



Analysis of Revisit Intention Through Memorable Tourism Experiences and Visitor Satisfaction Influenced by Visitor Engagement in Banyuwangi Tourism Destinations

Rumli^{1*}, Widji Astuti¹, Bambang Supriadi¹

¹Universitas Merdeka Malang

*Corresponding author: rumli86iple@gmail.com

Abstract.

This study aims to examine the impact of visitor engagement on revisit intention, mediated by memorable tourism experiences and visitor satisfaction in tourism destinations across Banyuwangi Regency. This quantitative research employed a survey design, with a sample determined using convenience sampling. A total of 200 visitors participated in the study. Data were analyzed using structural equation modeling with an emphasis on path analysis and standard coefficients. The model met the required thresholds of 0.7 for Cronbach's alpha and composite reliability, as well as 0.5 for average variance extracted, indicating strong validity and reliability. Path analysis showed direct effects of visitor engagement on memorable tourism experiences and visitor satisfaction, as well as significant effects of memorable tourism experiences and visitor satisfaction on revisit intention. Moreover, visitor engagement indirectly influenced revisit intention through both mediators. These findings offer insights into the factors shaping visitor loyalty and destination competitiveness, particularly within Banyuwangi's tourism sector. Understanding the importance of visitor engagement and memorable experiences can help tourism stakeholders develop more effective strategies to enhance visitor satisfaction and encourage repeat visitation.

Keywords: Visitor engagement, memorable tourism experiences, visitor satisfaction, revisit intention.

1 Introduction

Tourism has long been recognized as a major indicator of economic progress and prosperity, contributing approximately 9% to global GDP and 8% of worldwide employment in 2010 (Rifai, 2010). Global tourism growth from 25 million international trips in 1950 to 1.5 billion in 2019 demonstrates its resilience and critical role in driving the world economy (Dehoorne et al., 2014; Li et al., 2017). The increasing number of international visitors strengthens national income and economic structures through job creation, making tourism a key pillar of economic stability (Li et al., 2017; Tourism & Unwto, 2023). Within this context, Banyuwangi has successfully leveraged its potential by developing prominent tourism attractions that have gained international recognition, supported by diverse natural, cultural, and marine destinations. The rapid development of Banyuwangi's tourism sector is further supported by strong community awareness and local government initiatives, as well as ongoing improvements in accommodation, transportation, restaurants, and supporting facilities (Banyuwangi, 2024).

Table 1. Number of Tourist Visits to Banyuwangi Regency

No	Tahun	Domestik	Mancanegara	Total
1	2020	3.019.875	27.224	3.047.099
2	2021	1.862.553	3.854	1.866.407
3	2022	2.948.543	29.020	2.977.563



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No	Tahun	Domestik	Mancanegara	Total
4	2023	3.112.443	69.639	3.182.082
5	2024	3.282.241	122.904	3.405.145

Source: *disbudparbanyuwangi 2024*

Tourist arrivals in Banyuwangi have experienced fluctuations due to the COVID-19 pandemic. In 2020, the total number of visitors reached 3,047,099, followed by a sharp 30% decline in 2021 to 1,866,407. However, beginning in 2022, the sector rebounded significantly, increasing by 60% to 2,977,563 visitors, continuing with a 7% rise in 2023, and peaking in 2024 with 3,405,145 visitors. This positive trend illustrates the recovery of the tourism sector and the successful promotional strategies implemented by the government and tourism stakeholders.

Revisit intention plays an essential role in sustaining tourism destinations, as returning visitors not only stabilize the industry but also support long-term growth through positive word-of-mouth recommendations. Natural attractions such as Ijen Crater, Bangsring Beach, and Solong Beach remain key tourism assets that receive strong government attention (Ariani et al., 2023; Nurbasari et al., 2024).

