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Smart Tourism Technology as a Driver of Vivid Memory and Behavioral Intention: Evidence from Domestic Tourists in Indonesia

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Abstract:

While the integration of Smart Tourism Technology (STT) is recognized as critical for destination competitiveness, empirical understanding of how individual digital touchpoints translate into lasting cognitive imprints and behavioral outcomes remains fragmented. This study examines how STT attributes shape Vivid Memory and Behavioral Intention among domestic tourists in Indonesia. Employing a quantitative approach, data were collected from 389 tourists who had visited four priority destinations (Bali, Yogyakarta, Surabaya, and Manado) and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that the Informativeness and Personalization dimensions enhanced Vivid Memory, whereas Accessibility and Interactivity do not show significant effects. Furthermore, Vivid Memory is proven to have a dominant influence on Behavioral Intention. These results indicate that smart technology does not automatically drive post-visit intentions; rather, its effect is psychologically mediated by the vividness of the memories it helps create. Theoretically, this study challenges monolithic smart tourism paradigms by demonstrating an asymmetric, dual-factor mechanism where baseline operational tech functions merely as a hygiene prerequisite, whereas content-driven attributes act as true motivational memory triggers. Practically, it guides destination managers to shift resource allocation from generic digital infrastructure toward AI-enabled personalization and digital narrative storytelling to maximize tourist memory retention.

Keywords: Behavior Intention; Domestic Tourism; Memorable Tourism Experience; PLS-SEM; Smart Tourism Technology.

1. Introduction

Industry 4.0 has fundamentally reshaped the global tourism ecosystem. This phenomenon is reflected in the comprehensive digitalization of every stage of the tourist journey, from information searches, online reservations, on-site service delivery and post-travel behavior (Kalia et al., 2022; Semuel et al., 2017; Semuel et al., 2019). The massive acceleration of technology adoption since the COVID-19 pandemic has consolidated this trend, enabling tourists to access broader information, thus creating more convenient (Gretzel et al., 2020; Zhao et al., 2022), personalized, and interactive experiences (Barashok et al., 2021; Jeong & Shin, 2020; Niu, 2023; Preko et al., 2023). Within this landscape, Smart Tourism Technology (STT) enables destination managers to deliver context-relevant recommendations, guide on-site exploration, and streamline booking (Anaya & Lehto, 2020; Suanpang & Pothipassa, 2024). while inviting tourists to co-create their own experiences and deepen their emotional engagement with the destination (Shen et al., 2020).

Digital service quality is no longer an operational add-on but a primary determinant of destination competitiveness (Bazazo et al., 2022). Therefore, the transition to a smart tourism destination is believed to be a key strategy in creating memorable tourism experiences and increasing tourist loyalty (Azis et al., 2020). Recent work positions digital technology as a constitutive element of sustainable tourism experiences rather than a mere support function (Jokom et al., 2025a), with documented effects on satisfaction and the reduction of travel-related uncertainty (Goo et al., 2022; Yuksel et al., 2024). The impressions arising from these interactions play a crucial role in shaping lasting memories of the visit (Huang & Bu, 2022; Kahraman & Cifci, 2023; Satrya et al., 2024). Vividness of memory is a determining factor; the more clearly a tourist recalls an event, the more resistant that memory is to decay (Ahn et al., 2017; Huang et al., 2023). In this study, a memorable travel experience is positioned as the result of the integration between emotional well-being and vividness of traveler memories. Previous literature indicates that the perceived value of these memorable experiences will lead to positive behavioral intentions, such as revisit intentions and willingness to recommend the destination to others (Ittamalla & Kumar, 2021; Manthiou et al., 2014).

Despite the immense potential of smart technologies, a critical gap persists regarding how digital infrastructures interact with experiential outcomes in emerging economies (Bekele & Raj, 2024; El Archi et al., 2023; Kusumawardhani et al., 2024). Rather than serving as a merely convenient geographic setting, Indonesia offers a theoretically and empirically distinctive environment to address this baseline problem due to its unique destination fragmentation. The country encompasses radically asymmetric tourism archetypes under a single synchronized digital mandate (Ministry of Tourism and Creative Economy, 2023)—ranging from ultra-mature cultural and heritage hubs (Bali and Yogyakarta) to rapidly developing metropolitan and nature-centric ecosystems (Surabaya and Manado). This internal heterogeneity introduces an unresolved empirical tension: it challenges the monolithic assumption prevalent in Western literature that standardized smart tourism dimensions yield uniform cognitive imprints across varying spatial and experiential backdrops.

