

Factors Influencing Visitor Satisfaction and Revisit Intention in Lombok Tourism: The Role of Holistic Experience, Experience Quality, and Vivid Memory



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ABSTRACT

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Lombok Tourism, known for its natural panoramas, protected forests, white sandy beaches, and green rice fields, offers substantial potential as a natural tourist destination. This study aims to examine the influence of Holistic Experience, Experience Quality, Vivid Memory, Visitor Satisfaction, and "Wow" Tourism as mediating factors for revisit intention in Lombok's tourism villages. This research employs a quantitative approach with a survey method. The sample consisted of 200 respondents, selected using purposive sampling, with the criteria being tourists who have visited Lombok at least once in the past year. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results revealed that Holistic Experience and Experience Quality positively and significantly influence Visitor Satisfaction and "wow" tourism, serving as mediators for revisit intention. However, one of the hypotheses - that Vivid Memory significantly impacts Visitor Satisfaction - was not supported. This suggests that further research is necessary to identify the elements influencing tourist satisfaction and revisit intention in the context of tourism. The findings from this survey can be utilized by hotel authorities, travel agencies, and the Lombok tourism department to enhance customer satisfaction and provide remarkable experiences for travelers.

1. INTRODUCTION

Lombok Island, located in the West Nusa Tenggara Province of Indonesia, is noted for its natural allure. Its beauty captivates both local and foreign tourists. The Government has prioritized the tourism sector, given the island's abundant potential, particularly its renowned beach tourism like the three Gilis, a location highly favored by tourists [1].

However, Lombok Tourism faces challenges, primarily with limited infrastructure. Despite the presence of key structures like an international airport and adequate accommodation, substantial improvements are still necessary. Road and public transportation facilities are far from ideal, making access to some remote tourist areas difficult and potentially limiting the potential development of Lombok's tourism. This could also affect the comfort and satisfaction of tourists visiting Lombok. Hence, enhancing the infrastructure should be a top priority to boost Lombok Tourism in the future [2].

According to Kandampully et al. [3], it's crucial to ensure accessibility to tourism facilities and attractions so that visitors feel satisfied and joyful, and their experiences match their expectations. This is key to setting tourism goals at a tourist attraction and making it a suitable destination. Limited transportation is another challenge for visitors that could deter potential tourists. As per Kandampully et al. [3], the "needs and wants" associated with what a consumer experiences during a transaction with a service provider significantly

influence customer satisfaction and expectations. Given that services constitute an increasing portion of the GDP in economically developed countries, differentiation is more often achieved through services rather than the production of goods. As Schmitt [4] notes, as services become increasingly commoditized, contemporary consumers demand more than just competent service. They seek a Holistic Experience that is "engaging, compelling, and memorable."

The degree to which a firm can provide customers with a high-quality experience determines how the customer feels about their interaction with the organization. This is better known by the term *Experience Quality*. *Experience Quality* according to Rita et al. [5] states that, "*Experience Quality is the customer's assessment of all the attributes of their dealings with a service provider that explains their assessment of their purchase behaviour*". This opinion makes reasons about how to use the satisfaction of the consumer experience. In addition, consumers will create WOW, good or bad experiences they get when consuming the product. Many people have already learned the concept of Experience Quality. This is an example of a quality service that has a meaningful connection to all other quality services, Vivid of Memory, customer service, and on-time delivery but isn't Wow Tourism [5].

Customers are likely to revisit trips that have left them with fond or memorable experiences. This concept is reflected when customers reminisce about their favorite past tours, which can influence customer loyalty. The more vividly customers recall their tours, the more loyal they are likely to

be to these experiences. Thus, service providers in the tourism sector need to design high-quality and appealing experiences to attract patrons to their tours. This strategy can give them a competitive edge over other businesses [4].

Visitor Satisfaction, as defined by Phillip and Keller [6], is the feeling of disappointment or pleasure experienced by someone after comparing the perceived performance of a product with the expected performance or results. Tourist satisfaction is an overall measure of tourists' perceptions of the quality of each destination. This measure can be viewed as a value associated with the quality of outcomes from tourism destinations, such as the treatment and service that tourists perceive at the tourism destinations, not just the end results of their experience.

