



The Influence of Destination Attribute on Behavior Intention through Memorable Tourist Experience and Tourist Satisfaction as Intervening Variables

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Abstract:

The current shift in tourist travel trends is witnessing a transition from mass tourism to alternative tourism, emphasizing natural and cultural experiences aimed at enhancing insight, adventure, and learning. This shift encompasses activities such as adventure tourism, mountain climbing, trekking, and village tourism, offering direct experiences to tourists (Coordinating Ministry for Maritime Affairs and Investment, 2021). The Jenissari tourist village distinguishes itself by offering life packages as its primary attraction. The research aims to investigate the impact of destination attributes on various aspects of tourist experiences and behaviors. Specifically, it explores the influence of destination attributes on memorable tourist experiences, tourist satisfaction, and behavioral intentions. The study was conducted in the tourist village of Jenissari, Sleman, DIY, with a sample comprising tourists who have visited and availed the life package. Data was collected using Google Forms, resulting in 128 effective questionnaires, which were then analyzed using Structural Equation Modeling (SEM) through the AMOS application. The findings indicate that destination attributes significantly affect memorable tourist experiences, tourist satisfaction, and behavioral intentions. Additionally, the study reveals the mediating role of memorable tourist experiences and tourist satisfaction in the relationship between destination attributes and tourist behaviors.

Keywords: Behavior Intention; Destination Attribute; Jenissari Tourist Village; Memorable Tourist Experience; Tourist Satisfaction.

Introduction

Currently, tourists are looking for tourist destinations that have different customs and traditions from those in the camps. The pages are new and provide a new, extraordinary atmosphere and a change of atmosphere (Pujiastuti et al., 2017a). So that every weekend and holiday, tourists go to villages which have different and interesting culture, nature, people and traditions (Pujiastuti et al., 2017a). This shows a shift in the way tourists determine which tourist destinations they will visit (Pujiastuti et al., 2017a). Apart from that, tourist travel trends are currently changing, namely from mass tourism to alternative tourism. This change leads to types of tourism activities that are oriented towards natural tourism or local culture to increase insight, adventure, and learning, for example, adventure tourism, mountain climbing, trekking, and tourism that offers direct experience for tourists such as village tourism

(Coordinating Ministry for Maritime Affairs and Investment, 2021). Shifts in tourist behavior in choosing destinations encourage destination managers to search for and create tour packages that can meet the needs of these tourists. Destinations that can be a choice for tourists are tourist villages. DEsa has the potential to become a community-based tourist destination and is based on the local cultural wisdom of its people. Local wisdom is the main spirit in managing tourist villages. The experiences provided to tourists include cultural diversity, unique nature and creative work in the village. (Coordinating Ministry for Maritime Affairs and Investment, 2021). Tourist villages have a variety of products that can be offered to tourists with the main product being the daily life of the people in the village. The Tourism Village focuses on the feelings and senses that arise when someone travels to the Tourism Village (Coordinating Ministry for Maritime Affairs and Investment, 2021). So the countryside is a unique and central selling point in rural tourism packages (Pujiastuti et al., 2017a).

Jenissari tourist village is located in Sleman Regency, Yogyakarta Special Region, Indonesia, on the slopes of Mount Merapi. Jenissari tourist village prioritizes nature, customs, culture and culinary delights in preparing tour packages. Jenissari tourist village offers a life in package. The life in package consists of tourists staying in people's homes and interacting with the residents. Tourist village managers must always monitor the behavior of tourists who have visited. Tourists' past consumption behavior has been recognized in tourism studies as a key to understanding future travel decision processes (repurchase behavior) (Pujiastuti et al., 2017a). When future behavioral intentions can be developed, the number of visitors and local income will increase. Individual behavior can be predicted from behavioral intentions. If an appropriate evaluation of behavioral intentions is carried out, the information obtained from actual behavior will be very close to what is predicted (Baker and Crompton, 2000). Behavioral intentions will continue to drive tourist behavior in the future (Ajzen, 2012). In addition, behavioral intentions are influenced by previous behavior (Perugini and Bagozzi, 2001; Tucker et al., 2019), which in turn triggers a person's behavior (Oliver and Swan, 1989) to take action in the future (Banki et al., 2014). Therefore, Tourists' behavioral intentions are very important for sustainable destination management (Jeong et al., 2019). Tourists' behavioral intentions are considered as tourists' actions after participating that arise from the performance (Lin, 2010). Behavioral intention is when a consumer receives a service, and will give rise to actual feelings towards the service conception, and subjectively the assessment will determine the possibility of action (Ladhari, Brun and Morales, 2008). Behavior intention is influenced by tourist satisfaction (Huang, Hu and Yang, 2010; Su et al., 2011; Prayag et al., 2013; Lee, Pan and Chung, 2019), memorable tourist experience (Kim and Ritchie, 2014) and destination attribute (Mahdzar et al., 2015, Cahyanti et al., 2020, Pujiastuti et al., 2023).

