

Research Article

The Impact of Memorable Tourism Experience, Destination Attributes, and Destination Image on Tourist Loyalty in Poncokusumo Tourism Village, Malang Regency

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Abstract.

The purpose of this study is to examine tourist loyalty, as developed through destination attributes, destination image, and memorable tourism experience. This research uses quantitative methods and engages 97 respondents via accidental sampling given to the tourists who have been visited Desa Wisata Poncokusumo twice or more. The data was analyzed using SPSS. The result is the destination attributes and the destination image significantly influence memorable tourism experience. The destination attributes have no significant influence on tourist loyalty, whereas destination image does significantly influence it. Memorable tourism experience also has a significant influence on tourist loyalty. Lastly, memorable tourism experience is able to influence both the destination attributes and tourist loyalty, meaning it acts as a full mediation. Meanwhile, memorable tourism experience is also able to influence between destination image and tourist loyalty, becoming partial mediation.

Keywords: destination attributes, destination image, memorable tourism experience, tourist loyalty, tourism village

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Published: 15 October 2024

Publishing services provided by Knowledge E

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Selection and Peer-review under the responsibility of the 8th ICOS: Sustainable Economics Conference Committee.

1. Introduction

Tourism village has become one of alternative tourism in the new normal phase. Tourism Village is based on nature and located not far from the city, so it is easy to access by the tourists. Tourism Village is one of the preferred programs that can bring back the tourism industry after the COVID-19 pandemic, as well as the changes in the tourism trend. Moreover, the Minister of Tourism and Creative Economy, Sandiaga Uno, supported the development of the tourism village per the ministry's target, which is for 244 tourism villages to become private tourism villages by 2024 [1]. Tourism villages can be found all around Indonesia. Malang Regency is one of the districts with so much potential for tourism villages.



Malang Regency tourism village contributes potential for about 122. It is spread all over the regency. One of the sub-districts, the Poncokusumo sub-district, has three tourism villages. One of them is Gubugklakah tourism village, which is already a private tourism village. The other two are the traditional tourism village Ngadas and Poncokusumo tourism village. This research will focus on Poncokusumo tourism village, which has all the conditions such as developing POKDARWIS (Kelompok Sadar Wisata), has many attractions including Ledok Ombo, agrotourism oranges and chrysanthemum flower, swimming pool Kali Lesti, and also tourism packages. Besides, the infrastructure is already complete, and the accessibility is easy. For the people in Poncokusumo, tourism brings enhancement to their economy. Unfortunately, tourist arrivals did not get as much as the other two tourism villages in the same sub-district. It is affected by the tourist loyalty that visits Poncokusumo tourism village.

Tourist loyalty can positively impact the tourism destination because tourists play the role of a marketer who gives testimony to the expectant tourists or else return to the destination again [2]. Besides, recommendations about visiting a destination become a trusted source and are sought after by tourists who will visit the destination [3]. Tourist loyalty can be affected by various things, including a positive memory that the tourist had in the form of a memorable tourism experience. A memorable tourism experience is an impression that tourist have after their trip and stay in their memories for a long time [4]. If a tourist has excellent and positive memories, it will increase their loyalty to the destination. On the other side, a memorable tourism experience is also affected by many factors.

Many researchers found that destination attributes and destination image can affect memorable tourism experiences. Research by Anggraeni [4], said that destination attributes, including attractions and facilities, can form a good memory for tourists after their trip. Research by Kim [5], found that services, infrastructure, accessibilities, and others called “destination attributes” can significantly affect the memorable tourism experience for tourists.

Aside from destination attributes, destination image also affects memorable tourism experiences. Destination image represents a person’s knowledge, feelings, and perceptions towards a destination and its image [6]. Destination image can be found not only from the knowledge of the tourists but also from how they feel when they enjoy a destination and how unique it is for them.