The strong desire among tourists to revisit Banyuwangi highlights the critical role of memorable tourism experiences in shaping visitor loyalty. Previous research confirms that memorable experiences significantly influence revisit intention (Ahsanah & Artanti, 2021)

(Ahsanah & Artanti, 2021; Huong et al., 2022; Kurniawan et al., 2024; Kutlu & Ayyildiz, 2021; Rasoolimanesh et al., 2021; Thanat, Sarana, Kitti, Chaveewan, 2024). Visitor satisfaction is also an important determinant of revisit intention (Mujihestia, et al., 2018; Nguyen et al., 2020; Atmari and Putri, 2021; Libre, et al., 2022), although some studies report inconsistent results showing that satisfaction does not always influence revisit intention (Kurniawan and Tuti, 2023). According to Kotler & Keller, (2021) satisfaction reflects an individual's feelings of pleasure or disappointment after comparing perceived performance with expectations. Overall, visitor engagement, memorable tourism experiences, and visitor satisfaction have been shown to significantly shape loyalty and support sustainable tourism development in Banyuwangi.

Beyond experiences and satisfaction, visitor engagement is another key factor in forming revisit intention. High engagement strengthens the connection between visitors and destinations, fostering loyalty. Empirical findings reveal that visitor engagement positively affects revisit intention Rasoolimanesh *et al.*, (2021); Kurniawan and Tuti, (2023); Putra and Ernawadi, (2023); Syahrul and Ernawadi, (2023), although contrasting evidence exists showing no significant effect (Ahsanah & Artanti, 2021). Visitor engagement may also influence revisit intention indirectly through memorable tourism experiences Rasoolimanesh *et al.*, (2021), though some studies dispute this relationship (Syahrul & Ernawadi, 2023).

Analyzing revisit intention through memorable tourism experiences and visitor satisfaction shaped by visitor engagement is crucial for ensuring tourism sustainability in Banyuwangi. This study provides insights into how meaningful experiences and satisfaction motivate tourists to return, while also highlighting the role of visitor engagement in enhancing successful and sustainable tourism development. These findings are expected to serve as a foundation for designing effective destination management and marketing strategies to strengthen Banyuwangi's competitiveness as a leading natural tourism destination



2 Method

2.1 Operational Definition of Variables

Revisit intention refers to a tourist's willingness or likelihood to return to a destination in the future. This construct is measured using four indicators: intention to revisit, planning to revisit, desire to revisit, and probability of revisiting.

Memorable tourism experiences describe tourism encounters that leave a lasting and meaningful impression on visitors after their trip to Banyuwangi. The construct is assessed through affective responses, expectation fulfillment, consequentiality, and recollection.

Visitor satisfaction is defined as the pleasurable feeling perceived by tourists after visiting a destination. It is measured using indicators of service quality, emotional closeness, price fairness, and expenses incurred.

Visitor engagement represents the degree of involvement and participation of tourists during their visit. It is assessed through identification, attention, enthusiasm, and interaction. These operational definitions form the basis for measurement and analysis throughout the study.

2.2 Population and Sample

The population in this study comprises domestic tourists who visited Banyuwangi Regency, totaling 3,282,241 visitors in 2024. The research sample consists of domestic tourists who had visited Banyuwangi at least once within the last three months at the time of the survey. The exact population of eligible respondents could not be determined precisely.

Following the recommendation of Hair et al. (2021), the minimum sample size required for stable parameter estimation ranges from 100 to 200 respondents. Given the relatively large population, sample size determination follows the rule of thumb of 5 to 10 times the number of estimated parameters. With 22 parameters in this study, the required sample ranges from 110 to 220 respondents. Accordingly, the study employed a sample size of 200 respondents.

2.3 Data Analysis Techniques

Data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach. SEM-PLS is a multivariate statistical technique that simultaneously evaluates the relationships among latent variables for predictive, exploratory, and model development purposes (Hair et al., 2021). This method is appropriate for complex research models involving mediation effects and multiple constructs measured through several indicators.

3 Result and Discussion

3.1 PLS-SEM Analysis

Partial Least Squares–Structural Equation Modeling (PLS-SEM) was employed to examine the relationships among latent constructs in the proposed research model. Data processing was conducted using SmartPLS 4.0. The PLS-SEM procedure consists of three main stages: assessment of the outer model, evaluation of the inner model, and hypothesis testing (Hussein, 2015).