Tourist satisfaction is critical to the success of the strategy of tourism destination marketing and economic development because this will influence destination choice, spending, repurchase intentions, and recommendations to family and friends (Yoon and Uysal, 2005). Satisfaction is an emotional reaction that comes from consumption experiences (Spreng et al., 1996). Tourist Satisfaction is influenced by memorable tourist experience (Zhong et al., 2017; Kim, 2017), MTE (Sharma and Nayak, 2018), Stavrianea and Kamenidou (2022) and destination attributes (Auliya and Prianti, 2022; Pujiastuti et al., 2023). The possibility of wanting to carry out a behavior in the future can be influenced by the memories tourists have of a particular destination. Past experiences in consumers' memories are a valuable source of information because they are considered reliable by consumers (Kim, 2018). Furthermore, being able to create memorable experiences for tourists is the essence of tourism (Pizam, 2010) and the essence of the tourism industry (Ritchie, Tung and Ritchie, 2011). Memorable tourist experience is defined as an experience that is remembered and remembered positively after the event occurs (Kim, Ritchie and McCormick, 2012). Therefore, dimensions of tourist experiences that have a strong impact on individual tourists and create memories are considered in the Memorable tourist experience dimension (Kim and Ritchie 2014), so memorable tourist experiences are important to research. Memorable tourist experience is influenced by destination attributes (Auliya and Prianti, 2022; Pujiastuti et al., 2023).

When tourists decide where to go, they will consider various destination attributes such as ease of accessibility, climate and infrastructure, and natural and cultural values. Tourists will choose destinations with attributes that are important to them because these are pull factors for several reasons when tourists compare destinations they might visit and make decisions based on the attributes of these destinations (Echtner and Ritchie, 1993). Therefore, the richness and attractiveness of destination attributes can increase the popularity and competitiveness of a region (Silva et al., 2016). destination attributes as a 'pull' factor in travel motivation in the push and pull motivation theory as proposed by Dann (1977). Destination attributes should focus on those attributes that are likely to have the most significant beneficial impact on a particular tourism market segment (Crouch, 2011).

Based on previous research, it is known first: that there is a research gap, such as the results of research conducted by Huang, Hu, and Yang (2010), Su et al. (2011), Prayag et al., (2013), (Lee, Pan and Chung, 2019) which shows that satisfaction influences behavior intention. contradictory findings from the research results of

Pujiastuti et al., (2017b), namely satisfaction does not have a significant influence on behavior intention. With this research gap, it is necessary to carry out further research to answer these differences. Second, the research results from Reisinger, Mavond, and Crotts (2009) showed that due to cultural differences, Eastern and Western tourists differ in evaluating destination attributes and tourism consumption habits. With these cultural differences, it is interesting to do research with Indonesian tourists and it is necessary to carry out research with different cultures. Third, there has not been much research on the significant influence of destination attributes on tourist satisfaction through memorable tourist experiences. The significant influence of destination attributes on behavior intention through memorable tourist experiences. The significant influence of destination attributes on behavior intention through tourist satisfaction. The study of the influence of mediation in this research is a novelty in this research (different from previous empirical studies).

The contribution of this research is to enrich the study of destination attributes, memorable tourist experiences, tourist satisfaction and behavior intention variables in the tourism industry and enrich tourism studies. Based on previous investigations in their research, Biswas et al., (2020) recommended that destination attributes are very important in estimating tourist satisfaction. Apart from that, memorable tourist experiences receive less attention, especially in tourist villages. This is also what prompted this research to be carried out about destination attributes and memorable tourist experiences. Considering that tourist villages are experiential and that tourists want to produce an unforgettable experience by visiting a tourist village in a destination, this research seeks to identify memorable tourist experiences as a mediator in increasing behavioral intentions. Therefore, the contribution of this research is to enrich tourism research studies, especially regarding destination attributes and memorable tourist experiences, as well as the development of knowledge, especially about tourism.

Specifically, the problem formulation and aim of this research is to analyze and prove: (1) the significant influence of destination attributes on memorable tourist experiences. (2) significant influence of destination attribute on tourist satisfaction, (3) significant influence of memorable tourist experience on tourist satisfaction, (4) significant influence of memorable tourist experience on behavior intention (5) significant influence of tourist satisfaction on behavior intention. (6). The significant influence of tourist satisfaction on behavior and intention. (7). The significant influence of destination attributes on tourist satisfaction through memorable tourist experiences. (8). The significant influence of destination attributes on behavioral intention through memorable tourist experiences. (9). The significant influence of destination attributes on behavior intention through tourist satisfaction.

Literature Review

Destination Attribute

Destination attributes are a collection of various destination components, such as the physical and natural environment as well as services and facilities that attract tourists (Lew, 1987). Destination attributes are a group of different elements that promote tourists to a destination (Gannon et al., 2017; Kim, 2014). Destination attributes can be divided into two broad categories: the first category is called inherited or endowed resources, which mainly includes climate, nature, cultural heritage, and local cuisine (Sin and Han, 2017), which is usually the main factor that attracts tourists to a destination (Dwyer and Kim, 2003). The second category is called artificial resources, mainly including accommodation, transportation, tourism information, tourism activities, shopping, and entertainment (Sin and Han, 2017). Destination attributes that can attract tourists are local culture or history, special activities and events, hospitality, infrastructure, destination management, accessibility, service quality, physiography, and the quality of superstructure and shopping (Moon and Han, 2018). Crouch and Ritchie (2005) suggest that the competitiveness of a destination comes from delivering a pleasant and memorable experience.