Research conducted by Atmari and Putri [7] demonstrates that the tourist experience has a direct effect on the image of the destination and satisfaction. Barnes et al. [8] found that positive experiences significantly influence the intention to revisit a tourist destination, with long-term remembered experiences having the strongest impact on revisit intentions, more so than immediate memories after an event. Similarly, research shows that service quality has a significant positive effect on word of mouth and revisit intention, and VISITOR SATISFACTION has a significant positive effect on both word of mouth and revisit intention [9]. The study also found a significant positive relationship between word of mouth and revisit intention and between willingness to post photos and behavioral intention [10].

According to Fauziah et al. [11], numerous studies have demonstrated that revisit intent has an impact on a tourist destination's viability because it is less expensive than luring in new visitors. According to this study, VISITOR SATISFACTION and return visit intention are related; the better the VISITOR SATISFACTION, the higher the level of return intention. This is consistent with analysis by Chen and Funk [12] stating that visitor pleasure has a strong and positive relationship with plans to return. According to the study's findings, tourist satisfaction will increase the likelihood that people will visit the city of Lombok again. This is contrary to the research conducted Aswaty and Angraini [13] shows that result cite evidence indicating that *Experience Quality*, *Tourist Experience* and *Visitor Satisfaction* not demonstrating any positive evidence against *revisit intention*.

Based on the previous gap, it was found in Lombok Tourism related to revisit intention, namely tourists stating that they are not interested in visiting again because expectations have not been achieved, currently there is a lot of inadequate infrastructure. Apart from the limited capacity of clean water and electricity, the condition of the roads on Gili Air is still mediocre. Several points have been paved with blocks, but most are still sandy soil [14]. The entirety of the study's findings are consistent with the rate at which migrant workers arrive at Lombok, therefore the city's government must recognize the factors that make it more difficult for people to enter the country legally. The single most important factor in attracting newcomers is "wow" tourism. If the current situation matches the expectations of the visitors when they arrived, the newcomers will return to the site. In promoting and marketing tourism by relying on social media is an interesting strategy. Currently, because of the ability of social media to reach tourists, not only locally, nationally and internationally, social media is therefore a sustainable tourism marketing strategy [15]. Novelty in this study by placing the Wow Tourism variable which directly predicts revisit intention which is the

relationship between variables that is under explored. The research purpose is for analysis Factors Influencing Visitor Satisfaction and Revisit Intention in Lombok Tourism: The Role of Holistic Experience, Experience Quality, and Vivid Memory.

2. LITERATURE REVIEW

2.1 Theory of Planned Behavior

Theory of Planned Behavior (TPB) or Planned Behavior Theory is a theory that explains the causes of behavioral intentions. According to TPB, behavioral intention is determined by three main determinants, namely attitudes, subjective norms, and perceived behavioral control [16].

The Theory of Planned Behavior, an extension of the Theory of Reasoned Action, posits that intention can be predicted from three primary elements: attitudes, subjective norms, and perceived behavioral control. Perceived behavioral control, the latest element identified as influencing intention, has been found to enhance the predictive ability of the Theory of Reasoned Action (TRA). This element suggests that individual behavior is also influenced by non-volitional control, which refers to an individual's perception of the presence or absence of supportive resources and opportunities [17].

Kandampully et al. [3] define Holistic Experience as an innovative principle that nurtures empathy, deepens understanding, aligns with consumer lifestyles, and fosters consumer relationships. This definition aligns with research of Rahmadiane et al. [18], which indicates that a Holistic Experience enhances understanding and fosters good relations with others by demonstrating a spirit of hospitality in all activities.

Experience Quality, as defined by Sangpikul et al. [19], is the emotional response of tourists to the socio-psychological benefits they desire. This experience refers to the specific service a customer encounters, contributing to the overall experience.

Andajani et al. [20] define Vivid Memory as playing a crucial role in forming customer loyalty. Feelings of happiness, pleasure, positive meaning, involvement, and refreshment are strongly associated with locations and atmospheres that evoke these memories.

Visitor Satisfaction, as defined by Phillip and Keller [6], is the feeling of disappointment or pleasure experienced by an individual after comparing the performance of a product or service with their expectations.

