






The Role of Tourist Experience in Shaping Memorable Tourism Experiences and Behavioral Intentions



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ABSTRACT

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Tourism experiences have become central to understanding travel behavior, as they go beyond the mere consumption of a product or service and include a holistic encounter with a destination. This study explores the important role of tourists' experiences in shaping memorable tourism experiences and subsequent behavioral intentions. Based on a comprehensive review of the literature on tourist behavior and destination marketing, this research examines the complex relationship between the quality of tourism experiences and the formation of lasting memories, as well as their influence on tourists' future behavioral intentions. This research uses a quantitative data approach collected through surveys. Quantitative data analysis was used to measure the relationship between these experiences and tourists' intention to revisit and recommend the Sawarna Tourism Village. These findings highlight the multidimensional nature of the tourist experience, which includes sensory, emotional, cognitive, and social dimensions. Positive experiences and negative experiences were identified as significant contributors to the creation of lasting memories. In addition, this research reveals that memorable tourism experiences have a major influence on behavioral intentions, with satisfied tourists showing a higher likelihood of repeat visits, positive recommendations regarding tourist villages. Using data obtained from the results of a survey of 201 respondents visiting Sawarna Tourism Village. The research results stated that eleven hypotheses were supported, and three hypotheses were not supported. This research contributes to the theoretical framework of tourist behavior and provides practical insights for the development and marketing of tourist villages. Implications for tourism village marketers and tourism village managers and policy makers are discussed, emphasizing the importance of crafting experiences that align with the diverse needs and expectations of tourists. By understanding the mechanisms through which experiences shape memories and subsequent behavior, tourism village stakeholders can strategically improve the overall tourism offering, foster long-term relationships with visitors and have a positive impact on the image and competitiveness of tourist villages.

1. INTRODUCTION

In the landscape of contemporary tourism research and destination management, the concept of tourist experience has emerged as a crucial focal point for understanding the intricacies of visitor interaction with destinations [1]. Beyond the traditional emphasis on tangible products and services, tourist experiences encompass holistic and multidimensional encounters that include sensory, emotional, cognitive, and social aspects [2]. Within this framework, the formation of impressive tourist experiences has received significant attention due to its substantial impact on shaping tourist

behavioral intentions.

Tourist behavior is inherently complex and influenced by various factors that extend beyond mere consumption of goods and services [3]. The transformative power of tourism experiences lies in their ability to create lasting memories, which affect not only the immediate satisfaction of tourists but also their subsequent decisions and actions [4]. This study investigates the interaction between tourist experiences, the creation of memorable moments, and the consequential behavioral intentions exhibited by tourists.

The rationale for investigating the role of tourist experiences in shaping memorable tourist encounters and

subsequent behavioral intentions is rooted in the dynamic nature of the tourism industry. As destinations compete for attention in an increasingly competitive global landscape, understanding the mechanisms that make experiences leave a lasting impression on visitors becomes crucial. Destinations that can effectively organize and manage experiences will benefit from increased visitor satisfaction, loyalty, positive word-of-mouth promotion, and sustainable competitiveness. This research adopts a comprehensive approach, drawn from the synthesis of existing literature on tourist behavior, destination marketing, and experience management. The study explores the significant role of tourist experiences in shaping memorable tourist experiences and subsequent behavioral intentions. To understand visitor preferences, it is crucial to grasp the concept of memorable tourism experiences that leave a lasting impression. These experiences can inspire return visits, attract new visitors, and contribute to the long-term sustainability of a tourist destination [5]. The concept of memorable tourism experience has become an important consideration when developing a tourist destination.

A tourist experience is the recollection of a person's journey in the past and how vividly the memories of that trip linger in the individual's mind [6]. According to a study [7], there is a concept of four elements in the tourism experience namely entertainment, education, escapism and aesthetics. In addition, there are other aspects related to the tourism experience, specifically authenticity [8, 9]. There are numerous opportunities to convey authenticity through various methods and messages to different visitors [10]. To ensure the best experience for tourists, service providers must offer more than just satisfaction. Service providers need to create an unforgettable impression, known as "customer delight", by providing positive surprises that exceed expectations. This goes beyond mere satisfaction [11]. Several studies in the literature have explored the correlation between customer delight and tourist experience [12, 13], some showing that customer delight can form an unforgettable tourist experience [14-16] and is able to influence the behavioral intention of tourist village visitors [17]. From several previous research results, there was a research gap which ultimately prompted this research to be carried out. Previous studies on memorable tourism experiences and behavioral intentions have delved into different aspects of tourist behavior, providing valuable insights for destination management and marketing. While this existing literature has helped in understanding the connection between experience and intention, there are still important gaps that need further investigation.

Some research has focused on the link between tourist experience and satisfaction [18-21]. Positive experiences consistently lead to higher satisfaction levels, influencing tourists' overall perception of a destination. However, focusing solely on satisfaction may not fully capture the complexity of memorable experiences and their impact on behavioral intentions [22-24].

Studies have also explored the positive emotion towards memorable tourism experiences, highlighting the importance of emotional connections in creating lasting memories however negative emotions have not been adequately addressed by researchers. Emotional engagement has been linked to an increased likelihood of repeat visits and positive word of mouth. However, a deeper understanding of specific emotional triggers and their impact on different behavioral intentions is needed [25-29].

Research has investigated both cognitive and sensory aspects of tourists' experiences, recognizing that a combination of cognitive processing and sensory stimulation forms memories [30]. However, there is still a gap in understanding how these elements contribute to the formation of different types of memories and subsequent behavioral outcomes.

Destination image and perceived quality have been identified as key factors influencing memorable experiences. Positive destination image and perceived quality have been linked to increased tourist satisfaction and behavioral intentions [31-33]. However, further research is needed to understand the specific elements of destination image and quality that contribute significantly to the formation of memorable experiences. The impact of social media engagement on memorable experiences and subsequent behavioral intentions remains understudied. There has been limited focus on cross-cultural variations in the formation of memorable tourism experiences and their impact on behavioral intentions. Cultural nuances and differences in tourist expectations may play a crucial role, necessitating more in-depth study.

While several studies have explored the immediate impact of memorable experiences on behavioral intentions, there is a lack of research into the long-term effects and development of tourist loyalty. Understanding how memories persist over time and contribute to ongoing relationships between tourists and destinations is an area that requires further exploration. Prior research has established the groundwork for comprehending the link between memorable tourism experiences and behavioral intentions. Nevertheless, there remain gaps in exploring emotional, cognitive, and sensory dimensions, cross-cultural variations, and long-term impacts on behavioral intention. Filling this void will enhance the overall understanding of how experiences influence tourist behavior and guide destination management strategies. This study seeks to thoroughly examine the connection between tourist delight and travel anxiety in shaping memorable tourism experiences. The research inquiry revolves around the main components and dimensions of the tourism experience that contribute to the establishment of a memorable tourism experience and how the emotional, cognitive, and sensory aspects of tourist experience value impact the formation of enduring memories.