Memorable Tourist Experience

memorable tourist experience is defined as “a tourism experience that is remembered and remembered positively after the event occurs by selectively building from the tourism experience based on the individual's assessment of the experience” (Kim et al., 2012). memorable tourist experience “as a tourism experience that is positively remembered and recalled after the event has occurred (Kim, 2017). On-site experiences that fulfill the need for knowledge, refreshment, and hedonism that intensively involve tourists in their expedition help form strong memories of the brand experience (Kim and Ritchie, 2014). Understanding and strengthening the memory of tourists' positive memories is considered a competitive advantage in today's tourism market (Kim et al., 2012;

Zhang et al., 2018). Memorable tourism experiences are constructed selectively by each tourist based on how they evaluate their tourism experience (Tsai, 2016).

Tourist Satisfaction

Satisfaction is “a positive reaction resulting from a favorable assessment of a consumption experience” (Oliver, 1980). Satisfaction is a psychological concept that involves feelings of well-being and pleasure resulting from obtaining what is hoped for and hoped for from an attractive product and/or service (Chi & Qu, 2008). Satisfaction is an individual's cognitive-affective state obtained from tourists' experiences at a destination (Bosque and Martín, 2008). Baker and Crompton (2000) suggest that 'satisfaction is purely experiential', that is, a psychological state that can only be obtained from interaction with the destination.

Behavioral Intention

Behavioral intention means that when consumers use the product and evaluate the differences between beliefs and the performances of the products, and then make behavioral tendencies towards the products or companies (Engel, Blackwell & Miniard, 1995). Tourist behavioral intentions usually refer to the willingness tourist to revisit a tourist attraction, tourist destinations and provide recommendations regarding them to family and friends (Chen and Tsai, 2007). Revisit intention involves the possibility that tourists will return to a tourist destination (Chen, Cheng, and Kim, 2020).

The results of research conducted by Mahdzar et al., (2015) show that destination attributes have a significant and direct influence on memorable tourist experiences. Other research shows that destination attributes have a significant influence on memorable tourist experiences (Pujiastuti et al., 2023). Destination attributes have a positive effect on visitor satisfaction directly and significantly (cahyanti et al., 2020). Therefore, by obtaining support from the empirical studies discussed above, there is the following hypothesis:

H1: Destination Attribute has a significant effect on Memorable Tourist Experience.

Destination attribute assessment helps management recognize tourist satisfaction and therefore direct destination competitiveness and competitiveness providing valuable management information for the tourist destination planning process (Vodeb and Rudez, 2017). destination attribute as an attribute that satisfies tourists (Guzel, 2017). The results of research conducted by Pujiastuti et al., (2023) show that destination attributes have a significant influence on tourist satisfaction. Destination attribute variables directly have a positive and significant effect on satisfaction (Auliya and Prianti, 2022). Therefore, by obtaining support from the empirical studies discussed above, there is the following hypothesis:

H2: Destination Attribute has a significant effect on Tourist Satisfaction.

The results of research conducted by Zhong et al., (2017), namely Memorable tourist experience positively affects their satisfaction. There is a positive relationship between memorable tourist experience and overall satisfaction (Kim, 2017). Memorable tourist experience has a positive effect on satisfaction (Sharma and Nayak, 2018). Stavrianea and Kamenidou (2022) found that memorable tourist experiences provide effective results on tourist satisfaction. Therefore, by obtaining support from the empirical studies discussed above, there is the following hypothesis:

H3: Memorable Tourist Experience has a significant effect on Tourist Satisfaction.

Consumers use their memories to influence their search process and ultimately determine the likelihood of future repeat purchases. Memories influence consumer choices, and information obtained from past experiences is considered quite reliable (Kim et al., 2010). Memory influences consumer choice processes and creates conditions for future transactions (Baumgartner, Sujan, & Bettman, 1992). Memories of past tourism experiences are the best predictor of making similar tourism decisions in the future (Wirtz, Kruger, Scollon and Diener., 2003). Adongo et al. (2015) also stated that impressive local culinary experiences influence tourist satisfaction and intention to recommend. Kim and Ritchie's (2014) research on tourists visiting Taiwan also highlights the influence of tourist experience on tourist behavior. Therefore, by obtaining support from the empirical studies discussed above, there is the following hypothesis:

H4: Memorable Tourist Experience has a significant effect on Behavior Intention

Furthermore, tourists will make return visits and recommend a destination to other people based on their satisfaction with various aspects, such as natural tourism, historical tourism, lodging and accessibility (Elvera, 2020). Satisfaction is the strongest driver of behavioral intentions such as word-of-mouth promotion and repurchase intentions (Oliver, 1997). The results of research conducted by Prayag et al., (2013) show Satisfaction has a positive relationship with behavioral intentions. The satisfaction of visitors to the Dapeng Bay Scenic Area will have a positive influence on behavioral intentions (Lee, Pan and Chung, 2019), Su et al., (2011) found that tourists who

are satisfied with the botanical gardens will have better behavioral intentions. Huang, Hu and Yang (2010) prove that tourist satisfaction and behavioral intentions have a positive relationship. Different research results from Pujiastuti et al., (2017) show that satisfaction does not have a significant influence on behavior intention. Therefore, by obtaining support from the empirical studies discussed above, there is the following hypothesis:

H5: Tourist Satisfaction has a significant effect on Behavior Intention.