Addressing this contextual gap carries substantial dual-fold value. Theoretically, it shifts smart tourism discourse away from feature-centric, operational validation toward a cognitive-experiential paradigm, isolating how distinct digital attributes actively feed into or disrupt the human memory-encoding process across distinct travel typologies. Practically, this inquiry equips destination management organizations (DMOs) in developing economies with an empirical matrix to optimize localized IT investments. By demonstrating whether technological interventions function as motivational memory-triggers or merely baseline prerequisites, this study mitigates the risk of generic, costly over-automation while offering a blueprint for high-retention digital deployment. Based on this framework, this study evaluates the implementation of STT dimensions within this fragmented landscape, assessing their explicit influence on the cognitive formulation of vivid traveler memories and subsequent post-visit behavioral intentions.

2. Literature Review

2.1 Smart Tourism Technology (STT)

Destinations that systematically integrate digital infrastructure into their service delivery are increasingly described as smart tourism destinations (Azis et al., 2020; Ballina et al., 2019; Gretzel et al., 2020; Jeong & Shin, 2020; Shen et al., 2020). Smart Tourism Technology (STT) refers to the bundle of digital technologies—including websites, smartphones, GPS, and social media—integrated with the real world to enhance the overall quality of the tourist experience (Li et al., 2024; Preko et al., 2023). Theoretically, digital technology functions as an ecosystem capable of collecting, processing, and utilizing data electronically to facilitate information processing quickly and efficiently

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(Bican & Brem, 2020), wherein tourist interactions with these digital architectures create value translated into the concept of digital tourism experiences (Ballina et al., 2019; Jeong & Shin, 2020; Pai et al., 2020). This technological evolution can be explained through Experience Hierarchy, which traces progress from a Conventional Experience, characterized by minimal technology use, to a Technology-Empowered Experience, where technology becomes a core element required across all journey stages to co-create innovative experiences (Neuhofer et al., 2014).

Based on this foundational literature, prior research identifies four structural attributes of STT that condition the quality of the technology-mediated experience: accessibility, informativeness, interactivity, and personalization (Huang et al., 2017; Jeong & Shin, 2020; Pai et al., 2020). Within the conceptual framework of this study, these specific STT attributes are positioned as the primary antecedents in constructing a Memorable Tourism Experience (MTE), tested through the Vivid Memory dimension which acts as a single psychological mechanism bridging the influence of smart technology on tourists' Behavioral Intention. The selection of this specific four-dimensional model over alternative smart tourism frameworks—such as those emphasizing backend infrastructural ubiquity, system security, or transactional trust—is guided by a deliberate theoretical alignment with the cognitive architecture of human memory encoding. Within cognitive psychology and experiential marketing, memory formation is not triggered by latent system backend architectures, but rather by active, user-facing touchpoints that condition sensory and cognitive processing, whereas alternative multi-dimensional models often prioritize operational or institutional dimensions which remain largely invisible to the consumer and do not alter experiential perception. Conversely, the four selected dimensions directly correspond to the cognitive components necessary to construct a distinct, high-salience mental script, thereby capturing the complete spectrum of user-perceived technological interfaces that actively shape the salience, uniqueness, and subsequent retention of travel experience.

Mechanistically, accessibility—defined as the ease with which tourists can locate and use digital data (Huang et al., 2017)—plays a critical role in optimizing internal cognitive load. By smoothing out spatial and navigational barriers, it minimizes unnecessary cognitive expenditure on administrative logistics, allowing tourists to free up mental bandwidth and redirect it toward absorbing ambient destination stimuli, which systematically enhances the clear encoding of travel experiences. Based on this cognitive mechanism, it is posited that:

H1: Accessibility has a significant effect on the clarity of tourists' memories.

Similarly, informativeness, which denotes the relevance, accuracy, and timeliness of the data delivered (Pai et al., 2020), satisfies immediate cognitive orientation needs in unfamiliar settings by transforming ambiguous destination landscapes into highly intelligible spaces. By delivering contextually accurate insights, informative systems anchor the traveler's conceptual interpretation of events and compile physical travel experiences into orderly long-term memory scripts. Thus, the following hypothesis is proposed:

H2: Informativeness has a significant influence on the clarity of tourists' memories.

Furthermore, because passive exposure to environmental stimuli rarely yields long-lasting mental retention, interactivity—the extent to which a digital platform enables fluid two-way communication and real-time behavioral feedback loops (Jeong & Shin, 2020)—transforms the visitor from a passive spectator into an active co-creator of the destination experience. Heightening internal affective arousal and subjective involvement leaves a deeper cognitive footprint that successfully insulates the encounter against rapid memory decay. Accordingly, we propose:

H3: Interactivity has a significant effect on the clarity of tourists' memories.