Rodrigues et al. [21] define "wow" tourism as an extraordinary travel experience accompanied by intense enthusiasm to explore a new atmosphere, enjoy natural beauty, and find tranquility. Wilson [22] offers a similar definition, but emphasizes a more relaxed desire for this extraordinary journey.

Lastly, Ryu et al. [23] defines revisit intention as the customer's desire to return to the company, provide positive word-of-mouth feedback, stay longer than anticipated, and make more purchases than initially planned.

2.2 Holistic Experience and Visitor Satisfaction

Holistic Experience is an unconventional principle that fosters empathy, heightens comprehension, is relevant to

consumer lifestyles and fosters consumer-consumer relationships [3]. Based on the previous gap, a relationship was found Holistic Experience and Visitor Satisfaction, where if visitors feel satisfied with the destination, then the visitor feels comfortable and touches the heart with the destination. The pre-research findings [3, 24, 25] show that Holistic Experience has a positive and significant effect on Visitor Satisfaction.

H₁: Holistic Experience has a positive and significant effect on Visitor Satisfaction

2.3 Holistic Experience and Wow Tourism

Holistic Experience, an unconventional principle, fosters empathy, enhances comprehension, relates to consumer lifestyles, and nurtures consumer relationships [3]. Based on previous research gaps, a correlation has been found between Holistic Experience and Visitor Satisfaction. When visitors feel satisfied with their destination, they tend to feel comfortable and emotionally connected to the place. Preliminary research findings align with studies [3, 24-26], which demonstrate that Holistic Experience has a positive and significant impact on Visitor Satisfaction.

H₂: Holistic Experience has a positive and significant effect on Wow Tourism

2.4 Experience Quality and Visitor Satisfaction

Pujiastuti et al. [27] capturing the majority of players' experience is characterized by excitement and fantasy on game day. Achieving the desired outcome will lead to greater success at the destination in question. Based on the previous gap, a relationship was found With Experience Quality and Visitor Satisfaction where the service is in accordance with the wishes of the customer, therefore it will create a good rating, thus making the customer satisfied [28].

The pre-research findings are supported by the research conducted [29] found that the Experience Quality scale contained four factors, namely hedonic, peace of mind, involvement, and recognition. The research is based on survey data from three tourism service sectors, namely hotels, flights, and tours and attractions. This study reveals that Experience Quality has a positive effect on satisfaction and satisfaction in turn influences the positive intention of visitors [28, 29]. Based on several previous studies, Experience Quality in tourism has been widely studied, but different segments of tourists may experience different experiences due to differences in consumption motivation [27]. Based on the gap above, Experience Quality is an attraction that must provide curiosity and allow tourists to participate to gain personal experience. For this reason, the hypotheses that are advanced in this study are just that:

H₃: Experience Quality has a positive and significant effect on Visitor Satisfaction

2.5 Experience Quality and Wow Tourism

Experience Quality is defined as the interaction between a participant's actions and the desired social-psychological benefits [19]. In research by Andajani et al. [20], a connection was found between Experience Quality and Wow Tourism, characterized by tourists' high enthusiasm during trips to

appealing places. Based on the previous gap, a relationship was identified: if travelers are enthusiastic and excited about their journeys, they gain knowledge about the destination, which can then be shared with other people. Preliminary research findings are supported by some studies [30-32], which demonstrate that Experience Quality has a positive and significant effect on Wow Tourism.

H₄: Experience Quality has a positive and significant effect on Wow Tourism

2.6 Vivid of Memory and Visitor Satisfaction

Vivid of Memory is a crucial factor in creating customer loyalty since the locations and environments that give rise to these memories will be strongly associated with happiness, joy, positive meaning, participation, and refreshment [20]. On research Ozturk and Gogtas [33] states that tourists feel happiness, pleasure in rural destinations. Based on the previous gap, a relationship was found With Vivid of Memory With Visitor Satisfaction Where when visitors experience satisfaction, they will remember those who gave them positive memories in the past. The pre-research findings [20, 34, 35] shows that Vivid of Memory has a positive and significant effect on Visitor Satisfaction.