Rural tourism needs to adapt to today's competitive market, dominated by strong communication techniques and technology-based marketing actions. It's interesting to see how social media involvement can influence the enjoyment of rural tourism visitors in the current digital era [34-37]. This is crucial for creating a memorable tourism experience and ensuring the lasting impact of rural tourism destinations [20, 38, 39]. Social media engagement is considered important in influencing travel behavior and has received increasing attention in the literature on travel and tourism [40, 41].

2. LITERATURE REVIEW

2.1 Esthetic and tourist delight

Esthetic experiences involve encountering beauty, art, or sensory appeal that brings pleasure, appreciation, or emotional response. In tourism, these experiences engage the senses through visual, auditory, or tactile aspects of a destination. Esthetics go beyond functional travel and include enjoyment

from landscapes, architecture, cultural artifacts, or any element contributing to the destination's ambiance [42].

Tourist delight is a positive emotional response that creates joy, excitement, or happiness, exceeding expectations and leaving a lasting impression. Delightful experiences significantly contribute to positive word-of-mouth, repeat visits, and overall satisfaction [43-46].

Esthetic experiences are pivotal in creating tourist delight. Aesthetically pleasing elements in a destination, such as landscapes, artworks, or culturally rich environments, evoke positive emotional responses that lead to delight [47-49]. This combination of sensory appeal and emotional engagement enhances the travel experience.

H1: Esthetic has a positive effect on tourist delight.

2.2 Esthetic and travel anxiety

Esthetic experience refers to the subjective encounter with beauty, art, or sensory stimuli that elicits feelings of pleasure, appreciation, or emotional engagement. In the context of travel and tourism, esthetic experiences encompass the visual, auditory, tactile, or even olfactory elements of a destination that contribute to the overall sensory appeal. It goes beyond the utilitarian aspects of travel and involves the enjoyment derived from the aesthetics of landscapes, architecture, cultural artifacts, or any element that enhances the ambiance of the destination [50]. Travel anxiety refers to the feelings of unease, apprehension, or worry that individuals may experience in anticipation of or during travel. It can stem from various sources, including fear of the unknown, concerns about safety, worries related to planning and logistics, or discomfort associated with being in unfamiliar environments. Travel anxiety can manifest in different forms, such as pre-trip anxiety, fear of flying, or anxiety related to specific travel situations. Esthetic experiences can play a role in mitigating travel anxiety. Positive esthetic encounters, such as enjoying beautiful scenery, culturally rich environments, or aesthetically pleasing accommodations, have the potential to reduce stress and anxiety levels. The calming and positive emotional responses triggered by esthetic elements contribute to a more enjoyable and relaxed travel experience [51, 52].

Similarly, Jo et al. [53] found that the presence of strong aesthetic elements in urban parks can enhance visitors' safety perceptions and decrease travel anxiety levels. Their research suggests that the aesthetics of urban parks contribute to creating a more pleasant environment and reducing factors that trigger travel anxiety. Another perspective from Leung et al. [54] showed that viewing aesthetic travel photos on social media can also reduce travel anxiety levels.

H2: Esthetics have a negative effect on travel anxiety.

2.3 Authenticity and tourist delight

Authentic experiences enable tourists to deeply connect with local culture, history, and people [55-57]. This fosters a deeper appreciation and understanding of the visited place and enhances overall travel satisfaction [58, 59]. When visiting new locations, tourists often seek genuine experiences that offer insight into the local way of life, often found in architecture, museums, and historic buildings, providing a glimpse into the area's history and culture [56].

Authenticity and Tourist Delight are pivotal in the travel experience [58, 59]. Authenticity refers to the extent to which a travel experience reflects local culture, history, and way of life. In contrast, Tourist Delight represents the pleasure and

satisfaction experienced by tourists during their trip [60].

Numerous studies demonstrate a positive correlation between authenticity and tourist delight [61] which subsequently influences positive behavioral intentions and loyalty towards the destination [62]. Authentic tourist experiences yield satisfaction, enhance perceived value, and create lasting memories for tourists [61]. The authenticity factor in cultural attractions or tourist destinations significantly contributes to tourist satisfaction. When tourists feel authenticity in their experience, they are likely to feel content and express a greater intention to return or recommend the destination to others [63-66]. Nonetheless, further research is necessary to deepen our comprehension of the relationship between authenticity and tourist delight, as well as its impact on tourist behavior and loyalty.

H3: Authenticity has a positive effect on tourist delight.

2.4 Authenticity and travel anxiety

The authenticity of a destination, particularly when it involves immersion in unfamiliar cultural practices, may contribute to travel anxiety. The fear of the unknown or discomfort in culturally different environments could be heightened in the pursuit of authenticity.

Authenticity and travel anxiety can have both positive and negative effects on a person's travel experience [67]. On one hand, authentic experiences can reduce travel anxiety by allowing travelers to immerse themselves in local culture and connect with the people and places they visit. This can lead to a greater sense of comfort and familiarity and help relieve feelings of stress and uncertainty. On the other hand, authentic experiences can also increase travel anxiety for some people, especially for those who are unfamiliar with the local culture or language [68]. Research by Antón et al. [56] investigated the relationship between authenticity and travel anxiety in destination selection by international tourists. The results show that authenticity has a negative influence on travel anxiety. Travelers tend to choose destinations that are considered more authentic to reduce any travel anxiety they may experience. On the other hand, Fu [69] discussed the role of authenticity in reducing travel anxiety in the context of nature-based tourism. Findings suggest that experiences perceived as authentic in nature-based tourism can help reduce travel anxiety. When tourists feel that they are in an authentic and natural environment, their travel anxiety levels tend to decrease. While authentic experiences can enhance the travel experience by providing travelers with a deeper connection to the places they visit [56], it is also important to pay attention to one's own comfort level and take steps to reduce travel anxiety if necessary [69].

H4: Authenticity has a negative effect on travel anxiety.

2.5 Entertainment and tourist delight

Entertainment and Tourist Delight are two important factors in the travel experience [70]. In many cases, entertainment can play a crucial role in creating tourist delight. The study by Chen et al. [71] found that entertainment has a significant positive influence on the level of tourist satisfaction, especially among amusement park visitors. Fun and satisfying entertainment experiences at amusement parks play a crucial role in creating tourist satisfaction. This is supported by the research findings of Oh et al. [72] which revealed that entertainment at festival events has a positive relationship with

the level of tourist satisfaction. The entertainment experience at festival events creates excitement and satisfaction, leading to memorable experiences for tourists.

However, it is important to note that not all travelers place the same value on entertainment. Some people may prioritize relaxation, cultural immersion, or natural beauty over entertainment, while others prioritize adventure and excitement. Zhang et al. [73] examined the role of entertainment in increasing tourist satisfaction and tourist behavioral intentions, taking into consideration cultural distance. Research findings show that entertainment contributes positively to tourist satisfaction and tourist behavioral intentions. In addition, cultural distance moderates the relationship between entertainment and tourist satisfaction, with the influence of entertainment being more significant for tourists who have greater cultural distance. This means that while entertainment can be an important aspect of the travel experience, it is important to balance entertainment with other meaningful and fulfilling experiences. Thus, tourists can create a pleasant and satisfying travel experience [74].

H5: Entertainment has a positive effect on tourist delight.