Destination attributes that have been planned through good management and publication are necessary because they are an important aspect in their future behavior regarding revisit intentions and recommendation decisions (Yoon and Uysal, 2005). Several studies analyzed the impact of destination attribute evaluations on tourists' behavioral intentions (e.g., Prayag & Ryan, 2012; Chi & Qu, 2008; Chen & Tsai, 2007; Chen & Chen, 2010). Therefore, by obtaining support from the empirical studies discussed above, there is the following hypothesis:

H6: Destination Attribute has a significant effect on Behavior Intention

H7: Destination Attribute has a significant effect on tourist satisfaction through memorable tourist experiences

H8: Destination Attribute has a significant effect on behavioral intention through memorable tourist experience

H9: Destination Attribute has a significant effect on behavioral intention through tourist satisfaction

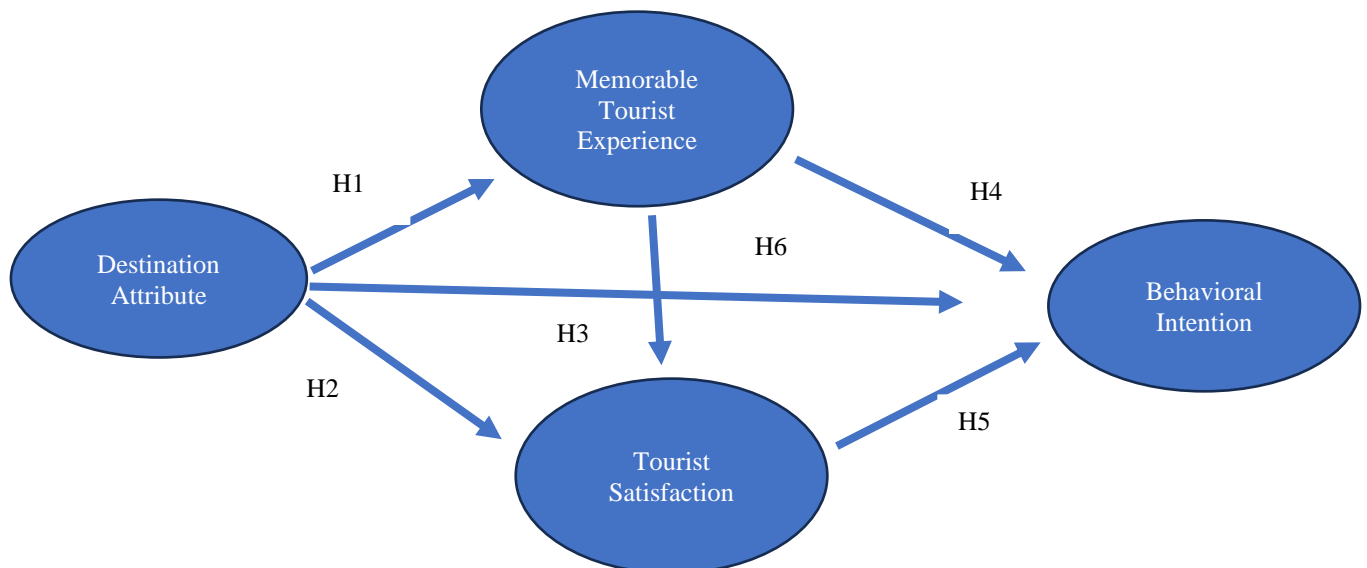


Figure 1. Hypothetical Mode

Source: Author's Elaboration

Research Methods

Research Type

The research employed an explanatory research design, as elucidated by Sugiyono (2019), which seeks to explicate the relationship between the variables under investigation, specifically the destination attribute as an independent variable, behavior intention as a dependent variable, and the intervening variables of memorable tourist experience and tourist satisfaction. The rationale for selecting this research approach is to provide a comprehensive understanding of the interplay among these variables. The study was conducted in the tourism village of Jenissari, Sleman Regency, DIY, with the target population being tourists who have visited the tourism village of Banyaksari. The sample size was determined to be 128 tourists using the formula proposed by Matchin, Campbell, Tan, and Tan (2009), and the purposive sampling technique was employed to select tourists who have visited the Jenissari tourist village and availed the life in package.

Data collection was carried out through the distribution of questionnaires via Google Form, shared on various social media platforms such as WhatsApp and Instagram, targeting tourists who have visited the Jenissari tourist village and have taken the life in package. The measurement scale utilized in the research was the Likert scale, as recommended by Sugiyono (2019), to gauge the attitudes, opinions, and perceptions of the respondents regarding social phenomena. The analysis techniques encompassed descriptive statistical analysis to delineate

respondents' opinions on destination attributes, behavior intention, memorable tourist experience, and tourist satisfaction, as well as inferential statistical analysis using Structural Equation Modeling (SEM) with the AMOS 22 program. Furthermore, the significance level employed was 5%, and the Sobel test was utilized to examine indirect effects.