Therefore, research has yet to use destination attributes and destination image towards memorable tourism experiences and tourist loyalty. This current study will fill the gap by investigating seven objectives, which are: 1) To analyze the effect of destination attributes towards memorable tourism experience in Poncokusumo tourism village, 2) To analyze the effect of destination image towards memorable tourism experience in Poncokusumo tourism village, 3) To analyze the effect of destination attributes towards tourist loyalty in Poncokusumo tourism village, 4) To analyze the effect of destination image towards tourist loyalty in Poncokusumo tourism village, 5) To analyze the effect of memorable tourism experience towards tourist loyalty in Poncokusumo tourism village, 6) To analyze the effect of destination attributes towards tourist loyalty through memorable tourism experience in Poncokusumo tourism village, and last 7) To analyze the effect of destination image towards tourist loyalty through memorable tourism experience in Poncokusumo tourism village.

2. Literature Review

2.1. Destination attributes

All tourism destination needs to have destination attributes. According to Suwena [7], destination attributes are a driving factor that brings tourists to a destination. Subhiksu [8], said that destination attributes can attract tourists if they comply with all the elements, such as what to see, what to do, what to buy, what to arrive, and where to stay. In general, according to Cooper in [9], destination attributes consist of 4 components: attraction, accessibilities, amenities, and ancillary services.

2.2. Destination image

According to Stylos [10], the destination image combines the tourists' impressions, ideas, expectations, and emotional thinking about a destination. Therefore, the destination image is influenced by tourist knowledge and their feelings. Qu [11], said three components can explain destination image: the cognitive image or rational image, which refers to knowledge, the affective image refers to the tourist's feeling, and the unique image, which the differentiation of a destination.

2.3. Memorable tourism experience

Kim [12], said that a memorable tourism experience (MTE) is a tourism experience that tourists remember well after their trip. Memorable tourism experience is essential to take a point because a positive memory will influence tourist behavior in the future. After all, tourists revisit a destination they positively remember [13]. Conversely, Zhang [14], said that MTE can become a promotional strategy and a competitive advantage for a destination. There are many indicators in MTE, but this research uses indicators by Kim [12]: hedonism, novelty, local culture, refreshing, meaningfulness, involvement, and knowledge.

2.4. Tourist loyalty

Lovelock [15], said that loyalty means the willingness of tourists to continue purchasing for the long term, including using the products or services repeatedly or recommending them to other people. According to Chi [16], tourist loyalty indicators consist of two. First is the intention to revisit the destination object as their follow-up behavior after visiting. Second is the intention to recommend, including telling their stories and experiences to friends, families, or other potential tourists.

3. Hypothesis Development

According to Anggraeni [4], destination attributes, including café/restaurants, souvenir shops, hotels, toilets, and parking parks, can bring satisfaction and automatically take place in a tourist's memory, forming a memorable tourism experience. Meanwhile, [5] found that some instruments can potentially deliver memorable tourist experiences, including attraction, accessibility, amenities, and ancillary services.

H1: Destination attributes positively and significantly influence Memorable Tourism Experience (MTE).

Next, Johari [17], claims that destination image plays a crucial role from both perspectives, cognitive and affective image, in creating memorable tourism experiences. Qu [11] also claims that destination images can be formed through cognitive, affective, and unique images.

H2: Destination image positively and significantly influence Memorable Tourism Experience (MTE).

Based on research by Robustin [18], found that attraction, accessibility, and facilities simultaneously encourage tourists to come back to the destination or recommend it to other people. Meanwhile, [19] found that accessibility does not influence tourist loyalty. Meanwhile, other factors, such as attraction, amenities, and ancillary services, influence it. It is become a gap in this research.

H3: Destination attributes positively and significantly influence tourist loyalty.

On the other side, Bhat [20], claims that destination image, including cognitive, affective, and unique images, directly affects tourist loyalty. In this case, the affective image has the highest contribution, such as the tourist's feeling of excitement, pleasure, pleasant and thrilling place.