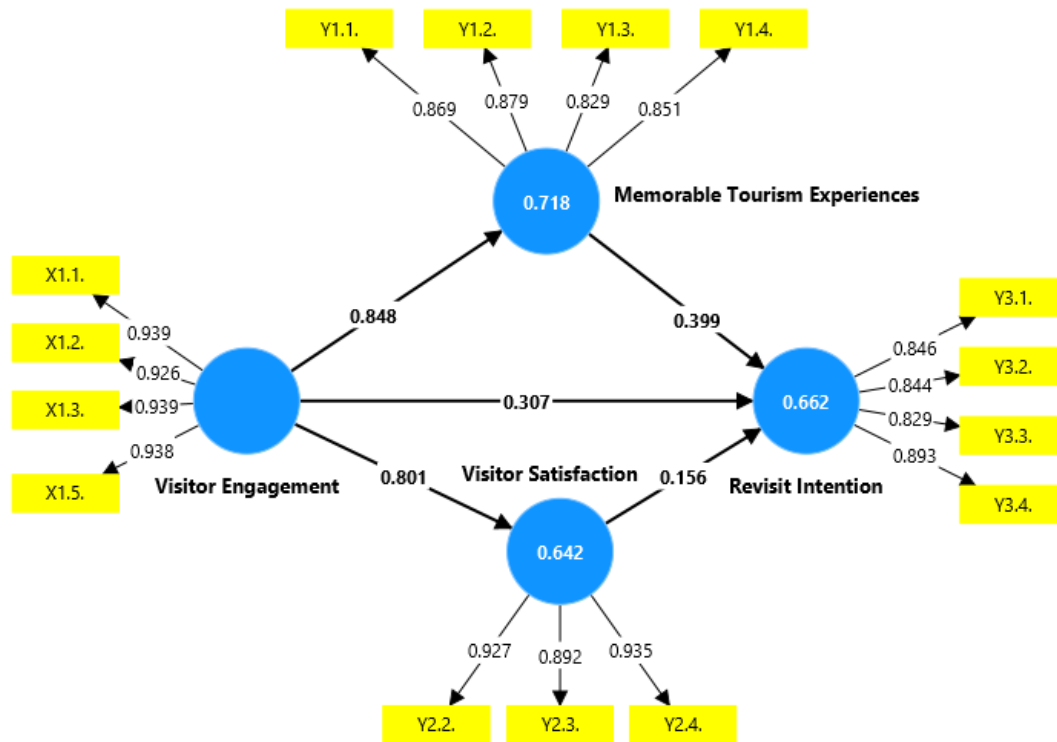


Figure 1. Hasil Analisis Outer Model

The results of the convergent validity test indicate that all indicators exceed the minimum loading threshold of 0.70, demonstrating that each item reliably represents its corresponding latent construct.

Convergent Validity

Convergent validity assesses how well indicators represent latent constructs through their loading factors. An instrument is considered valid when the Outer Loading exceeds 0.60 (Abdillah & Hartono, 2009; Chin, 1995; Ghozali & Latan, 2015).

Tabel 2. Hasil Average Variance Extracted (AVE)

Variable	Cronbach's alpha	Composite reliability (rho _a)	Composite reliability (rho _c)	Average variance extracted (AVE)
Visitor Engagement	0.952	0.953	0.966	0.875
Memorable Tourism Experiences	0.879	0.881	0.917	0.734
Visitor Satisfaction	0.907	0.908	0.942	0.843
Revisit Intention	0.875	0.876	0.915	0.728

Source: Data primer diolah, 2025

Reliability was further supported by composite reliability and Cronbach's alpha values above 0.70, as well as average variance extracted (AVE) values exceeding 0.50. These results confirm that the measurement model meets the required standards for reliability and convergent validity.



3.2 Hypothesis Testing

Hypothesis testing was carried out to evaluate both the direct and indirect effects among visitor engagement, memorable tourism experiences, visitor satisfaction, and revisit intention. The analysis includes direct, mediating, and overall structural relationships as specified in the model. Table 2 presents the detailed results of the hypothesis testing.

Tabel 2. Hasil Pengujian Hipotesis

Hipotesis	Variabel	Original Sample	t- statistics	p- values	Keterangan
H1	Visitor Engagement → Memorable Tourism Experiences	0.399	4.342	0.000	Accepted
	Visitor Engagement → Visitor Satisfaction	0.848	24.430	0.000	Accepted
H2	Visitor Engagement → Revisit Intention	0.307	3.237	0.001	Accepted
H3	Memorable Tourism Experiences → Revisit Intention	0.801	22.349	0.000	Accepted
	Visitor Satisfaction → Revisit Intention	0.156	1.897	0.029	Accepted
H4	Visitor Engagement → Memorable Tourism Experiences → Revisit Intention	0.338	4.151	0.000	Accepted
H5	Visitor Engagement → Visitor Satisfaction → Revisit Intention	0.125	1.883	0.030	Accepted

Source: Data primer diolah, 2025

The findings show that all hypothesized paths are statistically significant. Visitor engagement has a positive effect on memorable tourism experiences (original sample = 0.399; p-values < 0.001), and visitor satisfaction (original sample = 0.848; p-values < 0.000), supporting H1. Visitor engagement also directly influences revisit intention (original sample = 0.307; p-values = 0.001), confirming H2.