2.6 Entertainment and travel anxiety

Entertainment and Travel Anxiety can have both positive and negative effects on a person's travel experience. On the one hand, entertainment can reduce travel anxiety by providing a distraction from stress and worry. However, it can also increase travel anxiety for some people [75, 76]. Research by Li et al. [77] showed that entertainment can influence travel anxiety. The study's results indicate that positive entertainment experiences can reduce the level of travel anxiety in tourists. Entertainment provided by tourist destinations can divert tourists' attention from feelings of anxiety and provide a more enjoyable experience, thereby reducing travel anxiety. Zhang [78] also found that entertainment in a tourism context can function as a mechanism for reducing travel anxiety. This study suggests that positive and engaging entertainment experiences can distract travelers from travel anxiety and help them feel more relaxed and comfortable during their travels. Kim and Park [79] explored the role of entertainment in reducing travel anxiety in tourists and found that entertainment in the form of interesting attractions and activities can provide positive experiences and divert tourists' attention from travel anxiety. While entertainment can play a role in reducing travel anxiety, it is also important to pay attention to one's own comfort level and take steps to reduce stress in other ways if necessary. Therefore, it is important to find a suitable balance [51]. Thus, tourists can create a pleasant and relaxing travel experience [80].

H6: Entertainment has a negative effect on travel anxiety.

2.7 Escapism and tourist delight

Escapism and tourist delight are important factors in the travel experience [81, 82]. For many visitors, escapism is the primary motivation for travel, and can greatly contribute to a traveler's enjoyment. Research by Angeloni [81] shows that escapism, as an escape mechanism from routine and stress, has a positive influence on the level of tourist satisfaction. Enjoyable and satisfying escapism experiences can create feelings of joy and satisfaction for tourists. Escapism also contributes to the formation of tourist satisfaction through positive experiences. Tourists who experience escapism

through activities or attractions that allow them to "escape" from everyday life feel higher satisfaction in their travels [83]. In the context of natural tourism destinations, escapism has also been proven to be positively related to the level of tourist satisfaction [84]. The experience of escapism produced through activities such as hiking, swimming and enjoying beautiful natural views can create feelings of joy and satisfaction for tourists. Traveling to nature allows people to get away from everyday life, experience new cultures and perspectives, and rejuvenate their minds and bodies. A change of scenery, a slower pace of life, and new experiences can all contribute to feelings of escape and relaxation, leading to increased tourist enjoyment [84].

H7: Escapism has a positive effect on tourist delight.

2.8 Escapism and travel anxiety

Escaping daily routines can help in reducing travel anxiety and increasing satisfaction. Further research is needed to understand the relationship between escapism and travel anxiety. Many people travel to escape, but escapism can negatively impact the travel experience by increasing anxiety. The pressure to have the "perfect" vacation can lead to stress and disappointment if expectations are not met. Being in a new place can also cause anxiety and stress. However, escapism can help reduce travel anxiety by providing comfort and relaxation. Research shows that escapism can distract travelers from anxiety and create positive feelings. Escaping daily routines and stress through travel can reduce anxiety in tourists, especially in the millennial generation [85]. Further research is needed to understand the relationship between escapism and travel anxiety.

H8: Escapism has a negative effect on travel anxiety.

2.9 Tourist delight and memorable tourism experience

Several studies have explored the connection between tourist delight and memorable tourist experiences [71, 86-88] with some indicating that tourist satisfaction can lead to an unforgettable tourist experience and has a positive impact [28, 89].

Prayag et al. [90]'s research demonstrates that high levels of tourist satisfaction are linked to the development of a strong memorable tourism experience. The findings of this study suggest that a positive memorable tourism experience can generate feelings of happiness and high satisfaction in tourists, contributing to the creation of a memorable tourism experience. Studies also found similar results, indicating that high levels of tourist satisfaction had a positive effect on the formation of a memorable tourism experience for tourists [25]. Tourists who experience high levels of tourist satisfaction are likely to have more remarkable and memorable tourist experiences.

H9: Tourist delight has a positive impact on memorable tourism experience.

2.10 Travel anxiety and memorable tourism experience

According to Selcuk et al. [91] specific tourist experiences can lead to travel anxiety, especially during the pandemic due to individuals' reluctance and fear of leaving home. Several studies have examined the impact of travel anxiety on tourism experiences [92] focusing on the factors that influence accommodation choices during the pandemic and determining

the variables that affect these factors, which are closely tied to the tourism experience and its dimensions [93].

However, research on how travel anxiety is related to MTE has not been widely explored, despite its direct impact on travelers' intentions [52]. A recent study by Li and Huang [94] suggests that low levels of travel anxiety are linked to the formation of stronger memorable tourism experiences. The findings indicate that low travel anxiety enables tourists to focus more, enjoy the trip more, and experience it more positively, thus increasing the likelihood of creating a memorable tourism experience.

Based on previous research, it can be concluded that there is a negative relationship between low levels of travel anxiety and the formation of stronger memorable tourism experiences. Overcoming travel anxiety becomes important in creating a positive and memorable travel experience. However, further research is needed to deepen the understanding of the mechanisms and other factors influencing this relationship, as well as the influence of contextual variables that may moderate the relationship between travel anxiety and memorable tourism experiences [94].

H10: Travel anxiety has a negative effect on memorable tourism experiences.

2.11 MTE and behavioral intention

Tourism experiences and behavioral intentions are closely related, as tourists' experiences during travel can significantly impact their future travel intentions [22]. Behavioral intention refers to the likelihood that a person will engage in a particular behavior in the future, such as traveling to a specific destination or repeating a particular travel activity [74].

Positive and memorable tourism experiences can increase tourists' behavioral intentions, as they are more likely to return to the same destination or seek similar experiences in the future [95]. Research by Rasoolimanesh et al. [96] demonstrates that the formation of a memorable tourism experience has a positive influence on behavioral intention. Impressive and memorable tourism experiences can build positive relationships with tourists, increase their satisfaction, and motivate them to repeat visits or recommend the destination to others.

Therefore, it can be concluded that MTE can positively influence the behavioral intention of tourist village visitors [24]. By creating positive and memorable experiences, destinations and tourism providers can increase the chances of tourists returning and recommending their experiences to others, helping to build a positive reputation and supporting the future growth of the tourism industry [17].

H11: MTE has a positive effect on behavioral intention.

2.12 Social media engagement can moderate memorable tourism experience to behavioral intention

Tourists who are highly engaged on social media platforms may be more inclined to share their positive and memorable experiences, leading to stronger behavioral intentions such as recommending the destination to others or planning a return visit [97]. Conversely, those with lower social media engagement may still have positive behavioral intentions, but the impact of their memorable experiences as tourists might be less pronounced in terms of public sharing or recommendation. Research by Kim and Fesenmaier [98] shows a positive relationship between social media engagement and behavioral

intention in the tourism context. These findings suggest that tourists' active and positive involvement in interactions with tourism content on social media can influence their willingness to take travel-related actions, such as repeat visits or recommending destinations to others. Bigne et al. [99] also found that social media engagement contributes positively to behavioral intention among tourists who use social media to obtain tourism information and experiences. Strong engagement with tourism content and communities on social media can increase tourists' desire to engage further with the destination and take travel-related actions [100].