H₅: Vivid of Memory positive and significant effect on Visitor Satisfaction

2.7 Vivid of memory and Wow Tourism

Vivid Memory connection with Wow Tourism where when visitors experience satisfaction, they will remember those who gave them positive memories in the past. So that tourism is very enthusiastic on the way to finding a new atmosphere. As researches [36-38] show that Vivid of Memory has a positive and significant effect on Wow Tourism.

H₆: Vivid of Memory positive and significant effect on Wow Tourism

2.8 Visitor Satisfaction and Wow Tourism effect on revisit intention

Revisit Intention is a customer's desire to return to the company, provide positive Wow Tourism, stay longer than anticipated, and make more purchases than anticipated. Whereas when a customer makes a second or more attempt to enter a destination after leaving, the possibility of entering a destination after leaving is blocked by a wall, Wow Tourism is incredibly enthusiastic and eager to enter a destination after leaving. Many studies use the participant's wish to return as a variable that intervenes with the participant's desire to return. Similar to the research that is being done [39, 40] that customer satisfaction as an intervening variable affects customer satisfaction in restaurants. This is also in line with research [41] that overall satisfaction affects the intention to return.

H₇: Visitor Satisfaction effect on Revisit Intention

H₈: Wow Tourism effect on Revisit Intention

2.9 Conceptual framework

Based on the literature review described previously, the Framework for this study can be presented as Figure 1 below.

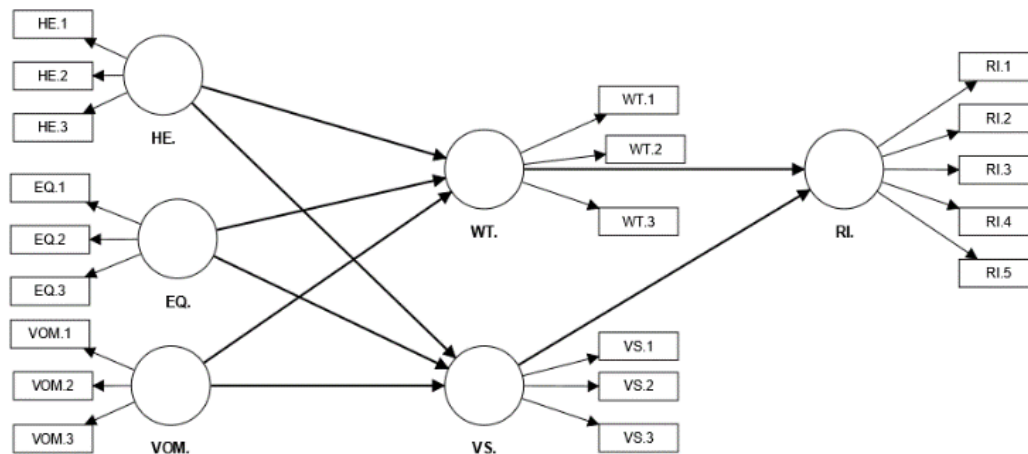


Figure 1. Conceptual framework

3. METHODS

This study applied quantitative survey methods with a cross sectional data approach to answering to meet the objective of the research questions [42]. The survey data was carried out in the individual analysis unit, namely on tourist. Data were taken cross sectionally. The respondent was taken purposively with certain criteria, such as tourist who had experienced visited Lombok once a year. Data was collected through the questionnaire using google form. There were 200 respondents who participated and filled out the guided questionnaire and this amount met the criteria minimum sample requirement based on the guidance for PLS SEM analysis [43]. To measure constructs in the proposed conceptual framework a set of indicators was developed based on previous research. Priorly, this questionnaire is translated from the reference to the local language by translators to ensure all questions are easily understood. The questionnaire was reviewed by a panel of experts from academicians. The questionnaire employed a Likert scale where respondents were asked to indicate their level of agreement with given statements from 1 (strongly disagree) to 5 (strongly agree), as previously suggested. This scale was used to measure several indicators including: Holistic Experience indicators to assess the overall impression [3, 44, 45]; Experience Quality indicators to evaluate specific aspects of the quality [5, 46, 47]; vividness of memory indicators to determine recollection [20, 36, 48, 49]; Wow Tourism indicators to identify memorable experiences [21, 41, 50, 51]; Visitor Satisfaction indicators to evaluate fulfillment [33, 52-55]; and revisit intention indicators to gauge willingness to return [56-59]. All measurement scales employed had been used in prior published work and demonstrated established validity and reliability. The conceptual framework consists of six constructs and is considered a complex research model with two mediation variables, one dependent variable to be predicted. The analysis in this study uses the structural equation model (SEM-PLS) with the Partial Least Square (PLS) approach. SEM-PLS in this study is used to test the estimation and significance of the Bootstrap method [32]. The main procedure with PLS-SEM is based on two types of models, namely outer and inner models. The structural model in this study, the output of the Partial Least Square (PLS) calculation consists of a measurement model (outer model) that measures the relationship between