H4: Destination image positively and significantly influence tourist loyalty.

Kim [21], found that despite many studies' belief that satisfaction will lead to tourist loyalty, in their study, memorable tourism experience significantly impacts revisiting intentions or recommendations to other people. It is in line with Chen [22], study that MTE positively influenced tourist intention to revisit and recommend the cultural destination.

H5: Memorable tourism experience positively and significantly influence tourist loyalty.

A study from [4] found that destination attributes positively influence tourist intention to revisit through MTE, which means that if the tourist has a positive experience caused by the destination attributes, it will increase their loyalty.

H6: Destination attributes positively and significantly influence tourist loyalty through memorable tourism experience.

Research from [14] found that MTE represents the strong connection between destination image and tourist loyalty. A study from [17] found that MTE can also bring complete mediation between destination image and tourist loyalty. However, no previous study that combines destination attributes and destination image influences tourist loyalty. Therefore, Figure 1 explains the conceptual model.

H7: Destination image positively and significantly influence tourist loyalty through memorable tourism experience.

4. Methodology

The research is a quantitative study conducted in Poncokusumo Tourism Village, including some tourist destinations such as Ledok Ombo Pine Forest, Agrotourism oranges

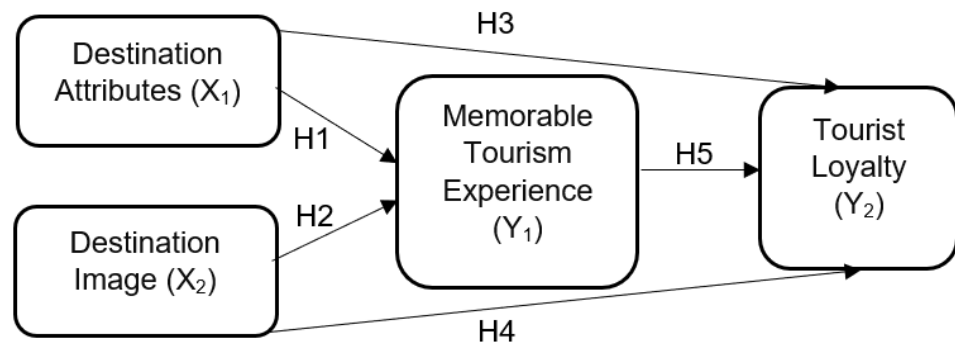


Figure 1: Conceptual model.

and chrysanthemum flower, and Swimming Pool Kali Lesti. This research population is tourists who have visited Poncokusumo Tourism Village twice or more and must be over 20 years old. The population of a tourist visit is unknown because there is no data from the village itself. Using a formula, the minimum sample is 5-10 times from the variable indicator. The result is 16 variable indicators multiplied by 5, which equals 80 tourists for the population—meanwhile, the samples were taken using accidental sampling distributed questionnaire with the Likert scale. The data analysis technique utilized was path analysis using the SPSS 26 version. Based on this study's result, first conducted validity and reliability test, second using classic assumption test; multicollinearity test, normality test, and heteroscedasticity test. Last using path analysis to get the result of memorable tourism experience role as an intervening variable between destination attributes, destination image, and tourist loyalty.

5. Results

5.1. Respondent characteristics

Initially, the questionnaire was distributed to 97 respondents who have visited Poncokusumo Tourism Village twice or more. Furthermore, the characteristics summarized as presented in Table 1.

Table 1 shows that the ratio between females and males is not far, which means anyone and any gender easily reach Poncokusumo Tourism Village can enjoy the experience there. The respondents are mostly 30 years old and older and have a bachelor's education. Most tourists visit with family and a maximum of 2-5 times visiting.