Tourists' active engagement in interactions with tourism content and communities on social media can increase their willingness to take future travel-related actions, such as repeat visits or recommending a destination to others [100]. Therefore, it is important for tourism destinations and service providers to utilize social media as an effective tool in building engagement and influencing tourist behavior.

H12: Social media engagement can moderate memorable tourism experience to Behavioral Intention.

2.13 Social media engagement can moderate tourist delight to memorable tourism experience

Tourists highly engaged on social media may be more likely to share their experiences, increasing their perceived memorability. Sharing and interacting on social media could enhance the impact of delight on the memory of the experience [101]. Conversely, those with lower social media engagement may still experience delight, but its impact on the perceived memorability of the tourism experience might be less pronounced in terms of public sharing or online interaction. Then, studies [102, 103] found that tourists' involvement in social media was related to their level of satisfaction and enjoyment of the travel experience. Through active participation on social media platforms, travelers can gain additional insights and perspectives, raise their expectations, and generate higher levels of excitement during their travels [102, 103].

These various literature reviews conclude that social media engagement, tourist delight, unforgettable tourist experiences, and behavioral intentions are all interconnected and can influence each other in various ways. Social media engagement can increase tourist delight giving travelers the opportunity to share their experiences with others, connect with friends and family, and access information and recommendations about destinations and experiences. By harnessing the power of social media, destinations and tourism providers can help create positive and memorable experiences that will shape tourists' future travel intentions and improve their overall travel experience [103].

H13: Social media engagement can moderate Tourist Delight to Memorable tourism experience.

2.14 Social media engagement can moderate travel anxiety towards memorable tourism experience

Prior research has shown that social media engagement, travel anxiety, memorable travel experiences and behavioral intentions are interconnected. Social media can have both positive and negative impacts on travel anxiety, influencing memorable travel experiences and behavioral intentions [103] found a positive relationship between social media engagement and tourist delight. Active participation in interactions with tourism content on social media can increase

tourists' enjoyment and satisfaction with tourism experiences. Social media serves as a platform for sharing and obtaining information, reviews, and recommendations that can shape tourists' positive perceptions of destinations.

Tourists' active participation in interactions with tourism content on social media can help reduce travel anxiety levels and increase memorable tourism experiences. Through social interaction and support from social media communities, travelers can feel more comfortable and confident during their travels, thereby increasing levels of satisfaction and excitement. Conversely, Sun and Guo [104] found that high travel anxiety positively influences memorable tourism experience and tourists' behavioral intentions have a greater effect on social media engagement. Therefore, by providing accurate and positive information and support to tourists, destinations and tourism providers can help reduce travel anxiety and create positive and memorable tourism experiences that will shape tourists' future travel intentions.

H14: Social media engagement can moderate travel anxiety towards memorable tourism experience.

Based on the explanation of hypothesis development provided above, the conceptual framework of the research can be outlined as follows (Figure 1).

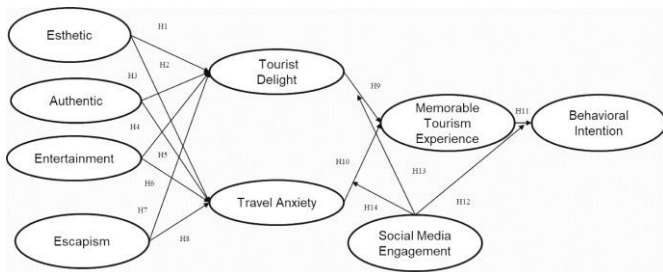


Figure 1. Research model

3. METHODS

Quantitative surveys were used to gather data through a questionnaire instrument from tourists who had visited the Sawarna tourist village. The research design employed purposive sampling with specific criteria, targeting tourists who use social media, visit the Sawarna tourist village, and are aged 15-65. The sample size for the study was determined using power analysis with $f^2=0.15$ [105] resulting in 201 respondents being selected for analysis.

The research questionnaire included questions about respondent profiles, and it was distributed from February to April 2023. Prior to distribution, the questionnaire underwent face validity assessment by a panel of experts to ensure its comprehensibility.

The research is explanatory and causal predictive, involving several related variables. A complex model with nine variables was employed, and the data analysis method chosen was partial least squares structural equation modeling (PLS-SEM) [106] using SmartPLS4 software with bootstrap for testing significance.

The analysis procedure with PLS-SEM involved two main stages: external models or measurements and inner model or

structural model [105]. Before testing the hypothesis, it was ensured that all indicators used to measure the construct of the research were reliable and valid.

All variables used in this research consist of several items/indicators as research constructs adopted from previous literature and have been adjusted and modified according to the researcher's needs. Respondents' responses and opinions were measured using a five-point Likert scale ranging from strongly disagree to strongly agree (Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, and Strongly Agree = 5). Aesthetic variables, escapism, entertainment, authenticity from research [107], tourist delight from research [12], travel anxiety from research [108], memorable tourism experience [109], social media engagement [110], and behavioral intention [111].

4. RESULT AND DISCUSSION

The research participants were recruited through an online survey. Approximately 90 of them were male, 111 were female and under 40 years old (Table 1). It's worth noting that all respondents were tourists who had visited the Sawarna tourist village for the purpose of this research.

Table 1. Respondent profile

Description	Category	Number (n)	Percentage (%)
Gender	Male	90	44.7
	Female	111	55.3
Age	17-23 years	30	14.92
	24-29 years	20	9.95
	30-35 years	81	40.3
	36-41 years	60	29.85
	>41 years	10	4.98
Follow account social media tourism village	Yes	81	40.2
	No	120	59.8
With whom did you visit tourism village	Alone	25	12.43
	Family	30	14.92
village	Partner	55	27.34
	Friends	91	45.31

4.1 Measurement model

43 indicators meet the requirements; only one indicator has a loading value of 0.7000 (MTE6), while the rest have values above 0.708. The next step involves an internal consistency assessment, where Cronbach's alpha value is used with a lower limit of 0.7 and reliability compatible with the upper limit of 0.95. If a value greater than 0.95 is found, it can indicate excessive indicators.

Figure 2 and Table 2 demonstrate that all Cronbach's alpha values were above 0.7, and composite reliability ranged between 0.7 and 0.95. These findings indicate satisfactory construct consistency. Additionally, all values from the average variance extracted were found to be above 0.5, confirming the validity of the construct as necessary.

