an indicator is declared valid if its correlation is higher with the latent variable it is measuring compared to the influence between the indicator and other latent variables (Cahyaning Utami et al., 2024). The four variables listed in the table and their indicators show a greater influence with their respective latent variables compared to the others. Therefore, it can be concluded that all of these variables are valid. In addition, the Cross Loading on each variable exceeds 0.70, so that the analysis Cross Loading does not indicate any problems related to the validity of discrimination.

R Square

Table 8. R Square

	R Square	R Square Adjusted
MTE	0,540	0,535
Revisit intention	0,607	0,600

Source: OutPut SmartPLS Results (2024)

Based on Table 8, the R-Square value for the memorable tourism experience variable is 0.540, which indicates that 54% of the variability in the variable can be described by destination attributes and emotion, while the rest can be explained by other variables. On the other hand, the R-Square value in the revisit intention variable reached 0.607, which means that 60.7% of the variation can be explained by memorable tourism experiences, but the rest can be explained by other variables.

Path Coefficient

Table 9. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Destination Attributes -> MTE	0,177	0,180	0,078	2,261	**0,024**
Destination Attributes -> Revisit intention	0,202	0,206	0,062	3,272	**0,001**
Emotion -> MTE	0,641	0,646	0,065	9,927	**0,000**
Emotion -> Revisit intention	0,210	0,208	0,080	2,603	**0,010**
MTE -> Revisit intention	0,495	0,496	0,083	5,932	**0,000**

Source: OutPut SmartPLS Results (2024)

Based on Table 9, regarding Direct Effect, the results of the analysis using SmartPLS show how much of a relationship between the variables described below.

a. The influence between destination attributes and memorable tourism experience was recorded at 0.024 with a Statistics T value of 2.261 (>1.96), which states that the influence is significant. These results indicate that destination attributes have a positive influence on the memorable tourism experience (MTE).

b. The effect between destination attributes and revisit intention was recorded at 0.001 with a T Statistics value of 3.272 (>1.96), which states that the effect is significant. These findings indicate that destination attributes have a positive influence on revisit intention.

c. The effect between emotion and memorable tourism experience was recorded at 0.000 with a T Statistics value of 9.927 (>1.96), which states that the effect is significant. Thus, this indicates that emotion has a positive influence on the memorable tourism experience (MTE).

d. The effect between emotion and revisit intention was recorded at 0.010 with a T Statistics value of 2.603 (>1.96), which states that the effect is significant. This indicates that emotions have a positive influence on revisit intention.

e. The effect between memorable tourism experience and revisit intention was recorded at 0.000 with a T Statistics value of 5.932 (>1.96), which stated that the influence was significant. This finding states that memorable tourism experiences have a positive influence on revisit intention.

Table 10. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Destination Attributes -> MTE -> Revisit intention	0,088	0,089	0,041	2,127	**0,034**
Emotion -> MTE -> Revisit intention	0,317	0,321	0,067	4,753	**0,000**

Source: OutPut SmartPLS Results (2024)

Based on Table 10, regarding Indirect Effect, the results of the analysis using SmartPLS show how much of a relationship between the variables described as follows.

a. The influence between destination attributes and revisit intention through memorable tourism experience was recorded at 0.034 with a Statistical T   value of 2.127 (>1.96), which showed a statistically significant influence. These findings indicate that destination attributes have a positive influence on revisit intention through memorable tourism experiences (MTE).

b. The influence between emotion and revisit intention through memorable tourism experiences was recorded at 0.000 with a T Statistics   value of 4.753 (>1.96), which shows a statistically significant influence. This result states that emotion has a positive influence on revisit intention through memorable tourism experience (MTE).

5. Discussion

Based on the descriptive analysis, the overall of each variable is in the good category. Because we see several indicators that have been rated well by tourists, including accessibility, ancillary services, happy, excited, hedonism, novelty, recommendation intention, and promotion intention.

Table 11. Recapitulation of Respondents' Responses

No.	Variable	Percentage	Category
1	*Destination Attributes*	79,7%	Good
2	*Emotion*	78,4%	Good
3	*Memorable Tourism Experience*	75,4%	Good
4	*Revisit Intention*	78,8%	Good

Memorable Tourism Experience has an effect on Revisit Intention

Memorable tourism experience has an influence on Revisit intention, the immersive and unique experience builds a close emotional bond, which ultimately motivates tourists to revisit. This supports research by Melón et al., (2021); Rasoolimanesh et al., (2021); Alsa Yuda Putri et al., (2023); Ramdani & Ernawadi, (2023); Yadi Ernawadi, (2020), which reveals that Revisit intention can be affected by   Memorable Tourism Experience in the city of Zaragoza, Spain. However, these results contradict research Zhang et al., (2024), which indicates that Memorable Tourism Experience has no influence on revisit intention. Dimension Hedonism reflects that fun and entertainment play an important role in building an emotional connection between tourists and destinations. Meanwhile, the dimensions Novelty emphasizing the importance of innovation to produce exceptional experiences. Therefore, although there are findings that state that Memorable Tourism Experience not always effective, strategies such as adding unique or thematic events can enhance the novelty aspect and strengthen revisit intention.