TABLE 1: Respondent characteristics.

| Characteristics | Category | N | Percentage |
|-----------------|-----------------|----|------------|
| Gender | Female | 52 | 53,6% |
| | Male | 45 | 46,4% |
| Age | 20-25 | 34 | 35,1% |
| | 25-30 | 24 | 24,7% |
| | >30 | 39 | 40,2% |
| Education | High School | 12 | 12,5% |
| | Diploma | 4 | 4,2% |
| | Bachelor | 64 | 66,7% |
| | Master's Degree | 16 | 16,7% |
| Visiting Group | Alone | 8 | 8,2% |
| | With Family | 46 | 47,4% |
| | With Friend | 36 | 37,1% |
| | With Tour/Group | 7 | 7,2% |
| Number of Visit | 2 times | 64 | 66% |
| | 2-5 times | 24 | 24,7% |
| | >5 times | 9 | 9,3% |

5.2. Validity and reliability results

To achieve the results of this study, first, researchers need to conduct validity and reliability tests of online questionnaires to 97 respondents, with 39 questions. The results are summarized in Table 2.

The r table can measure the validity of the items. The question item can be declared valid if the r count > r table. This study's sample was 97, so the r table value is 0.198. It can be seen in Table 2 that all of the question item has an r count greater than 0.198. It can be concluded that all items are valid. Meanwhile, using Cronbach's Alpha technique for the reliability test, that item can be said to be reliable if its value is greater than 0.6. Table 2 explains that all four variables are reliable because greater than 0.6.

5.3. Classic assumption tests

This study had three classic assumption tests. First, the multicollinearity test result is no multicollinearity in this study because all variables have tolerance values greater than 0.1. Second, normality tests using scatter plot tests in all regression. The data distribution

TABLE 2: Validity and reliability result.

| Variables | Item | Validity's Result | Reliability's Result |
|--|------|-------------------|----------------------|
| Destination Attributes (X_1) | 1 | 0.595 | 0.865 |
| | 2 | 0.574 | |
| | 3 | 0.638 | |
| | 4 | 0.711 | |
| | 5 | 0.738 | |
| | 6 | 0.715 | |
| | 7 | 0.649 | |
| | 8 | 0.706 | |
| | 9 | 0.647 | |
| | 10 | 0.761 | |
| Destination Image (X_2) | 1 | 0.656 | 0.874 |
| | 2 | 0.753 | |
| | 3 | 0.707 | |
| | 4 | 0.727 | |
| | 5 | 0.664 | |
| | 6 | 0.731 | |
| | 7 | 0.769 | |
| | 8 | 0.671 | |
| | 9 | 0.740 | |
| Memorable Tourism Experience (Y_1) | 1 | 0.600 | 0.905 |
| | 2 | 0.697 | |
| | 3 | 0.648 | |
| | 4 | 0.717 | |
| | 5 | 0.759 | |
| | 6 | 0.740 | |
| | 7 | 0.628 | |
| | 8 | 0.632 | |
| | 9 | 0.682 | |
| | 10 | 0.675 | |
| | 11 | 0.744 | |
| | 12 | 0.575 | |
| | 13 | 0.713 | |
| | 14 | 0.691 | |
| Tourist Loyalty (Y_2) | 1 | 0.732 | 0.855 |
| | 2 | 0.818 | |
| | 3 | 0.758 | |
| | 4 | 0.756 | |
| | 5 | 0.810 | |
| | 6 | 0.744 | |

is aligned with the diagonal line, so the data is all normal. Third, the heteroscedasticity test also uses a scatter plot with no clear pattern. Also, the dots are spreading, so there is no heteroscedasticity problem.

5.4. F-test

An F-test is needed in regression analysis to test whether the hypothesis is affected simultaneously or not. The results are from regression I: the F value is 85.8, greater than F table 3.09, and the significant value is 0.000, so Destination Attributes and Destination Image are simultaneously affected MTE. For regression II, the F value is 42.028, which is greater than 2.70 with a significant value of 0.000, which means that Destination Attributes, Destination Image, and MTE simultaneously affected Tourist Loyalty.