latent variables and their indicators, while the structural model (inner model) measures the relationship between latent variables. variables and interpreted from the resulting regression coefficients [60].

4. DISCUSSION

4.1 Evaluation of the measurement model (Outer model)

The results of the convergent validity test show that all items that measure the search variable with a loading value greater than 0.6 are concluded that all items are considered valid. The AVE value can be seen in Table 1.

Table 1 shows that all work with Cronbach's alpha and the composite reliability value is greater than 0.70. All combinations of AVE values have an AVE value greater than 0.50. Thus, all measurement constructs are reliable and valid according to evidence.

While the Centered VIF value of the Experience Quality, Holistic Experience, Revisit Intention, Visitor Satisfaction, Vivid of Memory and Wow Tourism variables is $1.0000 < 10$, it can be concluded that there is no multicollinearity problem in the PLS model. After processing the data using PLS-SEM, the Discriminant Validity results obtained using the HTMT method can be seen in Table 2.

Based on Table 2, in the output matrix of validity and reliability testing with the HTMT method [61]. If the HTMT nilai for the variable under consideration is less than 0.9, it can be said that the construction in question is valid. Since every variable in the above matrix has an HTMT value of less than 0.9, all of the HTMT values have been reduced, making all of the variables fully valid and reliable. Additionally, the research instrument meets the Fornell-Larcker criteria for validating the distinction with the value shown in Table 3.

The results of the cross loading test on the evaluation instrument can be viewed in Table 3 below, which lists the most recent results of the validity test for the discriminant. Mark cross loading is the degree of correlation between each indicator and each variable in the analytical tool. Cross loading is valid if there is a larger correlation between an indicator and a variable than there is between an indicator and an additional indicator.

Table 1. Reliability and validity test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Experience Quality	0.703	0.702	0.835	0.628
Holistic Experience	0.715	0.715	0.840	0.637
Revisit Intention	0.832	0.904	0.881	0.598
Visitor Satisfaction	0.772	0.773	0.868	0.687
Vivid of Memory	0.780	0.785	0.873	0.696
Wow Tourism	0.883	0.888	0.928	0.810

Source: Data processing, 2023

Table 2. HTMT ratio

	Experience Quality	Holistic Experience	Revisit Intention	Visitor Satisfaction	Vivid of Memory	Wow Tourism
Experience Quality	0.290					
Revisit Intention	0.605	0.551				
Visitor Satisfaction	0.504	0.611	0.753			
Vivid of Memory	0.406	0.649	0.508	0.463		
Wow Tourism	0.565	0.711	0.816	0.738	0.587	

Source: Data processing, 2023

Table 3. Fornell-larcker criterion

	Experience Quality	Holistic Experience	Revisit Intention	Visitor Satisfaction	Vivid of Memory	Wow Tourism
Experience Quality	0.792					
Holistic Experience	0.206	0.798				
Revisit Intention	0.489	0.452	0.773			
Visitor Satisfaction	0.372	0.454	0.636	0.829		
Vivid of Memory	0.301	0.484	0.426	0.360	0.835	
Wow Tourism	0.447	0.566	0.744	0.613	0.486	0.900

Source: Data processing, 2023

4.2 Evaluation of the structural model (Inner model)

Table 4. R square

	R Square	R Square Adjusted
Revisit Intention	0.605	0.601
Visitor Satisfaction	0.296	0.285
Wow Tourism	0.463	0.454

The inner model analysis in this study was done in two parts, the first part was to evaluate the quality of the proposed model. Since the goodness of fit was not suitable in PLS-SEM [62],

the model's explanatory power and predictive value need to be evaluated.