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Destination Attributes affect Revisit intention

Destination attributes has an influence on revisit intention, Especially through the dimensions Accessibility which is strong, which shows tourists tend to return to accessible and convenient destinations. These findings support research by Alsa Yuda Putri et al., (2023); Johari & Anuar, (2020); Sthapit et al., (2023); Rahmawati et al., (2024), which reveals that a destination's reputation can encourage visitors to return. However, these results differ from the findings Sulaiman et al., (2022), which identifies that the completeness of the facilities has no effect on the Revisit intention. On the other hand, the Ancillary Services It is also important, because insufficient supporting facilities can hinder Revisit intention. Although the completeness of destination facilities is not always significant, improving supporting facilities is still important to increase the attractiveness of the destination and encourage Revisit intention.

Emotions affect Revisit intention

Emotion has an influence on Revisit intention. Positive emotions build an emotional connection with the destination, which is one of the main factors in determining the decision to return to visit. This supports research by Tiwari et al., (2023); Rasoolimanesh et al., (2021); Gohary et al., (2020), which reveals that positive emotions increase tourists' desire to return. However, these findings are a study conducted by Septanti et al., (2024), which states that the emotions of tourists have no effect on Revisit intention. Nonetheless, positive emotions during the visit increase the desire of tourists to Revisit. Dimension Recommendation Intention shows their tendency to recommend Waterboom Karawang, which is an important indicator of Revisit intention Because the traveler's experience not only creates an emotional connection but also motivates them to share the experience with others. For dimensions Promotion Intent, can be used by managers to encourage promotion through social media or loyalty programs.

Destination Attributes affect Revisit intention through Memorable Tourism Experience

Destination attributes has an influence on Revisit intention through Memorable Tourism Experience, indicating that destination attributes that is interesting not only encourages Revisit directly, but also through experiences that tourists remember. These findings are in line with research by Adimas, (2024); Alsa Yuda Putri et al., (2023); Johari & Anuar, (2020); Sthapit et al., (2023); Rahmawati et al., (2024), which reveals that there is an influence between the destination attributes and Memorable Tourism Experience To Revisit intention. Dimensions such as Accessibility and Attraction plays a crucial role in creating this experience. Easy access and interesting attractions are able to create positive memories that encourage tourists to return. Therefore, destination managers need to ensure that every element, from accessibility to the quality of supporting facilities, can have a positive impact on the travelers' experience, which will ultimately strengthen their desire to return to the place.

Emotions affect Revisit intention through Memorable Tourism Experience

Emotion has an influence on Revisit intention through Memorable Tourism Experience. These results support the research conducted by Rasoolimanesh et al., (2021; Tiwari et al., (2023); Gohary et al., (2020), which states that Memorable Tourism Experience has a crucial role in influencing travelers' future behavioral choices, such as the intention to do Revisit intention. Dimension Happy The dominant ones show that a happy atmosphere during a visit can reinforce tourists' positive memories of the destination, which ultimately fuels their desire to return. Therefore, creating a strong emotional experience through direct interaction, friendly customer service, and a pleasant destination atmosphere can be a key focus for maintaining traveler loyalty. This strategy will increase the loyalty of tourists and increase their chances of returning to the place in the future.

6. Conclusion

Based on the calculation and analysis of the data that has been carried out, the conclusions that can be drawn from this study are as follows:

1. Based on the results and discussion, destination attributes are in the good category with an average score of 3.963. Emotion was in the good category with an average score of 3,896. Memorable tourism experience is in the good category with an average score of 3,780. Revisit intention was in the good category with an average score of 3,956.

2. Destination attributes have an influence on memorable tourism experiences. This shows that the elements that make up the attraction of a destination are crucial in creating an experience that tourists remember.

3. Emotion has an influence on memorable tourism experiences. A strong emotional experience can increase satisfaction and make a visit more meaningful for travelers.

4. Destination attributes have an influence on revisit intention. If travelers are satisfied with the elements of the destination, they will plan a revisit in the future.

5. Emotion has an influence on revisiting intention. Positive emotions can create strong memories, which encourage a desire to return.

6. Memorable tourism experience influences revisit intention. Tourists tend to want to repeat a fun and satisfying experience.

7. Destination attributes have an influence on revisit intention mediated by memorable tourism experiences. This means that good attributes not only directly affect the revisit, but also through the experience generated.

8. Emotion has an influence on revisit intention mediated by memorable tourism experience. The positive emotions experienced during the visit can enhance a memorable experience, ultimately driving value to return.

7. Implementation

Waterboom Karawang needs to increase its attractiveness through facility innovation by updating attractions and services that are able to provide unique experiences for tourists, as well as focusing on digital-based promotions to attract the interest of the younger generation who are active on social media. In addition, improving the quality of service should be done to create a deep impression that motivates revisit intention, while collaboration with local communities can strengthen memorable experiences by integrating local culture. Researchers can then focus on the dimensions that have the lowest scores in the study, such as ancillary services, excited, and novelty, to further explore the causes of these low ratings and find innovative solutions. On the other hand, the highest value dimensions such as accessibility and happy can be used as a standard or reference to understand how these aspects contribute significantly to a memorable tourism experience, and can be applied to other destinations. In addition, researchers are further advised to examine other relevant variables such as sustainable destinations or the impact of technology in tourism experience, in order to provide a new, more comprehensive perspective in tourism development. In this study, SEM PLS is used, so that to strengthen the validity and depth of future research analysis, it is also recommended to test data using a combination of analytical tools such as SPSS, Smart PLS, and SEM AMOS, so that the results obtained are more accurate, comprehensive, and support data-based decision-making in the tourism sector.

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