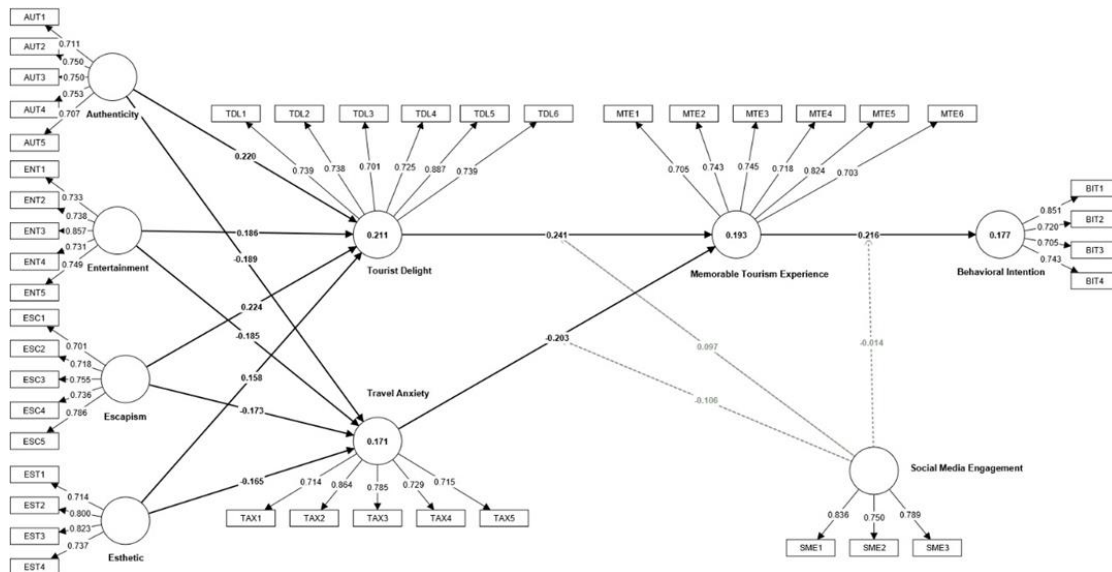


Figure 2. Outer model

Table 2. Construct reliability and validity

Variable	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Authenticity	AUT1	0.711	0.787	0.854	0.539
	AUT2	0.750			
	AUT3	0.750			
	AUT4	0.753			
	AUT5	0.707			
Entertainment	ENT1	0.733	0.820	0.842	0.582
	ENT2	0.738			
	ENT3	0.857			
	ENT4	0.731			
	ENT5	0.749			
Escapism	ESC1	0.701	0.793	0.858	0.548
	ESC2	0.718			
	ESC3	0.755			
	ESC4	0.736			
	ESC5	0.786			
Esthetic	EST1	0.714	0.772	0.853	0.593
	EST2	0.800			
	EST3	0.823			
	EST4	0.737			
Memorable Tourism Experience	MTE1	0.702	0.835	0.879	0.549
	MTE2	0.747			
	MTE3	0.744			
	MTE4	0.721			
	MTE5	0.823			
	MTE6	0.700			
Tourist Delight	TDL1	0.739	0.850	0.889	0.583
	TDL2	0.739			
	TDL3	0.701			
	TDL4	0.725			
	TDL5	0.887			
	TDL6	0.739			
Travel Anxiety	TAX1	0.714	0.822	0.874	0.583
	TAX2	0.864			
	TAX3	0.785			
	TAX4	0.729			
	TAX5	0.715			
Social Media Engagement	SME1	0.836	0.703	0.835	0.628
	SME2	0.750			
	SME3	0.789			
Social Media Engagement x Memorable Tourism Experience	SME x MTE	1.000			
Social Media Engagement x Tourist Delight	SME x TDL	1.000			
Social Media Engagement x Travel Anxiety	SME x TAX	1.000			

Table 3. Discriminant validity with HT/MT ratio

	AUT	BI	ENT	ESC	EST	MTE	SME	TDL	TAX	SME x MTE	SME x TDL	SME x TAX
Authenticity												
Behavioral Intention	0.129											
Entertainment	0.141	0.134										
Escapism	0.153	0.087	0.148									
Esthetic	0.284	0.137	0.119	0.189								
Memorable Tourism Experience	0.141	0.360	0.257	0.161	0.167							
Social Media Engagement	0.091	0.481	0.100	0.151	0.244	0.308						
Tourist Delight	0.352	0.170	0.285	0.337	0.292	0.343	0.148					
Travel Anxiety	0.318	0.079	0.279	0.273	0.282	0.266	0.121	0.140				
Social Media Engagement x Memorable Tourism Experience	0.147	0.086	0.059	0.226	0.120	0.151	0.115	0.093	0.134			
Social Media Engagement x Tourist Delight	0.082	0.098	0.080	0.212	0.088	0.095	0.188	0.091	0.116	0.328		
Social Media Engagement x Travel Anxiety	0.095	0.142	0.098	0.059	0.117	0.147	0.056	0.099	0.025	0.023	0.007	

Note: AUT=Authenticity, BI=Behavioral Intention, ENT=Entertainment, EST=esthetic, MTE=Memorable Tourism Experience, SME=social media engagement, TDL=tourist delight, TAX=travel anxiety

The final step in the outer model utilized the heterotrait-monotrait ratio (HTMT) approach, following the recommendation by Chavez et al. [110]. HTMT is a more precise method for assessing discriminant validity based on the multitrait-multimethod matrix or heterotrait-monotrait ratio (HTMT). Discriminant validity between two constructs is established if the HTMT value is below 0.90. Table 3 displays all HTMT values below 0.9, confirming that all indicators in this research model have been effectively distinguished to measure their respective constructs. Additionally, the standardized root mean square (SRMR) was evaluated in the outer model. An SRMR value below 0.08, as observed in the partial least square (PLS) outcome, indicates a good fit that can prevent misrepresentation in this model [106]. The overall analysis of the outer model results ensures the reliability and validity of this research model, verifying its readiness to proceed to the next stage.

4.2 Structural model

The quality of the proposed research model is assessed by looking at internal variance inflation factor value (VIF), R^2 , f^2 , and $Q^2_{predict}$ [105]. The inner VIF values found in all constructs are less than 3, so they are categorized as ideal. This finding eliminates the possibility multicollinearity, which can be disruptive predictive ability model. Structural models show the value of $R^2 = 0.177$ for behavioral intention as the dependent variable and $R^2 = 0.193$ for memorable tourism experience, and R^2 for travel anxiety 0.171 and R^2 for tourist delight 0.211.

The inner model assessment is used to see the relationship between latent variables in the model. In the inner model there are four latent variables (Figure 3). The bootstrapping method used in Smart PLS obtains path coefficients and T-statistic values. Model variables that have a significant positive influence are indicated by the condition that the calculated T value > T table = 1.65 and P-value > 0.05. Table 4 presents the bootstrap results using Smart PLS.

Table 5 shows thirteen hypotheses; $p < 0.05$ indicates that each is supported. However, it is recommended to use the corrected p-value with the Bonferroni approach, where the p-value must be lower than the corrected p-value. Nitzl et al.

[112] suggested that mediation analysis should confirm the importance of mediation through indirect effects. As a result, memorable tourist experiences were proven to be a substantial mediator of Behavioral Intention, tourist delight and travel anxiety also were proven to be a substantial mediator of memorable tourism experience.

PLS-SEM features were used to apply out-of-sample redundancy values [105] While behavioral intention displayed $Q^2 = 0.106$ and was classified as a small value (< 0.5), all Q^2 were found to be greater than 0. MTE had a Q^2 of 0.092 and TDL had a Q^2 of 0.152 and travel anxiety had a Q^2 of 0.115. Thus, the endogenous construct of the out-of-sample model approach has sufficient cross-validated redundancy.