Hypothesis Test

When processing data using SEM analysis techniques, assessing the suitability of the model (goodness of fit) is important. Testing the goodness of fit of the research model refers to the cut-off value proposed by Ghozali (2017) with the results as shown in Table 1.

Table 1. Goodness of Fit Index

Goodness of fit index	Cut-Off value	Research Model	Model
Chi Square Statistics	Expected to be Small	120,775	Good Fit
Probability	≥ 0.05	0.059	Good Fit
RMSEA	≤ 0.08	0.043	Good Fit
GFI	≥ 0.90	0.901	Good Fit
AGFI	≥ 0.90	0.862	Marginal Fit
CMIN/DF	≤ 2.0	1,232	Good Fit
TLI	≥ 0.90	0.980	Good Fit
CFI	≥ 0.90	0.984	Good Fit

Source: Output AMOS 22 Model Fit Summary, 2023

The overall goodness of fit results show a good level of suitability. The results of the goodness of fit test on this research model show that the observed data is in accordance with the theory or model. The following is a picture of the overall model (full model structural equation modeling) of the research (Figure 2).

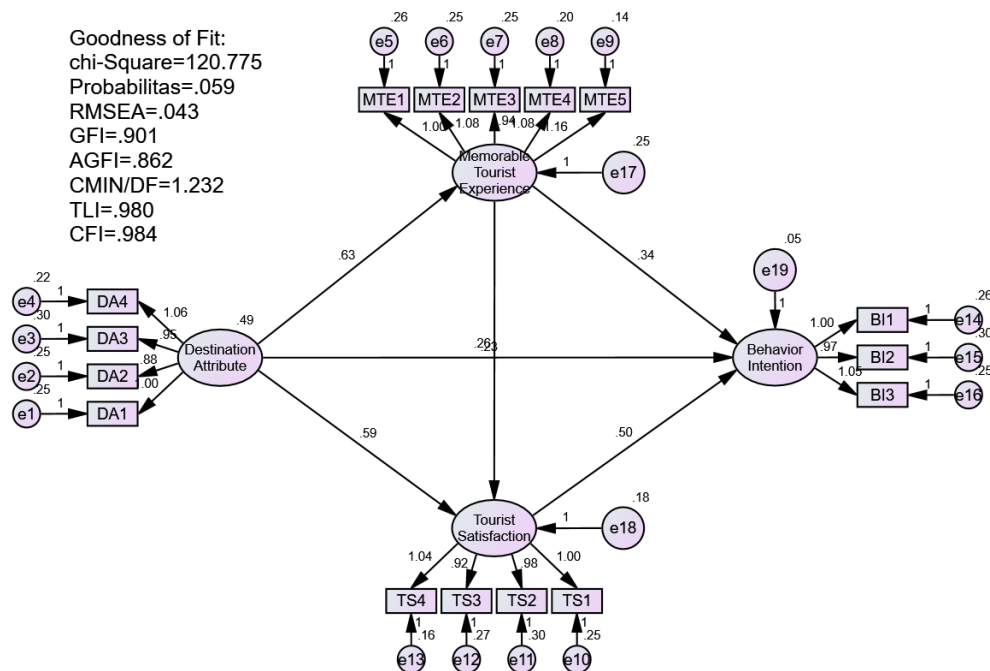


Figure 2. Full Model Structural Equation Modeling

Source: AMOS 22 Full Model Output, 2023

After evaluating the fulfillment of the assumptions contained in SEM, the next stage is hypothesis testing. Testing of the six hypotheses proposed in this research was carried out based on the probability value of a causal relationship (table 2).

Table 2. Hypothesis Testing

			Estimate	S.E	CR	p	Hypothesis
Destination Attribute	→	Memorable Tourist Experience	0.634	0.095	6,669	0,000	Accepted
Destination Attribute	→	Tourist Satisfaction	0.586	0.112	5,241	0,000	Accepted
Memorable Tourist Experience	→	Tourist Satisfaction	0.260	0.107	2,421	0.015	Accepted
Memorable Tourist Experience	→	Behavioral Intention	0.343	0.088	3,878	0,000	Accepted
Tourist Satisfaction	→	Behavioral Intention	0.499	0.111	4,502	0,000	Accepted
Destination Attribute	→	Behavioral Intention	0.231	0.106	2,176	0.030	Accepted

Source: AMOS SEM Test Results

Note: * = significant

Based on the results of hypothesis testing presented in table 2, the interpretation of the findings regarding the direct influence between the research variables is as follows:

Hypothesis Testing 1: The examination of the influence of destination attributes on memorable tourist experiences yielded a probability value of 0.000, indicating statistical significance. Consequently, the first research hypothesis is accepted, signifying that the destination attribute significantly affects the memorable tourist experience. The critical ratio (CR) value of 6.669 suggests a substantial influence of the destination attribute on the memorable tourist experience, with an estimated positive impact of 63.4%. This implies that an enhanced destination attribute in the Jenissari tourist village can bolster the memorable tourist experience, while a subpar attribute may diminish it.