Furthermore, memorable tourism experiences significantly enhance revisit intention (original sample = 0.801; p-values < 0.000), and visitor satisfaction also exerts a positive influence on revisit intention (original sample = 0.156; p-values = 0.029), supporting H3.

In addition, visitor engagement exerts significant indirect effects on revisit intention through memorable tourism experiences (original sample = 0.338; p-values < 0.000), confirming H4, and through visitor satisfaction (original sample = 0.125; p-values = 0.030), confirming H5. Overall, the structural model demonstrates that visitor engagement not only plays a key role in shaping memorable experiences and satisfaction but also strengthens tourists' behavioral intention to revisit Banyuwangi.



4 DISCUSSION

4.1 The Influence of Visitor Engagement on Memorable Tourism Experiences and Visitor Satisfaction in Banyuwangi

Visitor engagement, conceptualized through identification, attention, enthusiasm, and interaction. These indicators align with those of Kozak & Rimmington., (2000); So et al., (2014) which also use these five indicators for visitor engagement. So in this study, four of these indicators were used, because during the validity and reliability tests, there were indicators that did not meet the requirements so these indicators were discarded. Visitor engagement is shown to play a significant role in shaping both memorable tourism experiences and visitor satisfaction in Banyuwangi. Identification and interaction emerge as the most dominant dimensions. Tourists who strongly identify with Banyuwangi's natural and cultural destinations such as Kawah Ijen, Pantai Pulau Merah, or the Osing cultural village tend to perceive criticism of these sites as personal affronts. This emotional attachment strengthens their experiential involvement and deepens the meaning of their visit.

Interaction also contributes substantially to tourists' experiential depth. Direct engagement with local communities, whether through conversations with cultural practitioners in Kemiren or discussions with conservation guides in Bangsring Underwater, provides authentic learning experiences that enrich visitors' understanding of nature, culture, and local wisdom. This form of social and cultural interaction enhances the memorability of the destination and fosters emotional closeness.

Memorable tourism experiences are shaped primarily by expectation, affect, consequentiality, and recollection. This research is in line with the research of Kim et al., (2012); Tung & Ritchie, (2011), which used similar indicators in measuring memorable tourism experiences. With expectation identified as the most dominant indicator. Experiences such as snorkeling with reef sharks, witnessing the blue fire of Kawah Ijen, surfing at Pulau Merah, or participating in cultural activities like batik-making and Banyuwangi Ethno Carnival (BEC), contribute to strong positive expectations that imprint lasting memories.

Visitor satisfaction, influenced by service quality, emotional closeness. This research is in line with the research of Oliver, (1980); Sitepu & Rismawati, (2021) which used similar indicators in measuring memorable tourism experiences, and perceptions of price fairness, is largely driven by the value for money dimension. Tourists perceive that the cost of experiences such as marine activities at Bangsring, cultural immersion in Kemiren, or nature exploration in Ijen is justified by the high experiential value received.

These findings support prior studies Ahsanah and Artanti, (2021); Rasoolimanesh et al., (2021); Putra and Ernawadi, (2023); Saryatun et al., (2024) and align with Consumer Behaviour Theory Schiffman, et al, (2012), which posits that cognitive and affective involvement forms the basis for experiential satisfaction and loyalty.

4.2 The Influence of Visitor Engagement on Revisit Intention in Banyuwangi

Visitor engagement also exerts a direct positive effect on revisit intention. Identification and interaction again emerge as strong contributors. Emotional connectedness to Banyuwangi's natural icons, such as Kawah Ijen or Pantai Pulau Merah, evokes a sense of personal affiliation. When tourists feel that a destination reflects part of their identity, the likelihood of returning increases significantly.