In accordance with the specifications for the flow made by Hair et al. [105], the PLS predict output can evaluate the predictive ability at the build indicator level. The cross-validation predictive ability test (CVPAT) was created by Liengard et al. [113] and is considered more appropriate for measuring the predictive power of a model. Currently, CVPAT is recommended to measure the comparison of prediction-oriented models in PLS-SEM. The researchers used the findings of this study to compare CVPAT data with indicator averages globally and at the indicator level (Table 6). This data shows a lower average loss value which is indicated by a negative value. This model is predictively accurate. In addition, comparisons were made with the linear model (LM), which gave good results with higher average loss values than LM. Considering the naive benchmark stage, the model has predictive validity.

Indicator values and Inner Variance Inflation Factor for this research model can be seen in Table 4. All indicator values and inner VIF for all independent, dependent, mediating and moderating variables were found to be less than 3. VIF values below 3 can be classified as ideal [105] and these results are in line with expectations. Based on the findings of the VIF data, it can be said that between the dependent, mediating and moderating independent variables in this research model, there were no issues or indications that there was a multicollinearity problem.

In this research model, a moderating variable for social media engagement is included. It is suggested that this variable does not moderate the influence of memorable tourism

experiences on behavioral intention (Figure 4), tourist delight on memorable tourism experiences (Figure 5), and travel anxiety on memorable tourism experiences (Figure 6). Thus, it seems that the attenuating effect of social media engagement

does not have a significant moderating role in the relationships mentioned. This inference is supported by the outcomes of simple slope analysis.

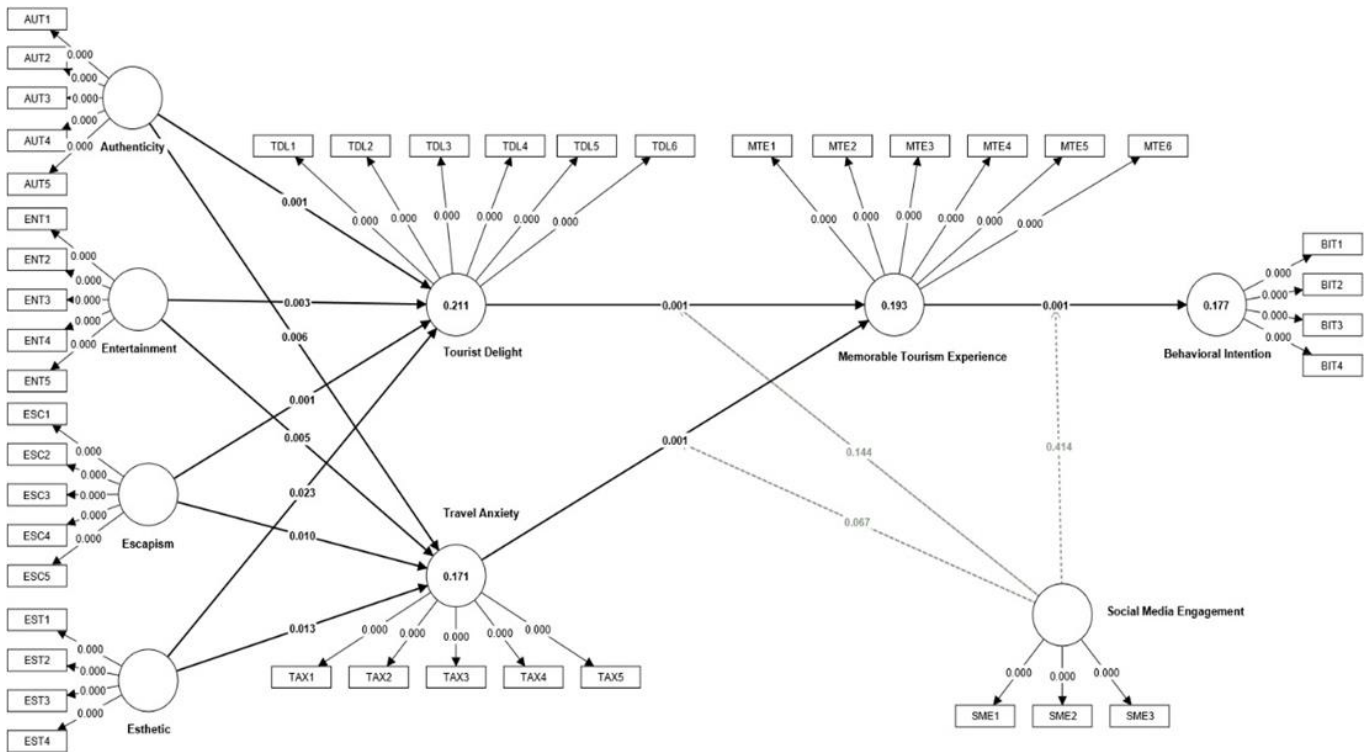


Figure 3. Inner models

Table 4. Variance inflation factor

Path	Inner VIF
Authenticity -> Tourist Delight	1.062
Authenticity -> Travel Anxiety	1.062
Entertainment -> Tourist Delight	1.021
Entertainment -> Travel Anxiety	1.021
Escapism -> Tourist Delight	1.026
Escapism -> Travel Anxiety	1.026
Esthetic -> Tourist Delight	1.064
Esthetic -> Travel Anxiety	1.064
Memorable Tourism _Experience -> Behavioral Intention	1.077
Tourist Delight -> Memorable Tourism _Experience	1.030
Travel Anxiety -> Memorable Tourism _Experience	1.017
<i>Social Media_Content Interaction x Memorable Tourism _Experience -> Behavioral Intention</i>	1.025
<i>Social Media_Content Interaction x Tourist Delight -> Memorable Tourism _Experience</i>	1.042
<i>Social Media_Content Interaction x Travel anxiety -> Memorable Tourism _Experience</i>	1.012