Hypothesis Testing 2: The analysis of the influence of destination attributes on tourist satisfaction also resulted in a probability value of 0.000, indicating statistical significance. Therefore, the second research hypothesis is accepted, signifying a significant effect of the destination attribute on tourist satisfaction. The critical ratio (CR) value of 5.241 suggests a notable influence of the destination attribute on tourist satisfaction, with an estimated positive impact of 58.6%. This implies that an improved destination attribute in the Jenissari tourist village can enhance tourist satisfaction, while a less favorable attribute may lead to reduced satisfaction.

Hypothesis Testing 3: The evaluation of the effect of memorable tourist experience on tourist satisfaction yielded a probability value of 0.015, indicating statistical significance. Consequently, the third research hypothesis is accepted, indicating a significant impact of memorable tourist experiences on tourist satisfaction. The critical ratio (CR) value of 2.421 suggests an influence of memorable tourist experiences on tourist satisfaction, with an estimated positive impact of 26%. This suggests that an enhanced memorable tourist experience in the Jenissari tourist village can strengthen tourist satisfaction, while a subpar experience may lead to reduced satisfaction.

Hypothesis Testing 4: The examination of the influence of memorable tourist experience on behavior intention resulted in a probability value of 0.000, indicating statistical significance. Therefore, the fourth research hypothesis is accepted, signifying a significant effect of memorable tourist experiences on behavioral intention. The critical ratio (CR) value of 3.878 suggests an influence of memorable tourist experience on behavior intention, with an estimated positive impact of 34.3%. This implies that an improved memorable tourist experience in the Jenissari tourist village can positively influence behavioral intention.

Hypothesis Testing 5: The analysis of the influence of tourist satisfaction on behavior intention also yielded a probability value of 0.000, indicating statistical significance. Consequently, the fifth research hypothesis is accepted, signifying a significant effect of tourist satisfaction on behavior intention. The critical ratio (CR) value of 4.502 suggests an influence of tourist satisfaction on behavior intention, with an estimated positive impact of 49.9%. This implies that enhanced tourist satisfaction in the Jenissari tourist village can positively influence behavioral intention.

Hypothesis Testing 6: The evaluation of the influence of destination attributes on behavior intention resulted in a probability value of 0.000, indicating statistical significance. Therefore, the sixth research hypothesis is accepted, signifying a significant effect of the destination attribute on behavior intention. The critical ratio (CR) value of 2.176 suggests an influence of the destination attribute on behavior intention, with an estimated positive

impact of 23.1%. This implies that an improved destination attribute in the Jenissari tourist village can positively influence behavioral intention.

Based on the hypothesis test in Table 2, the results of hypothesis testing can be depicted in the following model (Figure 3).

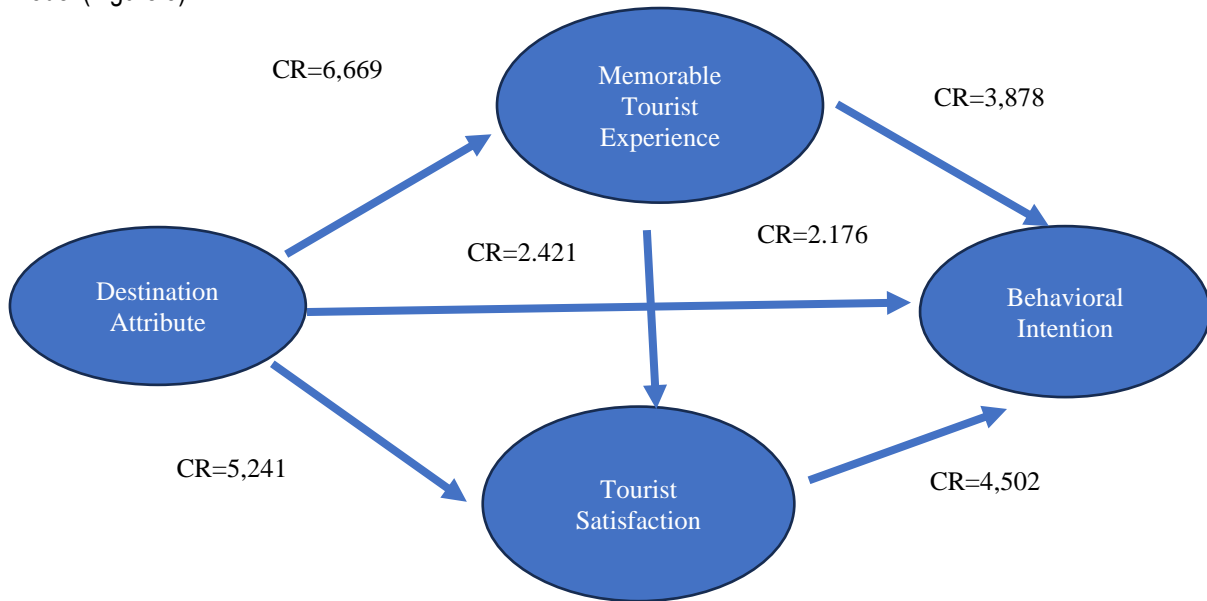


Figure 3. Hypothesis Test Results Model

Source: AMOS SEM Test Results

The results of the significance test for the mediation effect are as follow:

Table 3. Sobel Test Results

No	variable			P value	S.E	T count	conclusion
	Free	Mediation	Bound				
1	X1	Z1	Z2	0.022	0.072	2,283*	Significant
2	X1	Z1	Y	0.001	0.064	3,365*	Significant
3	X1	Z2	Y	0.001	0.085	3,409*	Significant

Source: processed primary data, 2023

Description: *significant

The relationship between the destination attribute variable (X1) and tourist satisfaction (Z2) through memorable tourist experience (Z1). The results of the analysis using the Sobel test produce a T statistic of 2,283*. This means that the T statistic value > t-table (t = 1.96, α = 5%). This means that indirectly the destination attribute variable (X1) has a significant effect on tourist satisfaction (Z2) through memorable tourist experience (Z1). The indirect effect coefficient of destination attributes on tourist satisfaction through memorable tourist experiences (Z1) is 0.000*, indicating that destination attributes have a significant effect on tourist satisfaction through memorable tourist experiences. This means increasing the memorable tourist experience which is caused by the more attractive the destination attributes obtained, which can increase satisfaction with the same destination. That is the memorable tourist experience variable (Z1). able to mediate the influence of the destination attribute (X1) with the tourist satisfaction variable (Z2).

The relationship between the destination attribute variable (X1) and behavior intention (Y) through memorable tourist experience (Z1). The results of the analysis using the Sobel test produce a T statistic of 3,365*. This means that the T statistic value > t-table (t = 1.96, α = 5%). This means that indirectly the destination attribute variable (X1) has a significant effect on behavior intention (Y) through memorable tourist experience (Z1). Indirect effect coefficient of destination attribute on behavior intention (Y) through memorable tourist experience (Z1). of 0.000* states that the destination attribute has a significant effect on behavior intention (Y) through memorable tourist experience. This means increasing the memorable tourist experience which is caused by the more attractive the destination attribute that is obtained, which can give rise to behavioral intention towards the same destination. Thus, the memorable tourist experience variable (Z1) is able to mediate the influence of the destination attribute (X1) with the behavior intention variable (Y).

The relationship between the destination attribute variable (X1) and behavior intention (Y) through tourist satisfaction (Z2). The results of the analysis using the Sobel test produce a T statistic of 3,409*. This means that the T statistic value > t-table ($t = 1.96$, $\alpha = 5\%$). This means that indirectly the destination attribute variable (X1) has a significant effect on behavior intention (Y) through tourist satisfaction (Z2). The indirect effect coefficient of destination attribute on behavior intention (Y) through tourist satisfaction is 0.000*, stating that the destination attribute has a significant effect on behavior intention (Y) through tourist satisfaction (Z2). This means increasing tourist satisfaction (Z2) which is caused by the more attractive the destination attribute that is obtained, which can give rise to behavioral intention towards the same destination. This is the tourist satisfaction variable (Z2). able to mediate the influence of the destination attribute (X1) with the behavior intention variable (Y).

Discussion

The results of research to test the first hypothesis show that destination attributes have a significant effect on memorable tourist experiences. The results of this research support or confirm the results of research conducted by Mahdzar et al., 2015; Cahyanti et al., 2020; Pujiastuti et al., 2023. The influence of destination attributes on tourists' memories of their experiences is supported by previous memorable tourist experience research (Kim, 2014). Based on the consumer behavior theory put forward by Kotler and Keller (2016) it is known that destination attributes can influence memorable tourism experiences. When purchasing, tourists will still pay attention to destination attributes as a marketing stimulus for the product. Destination attributes that have been proven by tourists during repeat purchases will encourage the emergence of memorable tourism experiences based on consumer psychological stimuli. So tourists will remember memorable experiences, one of which is the destination attribute that is etched in the minds of tourists. Tourists tend to choose experiences that provide attributes that best suit tourists' needs and expectations (Scot, Gao, and Ma, 2017). Destination attribute performance determines visitor satisfaction and future behavior, such as return visits and word-of-mouth publicity (e.g. Chi and Qu, 2008; Ozdemir et al, 2015).

The results of research to test the second hypothesis show that destination attributes have a significant effect on tourist satisfaction. The results of this research support or confirm the results of research conducted by Ramadhani et al., (2021); Auliya and Prianti, (2022); Pujiastuti et al., (2023). These findings are consistent with the models proposed by Ghose and Johann (2018) and Vareiro et al. (2017) where destination attributes and tourist satisfaction are the main antecedents. In addition, Eusebio and Vieira (2011) found that destination attributes have a strong relationship with tourist satisfaction. The destination attribute is a marketing stimulus, the product part of the stimulus carried out by marketers to attract customer attention. If tourists after visiting and find that the destination attribute matches what was expected, satisfaction will arise. Because tourists are in a position to make repeat purchases, it will strengthen the sense of satisfaction they get. The satisfaction referred to here is the emotional state of tourists when they describe their experiences regarding destination attributes (Pestana et al., 2019). Tourists who visit a destination will determine which attributes are important and if these attributes are met it will result in tourist satisfaction (Reisinger and Turner, 2003). In the tourism industry, tourists evaluate the performance of destination attributes which can ultimately arouse emotions and satisfaction as a response (Biswas et al., 2020). A place with a combination of attributes that fulfills tourists' wishes and desires and ultimately influences their level of satisfaction is called a tourist destination (Chahal and Devi, 2015). A tourist destination is considered a tourism center because destination attributes involving accommodation, transportation, attractions, amenities, and other facilities reflect overall tourist satisfaction (Jani et al., 2009). Destination attribute performance standards can attract more tourists to guarantee their satisfaction (Sangpikul, 2018; Dmitrovic et al., 2009). The performance of tourist destination attributes has a significant effect on the level of tourist satisfaction. It stands to reason that if the performance of destination attributes is standard and acceptable, it is expected that tourists will be satisfied. Conversely, if performance does not meet tourists' expectations, they will feel dissatisfied. Therefore, the standards and performance of these destination attributes are very important to ensure tourist satisfaction (Biswas et al., 2020).