The result found in Table 4 that revisit intention has $R^2 = 0.605$ greater than 0.5 have a moderate predictive accuracy [63]. Thus, it could be said the respective model has a adequate capability to predict its dependent variables. Visitor Satisfaction has $R^2 = 0.296$ and Wow Tourism has $R^2 = 0.463$ and has a weak predictive accuracy.

Based on Figure 2, it can also be seen that all pathways reach 95% CI > (1.96). This is a load factor reviewed request applied to assess the importance of the underlying construction to its construction.

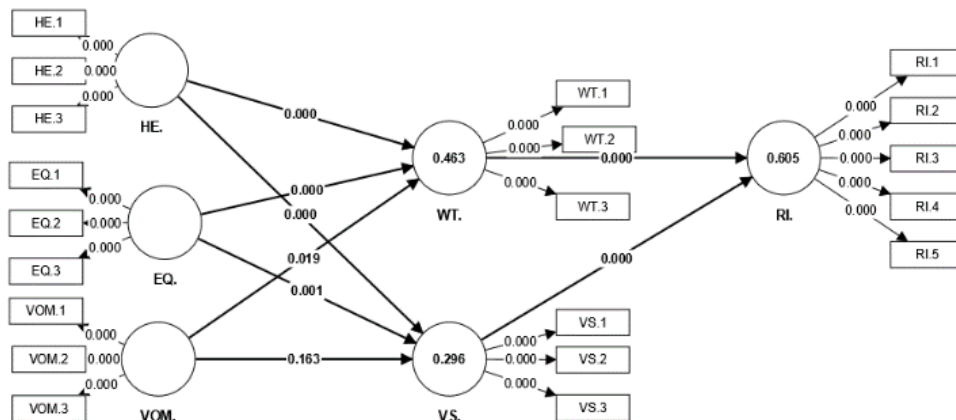


Figure 2. Result model

Hypothesis test

After analyzing the model, the next step is to test the hypothesis by comparing the statistical t values resulting from the bootstrap results on PLS. If the statistical t value is greater than the t table value (1.65), then the hypothesis is accepted as supported. Table 5 shows that there is a relationship between variables.

Based Table 5, it can be concluded that the variables Experience Quality, Holistic Experience have a significant and positive effect on Visitor Satisfaction, Wow Tourism and revisit intention. Because the two variables each have a P-value <0.05. Meanwhile, the variable Vivid of Memory has no significant effect on Visitor Satisfaction because it has a P-value >0.05, which is 0.163.

Based on Table 5, the first hypothesis shows the result that Experience Quality has a significant effect on Visitor Satisfaction. This shows that tourists feel happy with the Lombok island destination, so that tourists create extraordinary experiences with Lombok Island, so tourists feel satisfied with Lombok Island with a significant value or P-value of 0.001, so it can be concluded that tourists are happy and satisfied with Lombok island. As research conducted by [64] the results show that there is a strong significant effect on tourist satisfaction, the same thing was also researched by Perić et al. [65]. The results show that Experience Quality quality has a significant effect on satisfaction.

The second hypothesis shows that Experience Quality has an effect on Wow Tourism. This shows that Experience Quality provides a sense of pleasure beyond the expectations of tourists with a significant value or a P-value of 0.000, so it can be concluded that tourists are very enthusiastic about visiting the island of Lombok and will have a revisit intention. Experience Quality has a positive impact on WOW Tourism, and this is because travelers recommend safe destinations and share their experience with others [30-32].

The third hypothesis presents evidence that a holistic experience has a favorable impact on Visitor Satisfaction. As a result, tourists have a holistic experience with the island of Lombok, which makes them feel safe and enjoy with significant value and p value 0.000 [3, 24, 25]. It is clear that a holistic experience has a positive and significant impact on

visitor Satisfaction. This is because good products and services can give customers confidence, which can uplift the spirits of new customers who are tourism members.