Social interaction enhances revisit intention by fostering a sense of belonging and relational value. Interactions with guides, local artisans, conservation activists, and vendors deepen tourists' appreciation of Banyuwangi's cultural and ecological uniqueness. Such interpersonal connections reinforce tourists' desire to return and explore additional attractions within the region.

These findings are consistent with earlier research Ahsanah and Artanti, (2021); Rasoolimanesh *et al.*, (2021); Kurniawan and Tuti, (2023); Putra and Ernawadi, (2023), reaffirming the role of visitor engagement as a key driver of repeat visitation behavior.

4.3 The Influence of Memorable Tourism Experiences and Visitor Satisfaction on Revisit Intention in Banyuwangi

Memorable tourism experiences significantly shape revisit intention. Expectation emerges as the strongest dimension, indicating that impactful, distinctive, and emotionally resonant experiences such as marine exploration, sunrise jogging at Solong Beach, cultural rituals, and the blue fire phenomenon enhance tourists' desire to return.

Visitor satisfaction also plays a crucial role, particularly through price fairness and emotional closeness. Banyuwangi's affordable yet high-value experiences strengthen tourists' perceptions of fairness and satisfaction, motivating repeat visits. Nature-based attractions, cultural immersion, and recreational facilities provide perceived benefits that exceed the costs incurred.

These findings support previous studies Rasoolimanesh *et al.*, (2021); Huong, et al, (2022); Pradana, et al, (2024); Thanat, et al, (2024), but also acknowledge contrasting perspectives that found no direct effect of memorable experiences on revisit intention (Kurniawan et al., 2024; Putra & Ernawadi, 2023).

Consumer Behaviour Theory (Wisnblit, 2015) further reinforces that emotional memories (affective loyalty) and rational evaluations (behavioral loyalty) jointly shape tourists' intentions to revisit.

4.4 The Influence of Visitor Engagement on Revisit Intention Through Memorable Tourism Experiences

The mediating role of memorable tourism experiences strengthens the relationship between visitor engagement and revisit intention. Engagement especially identification and interaction stimulates deeper emotional experiences that evolve into vivid and lasting memories. Diverse attractions in Banyuwangi, such as underwater activities in Bangsring, surfing at Pulau Merah, cultural encounters in Osing Village, and outdoor adventures in Kawah Ijen, exceed tourists' expectations and contribute to memorable experiences.

These memorable experiences then translate into a stronger desire to revisit, as tourists aim to repeat enjoyable moments or explore other destinations in Banyuwangi. This aligns with studies by Yadi, (2020); Rasoolimanesh et al., (2021), emphasizing the mediating role of experiential memory in shaping revisit intention.



4.5 The Influence of Visitor Engagement on Revisit Intention Through Visitor Satisfaction

Visitor satisfaction also mediates the relationship between visitor engagement and revisit intention. Engagement enhances satisfaction through emotional and interactive pathways. Identification fosters a sense of pride and belonging toward Banyuwangi's attractions, while interaction with local residents enhances service perception, cultural understanding, and emotional comfort.

These positive experiences lead to higher satisfaction, which in turn increases revisit intention. Satisfied tourists view Banyuwangi as a destination worthy of revisiting and further exploration. Experiences such as snorkeling with reef sharks, enjoying affordable marine activities, and interacting with cultural communities reinforce tourists' value perceptions and prompt a desire to return.

5 Conclusion

This study demonstrates that visitor engagement plays a pivotal role in shaping memorable tourism experiences, visitor satisfaction, and revisit intention in Banyuwangi. Emotional identification and social interaction are the strongest drivers of engagement, influencing how tourists internalize and appreciate their travel experiences. Memorable tourism experiences and visitor satisfaction serve as significant mediators, reinforcing the pathway from engagement to revisit intention. Expectation emerges as the most dominant factor in forming memorable experiences, while price fairness is the strongest contributor to visitor satisfaction.

Revisit intention is most strongly manifested through tourists' likelihood to return to explore other destinations within Banyuwangi, highlighting the region's diverse and distinctive attractions.

Overall, the findings underscore the importance of enhancing visitor engagement, delivering impactful experiences, and maintaining high satisfaction levels to strengthen tourist loyalty. These insights provide valuable implications for destination managers and policymakers in developing sustainable tourism strategies focused on authenticity, cultural engagement, and experience-driven value creation.

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