The results of research to test the third hypothesis show that memorable tourist experience has a significant effect on tourist satisfaction. The results of this research support or confirm the results of research conducted by Zhang et al., (2017), Kim (2017), Sharma and Nayak (2018), Stavrianea and Kamenidou (2022). Memorable tourism experience has a significant effect on tourist satisfaction (Pujiastuti et al., 2022, Rachma et al, 2021). Based on the consumer behavior theory put forward by Kotler and Keller (2016), it is known that memorable tourism

experiences can influence tourist satisfaction. Memorable tourism experiences that are part of tourists' memories will be taken into consideration when choosing a destination when making a repeat visit. Memorable and extraordinary experiences can fully reflect the emotional outcomes of tourists due to travel preparation, travel participation and lead to high levels of satisfaction (Prebensen et al, 2018).

The results of research to test the fourth hypothesis show that memorable tourist experience has a significant effect on behavioral intention. The results of this research support or confirm the results of research conducted by Kim and Ritchie's (2014) research on tourists visiting Taiwan also highlights the influence of memorable tourist experience on tourist behavior. The results of research to test the fifth hypothesis show that tourist satisfaction has a significant effect on behavior intention. The results of this research support or confirm the results of the research conducted Huang et.al, 2010; Su et al., 2011; Prayag et al., 2013; Lee et al., 2019). Satisfaction has a significant effect on behavior intention (Pujiastuti et al., 2020). An increasing number of researchers have concluded that tourist satisfaction may be a key factor of behavioral intention, and it is widely recognized that customer satisfaction is very important for assessing the success of marketing strategies (Sharmine and Noelah Mae, 2022). The results of this research are different from the results of research conducted by Pujiastuti et al., (2017b), namely that tourist satisfaction has no significant effect on behavioral intention, but has a significant effect on satisfaction.

The results of research to test the sixth hypothesis show that destination attributes have a significant effect on behavior intention. The results of this research support or confirm the results of the research conducted on and Uysal, 2005; Chi and Qu, 2008; Chen and Tsai, 2007; Chen and Chen, 2010; Prayag and Ryan, 2012. The more tourists visit a particular destination, the attributes of that place can be increased (Sharmine and Noelah Mae, 2022), whether during first visits or repeat visits. The research results show that destination attributes have a significant effect on behavior intention through memorable tourist experiences. Destination attributes influence memorable tourist experiences and tourists' behavioral intentions positively and significantly (Mahdzar et al., 2015).

Conclusion

This research concludes that (1) destination attributes have a significant effect on memorable tourist experiences. (2) destination attribute has a significant effect on tourist satisfaction, (3) memorable tourist experience has a significant effect on tourist satisfaction, (4) memorable tourist experience has a significant effect on behavior intention (5) tourist satisfaction has a significant effect on behavior intention. (6). Tourist satisfaction has a significant effect on behavior intention. (7). Destination attributes have a significant effect on tourist satisfaction through memorable tourist experiences. (8). Destination attribute has a significant influence on behavior intention through memorable tourist experience. (9). destination attribute has a significant effect on behavior intention through tourist satisfaction.

The limitations of this research are primarily associated with the sample criteria, which only encompassed individuals who had visited the Jenissari tourist village and availed the life package. The study did not impose any age restrictions on the respondents, thus allowing for generalizable conclusions. However, categorizing the sample by generation, particularly the millennial generation and generation Z, could provide insights into future visitation potential and aid in the development of targeted tourism packages. Furthermore, future research could consider incorporating additional variables to elucidate the factors that bolster behavioral intention, such as tourism products and service quality, while expanding the sample criteria to include generation Z or both generation Z and millennials. This approach is highly recommended to offer a comprehensive understanding of the measures destination managers should undertake to craft appealing tourism packages for generation Z.

Practical recommendations for the managers of the Jenissari tourist village include the necessity to innovate tourist attractions that appeal to generation Z and ensure the village's sustainability. Leveraging digital marketing to promote the destination's advantageous attributes and enhance the life package program's quality can attract tourists and cultivate remarkable memorable experiences. The research findings underscore the importance for the managers of the Jenissari tourist village to maintain consistency in creating experience-based destination attributes, as well as in the development of facilities and infrastructure, to foster delightful memorable tourism experiences and strengthen visitor satisfaction, thereby encouraging repeat visitation and positive recommendations to others.

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