The results of the hypothesis that the Holistic Experience has an impact on Wow Tourism. This indicates that the holistic experience in Lombok is favored by tourists and they want to revisit these tourist attractions with a P-Value of 0.000. Researchers [26-28] show that Holistic Experience has a positive and significant effect on Wow Tourism. Memorable and holistic travel experiences that create Wow Tourism play an important role in increasing positive information sharing for potential tourists to visit Lombok and will revisit intention.

The fifth hypothesis shows that Vivid of Memory has no significant effect on Visitor Satisfaction. These findings indicate that some tourists are dissatisfied with destinations in Lombok because tourists get negative memories about destinations in Lombok with a P-Value of 0.163. This research contradicts research conducted by several studies [20, 34, 35, 66] shows the results that Vivid of Memory has a positive effect on Visitor Satisfaction.

The sixth hypothesis shows that Vivid of Memory has a significant effect on Wow Tourism. These findings indicate that some tourists get positive or amazing memories with destinations in Lombok with a p value of 0.019. As research shows the results that Vivid of Memory has a positive effect on Wow Tourism [36-38]. This is because the more positive experiences experienced by tourists, the stronger tourists' memories of the destination. The seventh hypothesis shows the result that Visitor Satisfaction affects Revisit Intention. This shows that tourists are satisfied with destinations in Lombok and will make return visits with a significant value or P-value of 0.000. As research conducted that overall satisfaction affects the intention to return [13, 39-41]. The creation of a good and positive experience is very useful as a reference for making return visits.

The eighth hypothesis shows the result that Wow Tourism has a significant effect on Revisit Intention. This is because tourists feel amazing with the scenery in Lombok and have the desire to visit again with a significant value or P-value of 0.000. As research stated that Wow Tourism has a positive effect on Revisit Intention [48, 67, 68]. With beauty and the creation of positive memories, tourists will return to these destinations.

Table 5. Hypothesis test

	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Experience Quality -> Visitor Satisfaction	0.080	3.333	0.001
Experience Quality -> Wow Tourism	0.071	4.256	0.000
Holistic Experience -> Visitor Satisfaction	0.078	4.405	0.000
Holistic Experience -> Wow Tourism	0.075	5.456	0.000
Vivid of Memory -> Visitor Satisfaction	0.081	1.395	0.163
Vivid of Memory -> Wow Tourism	0.085	2.339	0.019
Visitor Satisfaction -> Revisit Intention	0.082	3.498	0.000
Wow Tourism -> Revisit Intention	0.074	7.637	0.000

Source: Data processing, 2023

5. CONCLUSIONS

Based on the results of the discussion, it can be concluded that: the first hypothesis shows that there is an effect of Experience Quality on Visitor Satisfaction. The second hypothesis shows that there is an effect of Experience Quality on Wow Tourism. In the third hypothesis there is the influence of Holistic Experience on Visitor Satisfaction, the fourth

hypothesis is the effect of Holistic Experience on Wow Tourism. The fifth hypothesis shows that Vivid of Memory has no significant effect on Visitor Satisfaction. The sixth hypothesis shows that Vivid of Memory has a significant effect on Wow Tourism. The seventh hypothesis shows the result that Visitor Satisfaction affects Revisit Intention. The eighth hypothesis shows the result that Wow Tourism has a significant effect on Revisit Intention.

It is intended that future study will consider employing a larger sample, as this will increase the likelihood that the results can be generalized. To see how the results of additional research would seem, future research may try carrying out this study on different tourist sites or locations. If there are any parallels or discrepancies between the search results from Lombok Tourism and other tours, research can be done in other tourist destinations. As a result, additional research is required to determine the elements that influence tourist satisfaction and the intention to return to visit in the context of tourism.

The author finds the implications of Lombok Island for Visitor Satisfaction, this is a value for visitors to visit these tourist attractions. The results of this study are expected to help these tourist attractions to increase the number of visitors who travel to these tourist attractions.

Based on the research results that have been obtained, there are implications obtained for Lombok island destinations from the results of answers to respondents' questions that get unsatisfactory answers to Lombok island destinations. As with the variable vivid of memory, this can be overcome by providing positive memories, satisfying service to increase tourist satisfaction. The survey findings can be used by hotel authorities, travel companies and the Lombok travel and tourism department to increase and increase customer happiness and delight tourists.

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