5.5. Hypothesis test

The direct effect analysis summarized in Table 3.

TABLE 3: Direct effect analysis.

| Variable | | Beta | Sig. | t value | Conclusion | Hypothesis |
|--|--|-------|-------|---------|---------------|-------------------------|
| Independent | Dependent | | | | | |
| Destination Attributes (X_1) | Memorable Tourism Experience (Y_1) | 0.392 | 0.000 | 3.78 | Significant | H1 supported |
| Destination Image (X_2) | Memorable Tourism Experience (Y_1) | 0.374 | 0.001 | 3.59 | Significant | H2 supported |
| Destination Attributes (X_1) | Tourist Loyalty (Y_2) | 0.106 | 0.408 | 0.83 | Insignificant | H3 not supported |
| Destination Image (X_2) | Tourist Loyalty (Y_2) | 0.264 | 0.040 | 2.09 | Significant | H4 supported |
| Memorable Tourism Experience (Y_1) | Tourist Loyalty (Y_2) | 0.303 | 0.012 | 2.56 | Significant | H5 supported |

Destination Attributes positively and significantly influence Memorable Tourism Experience.

On this study, found that significance value of Destination Attributes $0.000 < 0.05$, with t value 3.78 which is greater than t table 1.98. It can be said that Destination Attributes have significantly and positively influence on MTE.

Destination Image positively and significantly influence Memorable Tourism Experience.

Meanwhile, Destination Image has significance value $0.001 < 0.05$, with t value 3.59 therefore Destination Image significantly and positively influence on MTE.

Destination Attributes does not influence Tourist Loyalty significantly.

From Table 3 can be found that significance value of Destination Attributes is $0.408 > 0.05$, add more t value is 0.83 which is smaller than t table 1.98. It means destination attributes does not significantly influence tourist loyalty. This is the only hypothesis that is not supported.

Destination Image positively and significantly influence Tourist Loyalty.

Despite of that, Destination Image significance value is $0.04 < 0.05$, and the t value is 2.09, so it can be found that Destination Image positively and significantly influence Tourist Loyalty.

Memorable Tourism Experience positively and significantly influence Tourist Loyalty.

From Table 3 can be found that significance value of MTE is $0.012 < 0.05$, and the t value is 2.56. So, it can be said that Memorable Tourism Experience positively and significantly influence Tourist Loyalty.

The indirect effect analysis summarized in Table 4

TABLE 4: Indirect effect analysis.

| Variable | | | Total Effect | Conclusion | Hypothesis |
|----------------------------------|---------------|---------------------------|-----------------------------------|---|---------------------|
| Independent | Intervening | Dependent | | | |
| Destination Attributes (X_1) | MTE (Y_1) | Tourist Loyalty (Y_2) | 0.119 | Direct effect is not significant, but indirect effect is significant, so it is become full mediation. | H6 supported |
| Destination Image (X_2) | MTE (Y_1) | Tourist Loyalty (Y_2) | 0.264 + 0.113 = 0.377 | Direct effect and indirect effect are both significant, so it become partial mediation. | H7 supported |

Destination Attributes positively and significantly influence Tourist Loyalty through Memorable Tourism Experience.

From Table 4 can be found that Destination Attributes through MTE has significantly influence Tourist Loyalty, despite of Destination Attributes does not have significant direct influence, so the path analysis become full mediation.

Destination Image positively and significantly influence Tourist Loyalty through Memorable Tourism Experience.

Destination Image direct effect to Tourist Loyalty is significant, meanwhile through MTE is also significant, because of this the path analysis become partial mediation.

6. Discussion

Destination attributes significantly influence memorable tourism experience (MTE), which means attraction, accessibility, amenities, and ancillary services that Poncokusumo Tourism Village has can build a good impression and memory for tourists. The more exciting attractions or complete facilities, the longer it will stay on the tourist's memory as a good impression. It is in line with a study from [5], who found that destination attributes are essential to facilitate tourist MTE, including various activities in the destination. This study found that the highest score that tourists are interested in is the attraction. Poncokusumo Tourism Village's attractions, such as pine forest, agrotourism, and others, are building MTE on tourist's memory.