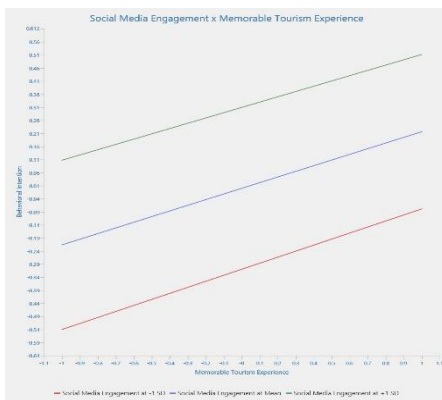


Figure 4. Simple slope analysis

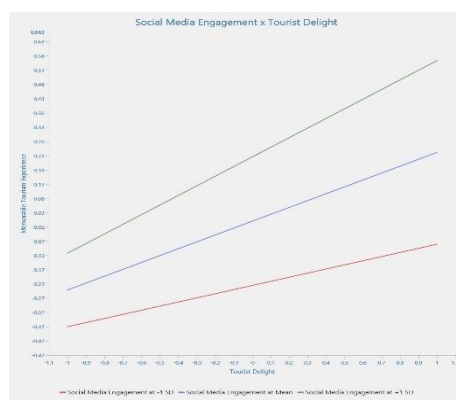


Figure 5. Simple slope analysis

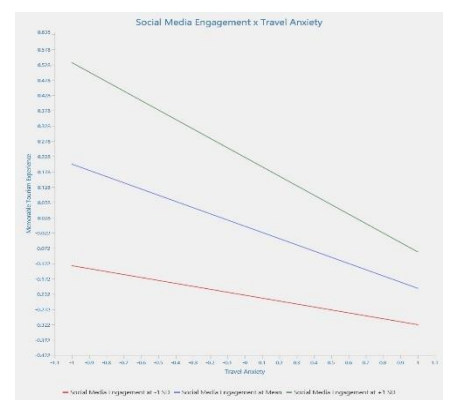


Figure 6. Simple slope analysis

Table 5. Hypothesis testing

Hypothesis	Standardized Coefficient	p values	CI 5.0%	CI 95.0%	Result
Authenticity -> Tourist Delight	0.220	0.001	0.107	0.333	Hypothesis Supported
Authenticity -> Travel Anxiety	-0.189	0.006	-0.320	-0.075	Hypothesis Supported
Entertainment -> Tourist Delight	0.186	0.003	0.080	0.302	Hypothesis Supported
Entertainment -> Travel Anxiety	-0.185	0.005	-0.302	-0.069	Hypothesis Supported
Escapism -> Tourist Delight	0.224	0.001	0.114	0.344	Hypothesis Supported
Escapism -> Travel Anxiety	-0.173	0.010	-0.297	-0.049	Hypothesis Supported
Esthetic -> Tourist Delight	0.158	0.023	0.029	0.286	Hypothesis Supported
Esthetic -> Travel Anxiety	-0.165	0.013	-0.280	-0.039	Hypothesis Supported
Memorable Tourism Experience -> Behavioral Intention	0.216	0.001	0.098	0.333	Hypothesis Supported
Tourist Delight -> Memorable Tourism Experience	0.241	0.001	0.108	0.371	Hypothesis Supported
Travel Anxiety -> Memorable Tourism Experience	-0.203	0.001	-0.317	-0.104	Hypothesis Supported
Social Media Engagement x Memorable Tourism Experience -> Behavioral Intention	-0.014	0.414	-0.123	0.092	Hypothesis Not Supported
Social Media Engagement x Tourist Delight -> Memorable Tourism Experience	0.097	0.144	-0.061	0.241	Hypothesis Not Supported
Social Media Engagement x Travel Anxiety -> Memorable Tourism Experience	-0.106	0.067	-0.209	0.025	Hypothesis Not Supported

*Significant at <0,05, **Significant < 0,005 (corrected p- value).

Table 6. Cross-validated predictive ability test result

Variables	PLS-SEM vs. Indicator Average (IA)			PLS-SEM vs. Linear Model (LM)		
	Average Loss Difference	t value	p value	Average Loss Difference	t value	p value
Behavioral Intention	-0.045	1.795	0.074	-0.128	6.120	0.000
Memorable Tourism Experience	-0.041	1.960	0.051	-0.100	4.190	0.000
Tourist Delight	-0.073	2.276	0.024	-0.136	6.433	0.000
Travel Anxiety	-0.062	2.039	0.043	-0.114	4.962	0.000
Overall	-0.056	3.354	0.001	-0.119	9.866	0.000

4.2 Discussion

Memorable tourism experiences are essential for locations because they allow them to maintain a sustainable competitive advantage over competitors by offering special, extraordinary, and unforgettable experiences to potential tourists [114]. Some researchers argue that if destination management wants tourists to form favorable sentiments and feelings towards the destination, the destination must offer a strong, memorable and different experience [115].

Thirteen hypotheses were supported. The moderation hypothesis was not supported. H₁, indicates that as the aesthetic qualities of a destination or experience increase, there is a statistically significant tendency for tourist delight to increase as well. In other words, there is a positive association between the perceived aesthetic appeal and the level of delight experienced by tourists [47-49].

This finding has practical implications for those involved in the tourism industry, suggesting that enhancing the aesthetic aspects of a destination, whether through natural beauty, architectural design, or other visual elements, is likely to contribute positively to the overall delight and satisfaction of tourists. It emphasizes the importance of aesthetics in influencing the emotional and experiential aspects of travel, potentially leading to positive word-of-mouth, repeat visits, or

increased recommendations from satisfied tourists. The implication is the development of potential artistic and cultural values and the reviving traditional arts groups in Indonesia. This implication occurs because there is a balance between the natural environment and its management. Therefore, nature, which still looks aesthetically pleasing and produces noble aesthetic values, is visited by many domestic and foreign tourists. H₂, indicates that as the perceived authenticity of a destination or experience increases, there is a statistically significant tendency for tourist delight to increase as well. In other words, there is a positive association between the perceived authenticity of the tourism offering and the level of delight experienced by tourists [58, 59].

This finding underscores the importance of authenticity in shaping the emotional and experiential aspects of travel. Tourists may derive greater satisfaction and enjoyment from experiences they perceive as authentic, whether it be cultural immersion, historical exploration, or interactions with local communities. For businesses and destinations in the tourism industry, this suggests that emphasizing and preserving authenticity can contribute positively to tourists' overall delight, potentially influencing their loyalty, positive word-of-mouth, and repeat visits. H₃, indicates that as the level of entertainment provided to tourists increases, there is a statistically significant tendency for tourist delight to increase

as well. In other words, there is a positive association between the quality or quantity of entertainment offerings and the level of delight experienced by tourists [72-74].

This finding suggests that entertainment plays a crucial role in enhancing the overall tourist experience. Tourists who find the entertainment offerings enjoyable, engaging, and satisfying are more likely to experience higher levels of delight during their travels. For businesses and destinations in the tourism industry, this emphasizes the importance of investing in and delivering high-quality entertainment options as a means to positively influence tourists' satisfaction, loyalty, and the likelihood of recommending the destination or service to others. H₄ indicates that as the level of escapism perceived by tourists increases, there is a statistically significant tendency for tourist delight to increase as well. In other words, there is a positive association between the degree to which tourists experience escapism during their travels and the level of delight they derive from those experiences [81, 82].

This finding suggests that the ability of a travel experience to provide a sense of escapism, allowing tourists to temporarily detach from the stresses of everyday life, contributes positively to their overall delight. For businesses and destinations in the tourism industry, recognizing and catering to the desire for escapism can be a key strategy for enhancing customer satisfaction, fostering positive word-of-mouth, and encouraging repeat visits. H₅ indicates that as the level of escapism perceived by individuals increases, there is a statistically significant tendency for travel anxiety to decrease. In other words, there is a negative association between the degree to which individuals experience escapism during their travels and the level of travel anxiety they feel [85].

This finding suggests that the ability of a travel experience to provide a sense of escapism contributes to a reduction in travel anxiety. For individuals who use travel to escape or find relief from stress, the experience is associated with lower levels of anxiety. For businesses and destinations in the tourism industry, understanding and facilitating escapism in travel experiences may be a valuable strategy for addressing and mitigating travel-related anxieties, potentially leading to more positive overall travel experiences. H₆ indicates that as the aesthetic qualities of a destination or experience increase, there is a statistically significant tendency for travel anxiety to decrease. In other words, there is a negative association between the perceived aesthetic appeal and the level of travel anxiety experienced by individuals [51, 52].