Next is destination image, which significantly influences memorable tourism experiences. This study found that the highest score that tourists pay more attention to is the affective image, which tourists feel when visiting Poncokusumo Tourism Village. Most tourists feel relaxed and calm when visiting their destination. Most of them are 30 years old and more likely to calm their mind and have a peaceful time by visiting Poncokusumo Tourism Village. The more relaxed they feel, the more positive the memory they have for the destination. It aligns with a study from [2] on how affective and cognitive images influence tourist's MTE. In this study case, affective image is more affected because, as [12] said, tourists nowadays not only focus on buying products, but their experiences, and how they feel.

Furthermore, destination attributes do not influence tourist loyalty. It means that how good the attractions or the complete facilities of Poncokusumo Tourism Village do not make tourists want to revisit or recommend it to others. It is reasonable because most tourists visiting Poncokusumo tourism village have a bachelor's education, which means they know how to look for other destinations and have broader travel choices. Additionally, it is found that tourists are most likely to visit five times maximum if nothing new makes them curious.

On the contrary, destination image significantly influences tourist loyalty. It means that with a more positive image of Poncokusumo Tourism Village, tourists will revisit or recommend it to others. In this case, affective image is very influential, so more tourist chooses Poncokusumo Tourism Village to relieve their stress in daily life. It is in line with indicator refreshment, with the highest score in the MTE variable. It is in line with a study from [20] that said cognitive, affective, and unique images influence tourist loyalty.

Next is that memorable tourism experience has a direct effect on tourist loyalty. It means that the more positive memories tourist has, the more they tend to revisit or recommend Poncokusumo Tourism Village to other people. In this case, refreshing holds the highest score, meaning that tourists pay more attention to how fresh they feel after visiting Poncokusumo Tourism Village.

Destination attributes do not directly affect tourist loyalty, but if it is through memorable tourism experience, it becomes significant, so the path analysis becomes a full mediation. That means only destination attributes does not make tourists revisit or recommend Poncokusumo Tourism Village to others. However, if the destination attributes stay in the tourist' memory as something good and positive, it will affect their loyalty. In this case, the destination needs to build and develop a unique attraction, or attraction that helps people calm their mind, and also a complete facility, so it will grow a positive MTE and make them want to revisit and recommend to others.

Last is destination image, which significantly influences tourist loyalty through memorable tourism experience. Destination image also directly affects tourist loyalty, meaning that the path analysis is partial mediation. With MTE or not, destination image greatly influences tourist loyalty. Most tourists come 2-5 times to Poncokusumo Tourism Village because they feel relaxed and calm when visiting. Poncokusumo Tourism Village needs to keep it that way. Developing a positive destination image is better so more tourists will be loyal to Poncokusumo Tourism Village.

7. Conclusion

The main aims of this study are to know the influence of destination attributes and destination image on tourist loyalty through memorable tourism experience. However, the results are slightly different. Destination attributes do not directly influence tourist loyalty. Meanwhile, if it is through memorable tourism experience, it becomes significant, so the path analysis becomes full mediation. Whereas destination image, whether through memorable tourism experience or not, significantly influences tourist loyalty. The conclusion is that tourists pay attention to the image of Poncokusumo Tourism Village more than attributes, despite that developing destination attributes also needed to make tourists want to revisit or recommend to other people.

Nevertheless, Poncokusumo Tourism Village needs to pay attention to the positive image that tourists have known to keep tourist loyalty. Also, Poncokusumo Tourism

Village needs to build a positive memorable tourism experience for their tourists, especially keeping their place refreshing and relaxing for tourists to rest from their hectic everyday life.

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