This finding suggests that the more aesthetically pleasing or visually appealing a travel experience is, the less likely individuals are to experience travel anxiety. The positive visual aspects may contribute to a more positive and calming experience, potentially alleviating anxiety associated with the travel process. For businesses and destinations in the tourism industry, emphasizing and enhancing the aesthetic qualities of the environment may be a strategy to create a more comfortable and less anxiety-inducing atmosphere for travelers. H₇ indicates that as the level of entertainment provided during travel experiences increases, there is a statistically significant tendency for travel anxiety to decrease. In other words, there is a negative association between the quality or quantity of entertainment offerings and the level of travel anxiety experienced by individuals [75, 76].

This finding suggests that the availability and quality of entertainment can have a calming or stress-reducing effect on individuals during their travels. Engaging and enjoyable entertainment options may serve as distractions or sources of

enjoyment that contribute to lower levels of travel anxiety. For businesses and destinations in the tourism industry, emphasizing entertainment as part of the travel experience may be a strategy to create a more positive and less anxiety-inducing atmosphere for travelers. H₈ indicates that as the perceived authenticity of a destination or experience increases, there is a statistically significant tendency for travel anxiety to decrease. In other words, there is a negative association between the perceived authenticity of the tourism offering and the level of travel anxiety experienced by individuals. This finding suggests that experiences perceived as more authentic may contribute to a sense of security or comfort, potentially reducing feelings of travel anxiety. For individuals seeking genuine and culturally rich experiences, the authenticity of a destination or travel experience may serve as a positive influence on their emotional well-being during travel. For businesses and destinations in the tourism industry, emphasizing and delivering authentic experiences may be a strategy to create a more reassuring environment for travelers. H₉ indicates that as the level of tourist delight increases, there is a statistically significant tendency for the memorability of the tourism experience to also increase. In other words, there is a positive association between the feelings of delight and the level of memorability associated with the tourism experience [86-88].

This finding aligns with common expectations, as delightful experiences are likely to be more positively remembered. For businesses and destinations in the tourism industry, focusing on creating experiences that generate delight can contribute to the overall memorability of the tourism offerings. Positive and enjoyable experiences often lead to satisfied and repeat customers, positive word-of-mouth, and enhanced destination reputation. H₁₀ indicates that as the level of travel anxiety decreases, there is a statistically significant tendency for the memorability of the tourism experience to increase. In other words, there is a negative association between the feelings of travel anxiety and the level of memorability associated with the tourism experience [94].

This finding suggests that individuals who experience lower levels of travel anxiety are more likely to perceive their tourism experiences as memorable. Reduced anxiety may contribute to a more positive, enjoyable, and memorable overall travel experience. For businesses and destinations in the tourism industry, addressing and minimizing factors that contribute to travel anxiety could potentially enhance the memorability of the experiences they offer.

H₁₁ indicates that as the level of memorable tourism experience increases, there is a statistically significant tendency for positive behavioral intentions to also increase. In other words, there is a positive association between the perceived memorability of the tourism experience and the likelihood of individuals expressing positive intentions or behaviors related to that experience [96].

This finding aligns with common expectations in the field of tourism research. Positive and memorable experiences are often linked to favorable behavioral intentions, such as repeat visits, positive word-of-mouth recommendations, and increased loyalty to the destination or service provider. For businesses and destinations in the tourism industry, creating memorable experiences can contribute to positive behavioral outcomes and enhance the overall success and reputation of the offering. H₁₂ according to the research findings, social media engagement does not contribute to a stronger or more positive connection between memorable tourism experiences

and behavioral intention. It may suggest that the presence of social media engagement does not significantly influence the likelihood of individuals translating memorable experiences into positive behavioral intentions.

Indicates that the statistical analysis did not find evidence to support the hypothesis that social media engagement moderates the relationship between memorable tourism experiences and behavioral intention. In other words, the impact of social media engagement does not vary or change the strength of the relationship between memorable tourism experiences and behavioral intention and contrary to research [100]. This finding provides insights into the specific dynamics between social media engagement, memorable tourism experiences, and behavioral intentions in the context studied. It suggests that, in this particular scenario, social media engagement does not play a significant moderating role in shaping the relationship between memorable experiences and subsequent behavioral intentions.

H₁₃ social media engagement has an insignificant negative influence on the direct relationship between travel anxiety and memorable tourism experience. This means that the presence of social media engagement does not significantly influence travel anxiety and memorable tourism experiences [104].

Shows that statistical analysis does not find evidence to support the hypothesis that social media engagement moderates the relationship between travel anxiety and memorable tourism experiences. In other words, the influence of social media engagement does not change or varies significantly depending on the level of travel anxiety.

These findings provide insight into the role of social media engagement in forming the relationship between travel anxiety and memorable tourism experiences. H₁₄ Social media engagement has an insignificant positive influence on the direct relationship between tourist delight and memorable tourism experience [102, 103]. This means that the presence of social media engagement does not significantly increase the relationship between tourist delight and memorable tourism experiences. Shows that statistical analysis does not find evidence to support the hypothesis that social media engagement moderates the relationship between tourist delight and memorable tourism experience. In other words, the influence of social media engagement does not change or varies significantly depending on the level of tourist delight. These findings provide insight into the role of social media engagement in the relationship between tourist delight and memorable tourism experiences.

5. CONCLUSIONS

Eleven hypotheses were supported. The moderation hypothesis was not supported. The cross-sectional nature of the study limits the ability to establish causal relationships. Longitudinal or experimental designs could provide a more comprehensive understanding of the dynamic interplay between tourist experiences, memorability, and behavioral intentions over time. The moderating variable social media engagement did not show a significant effect. Further investigation into alternative moderation variables or consideration of contextual factors that may influence the relationship could provide additional insights.

Recognizing the significant role of social media engagement, tourism managers and marketers can actively encourage visitors to share their positive experiences online.

Develop social media campaigns, contests, or incentives that encourage tourists to share their memorable experiences. Facilitate user-generated content to enhance the destination's online presence and attract potential visitors. To enhance the overall tourist experience, tourism managers can consider collaborations with local businesses, communities, and influencers. Establish partnerships with local businesses to offer unique and authentic experiences. Engage with influencers who align with the destination's escapism themes to reach a wider audience.

Implement customer service training to ensure that staff members are well-equipped to create positive and memorable interactions with visitors. Emphasize the role of frontline staff in enhancing the overall tourist experience.

Apart from that, this research has benefits for the government because it can be used as a basis for creating marketing strategies for tourist villages based on customer experience, so that innovative and creative efforts can be made to increase intentions to return to tourist villages in order to create the nation's ideals, which include strengthening the economy.

Tourism marketers must work to design experiences that create positive memories for tourists, and tourism companies should focus on the five emotional phases of tourism experiences to create a memorable and quality-based experience for guests.

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