Finally, personalization, representing the capability of smart systems to tailor specific content and services to individual traveler preferences (Huang et al., 2017), aligns directly with the selective nature of human memory encoding. By filtering out irrelevant contextual noise and exposing the visitor exclusively to content that mirrors their personal hedonic motives and identity structures, personalized configurations foster deep emotional resonance and elevate a generic destination visit into a personally meaningful milestone. This alignment culminates in the final formulation that:

H4: Personalization has a significant effect on the clarity of tourists' memories.

2.2 Memorable Tourism Experience

Memorable Tourism Experience (MTE) is defined as a selectively constructed travel experience that is positively retained in long-term memory after the trip has ended (Kim et al., 2012; Pai et al., 2020). MTE is distinguished from ordinary tourism experiences by the depth cognitive and affective engagement, leaving a lasting impression in tourists' long-term memory (Manthiou et al., 2014; Tung & Ritchie, 2011). Modern tourism literature emphasizes

that MTE is a stronger determinant than customer satisfaction alone in predicting future behavioral intentions (Jeong & Shin, 2020; Kim, 2018), because memories, rather than transient satisfaction judgements, form the cognitive basis on which tourists evaluate destinations and advise others (Ittamalla & Kumar, 2021; Seyfi et al., 2020). MTE is widely conceptualized as a multidimensional construct combining affective and cognitive aspects (Pai et al., 2020). Specifically, memorable experiences are manifested through Emotional Well-being as a positive emotional response during travel (Huang et al., 2017), and Memory Vividness as a representation of tourists' ability to retain details of those experiences (Ahn et al., 2017; Huang et al., 2023). The integration of smart tourism technology (STT) plays a crucial role in facilitating the formation of MTE by providing unique sensory stimuli and personalized interactions, making moments during the trip more prominent and memorable (Neuhofer et al., 2014; Roziqin et al., 2023). Therefore, the creation of MTE supported by smart technology not only increases the value of visits but also becomes an essential strategy in building sustainable tourist loyalty (Azis et al., 2020; Jeong & Shin, 2020).

2.3 Vivid Memory

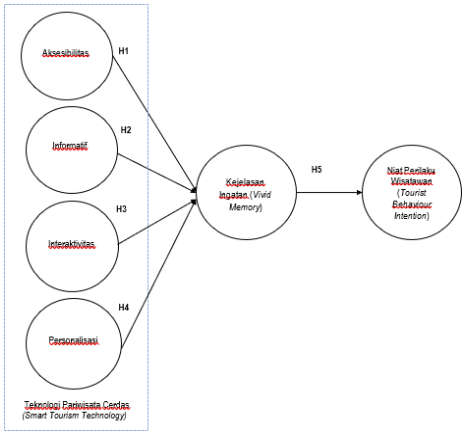
Vivid Memory refers to the tourist's capacity to recall the visual, auditory, atmospheric, and emotional details of a trip with clarity and intensity (Pai et al., 2020). In the digital era, smart technology acts as a cognitive aid that enhances the retention of information and impressions through visualization and immersive interaction (Neuhofer et al., 2014). Unique experiences supported by appropriate technology tend to generate more lasting memories than conventional experiences, making memory clarity an important proxy for the success of a travel experience (Roziqin et al., 2023). Vivid memories are triggered by strong sensory and cognitive stimuli, which in this context are facilitated by the interactive features of STT (Neuhofer et al., 2014). Travelers' ability to recall specific details of their trip depends heavily on how unique and memorable the technology supporting the moment was (Roziqin et al., 2023). Vivid memory therefore serves as a plausible psychological bridge between the technology-mediated experience and the tourist's subsequent intentions, a role recently formalized by Jokom et al. (2025a), who show that vivid memory mediates the link between destination attributes and long-term loyalty. Accordingly, we propose: *H5: Memory clarity has a significant effect on tourists' behavioral intentions.*

2.4 Tourist Behavioral Intention

Behavioral intention reflects to a tourist's stated likelihood of taking future actions toward a destination, principally revisiting and recommending it to others (Jeong & Shin, 2020). In this research model, behavioral intention is positioned as the primary outcome variable influenced by the quality of interaction with technology and the depth of emotional experiences and memories formed (Pai et al., 2020). The literature shows that the more positive tourists' perceptions of technology attributes and the stronger their memories, the higher their loyalty and behavioral intention toward the destination (Huang et al., 2017). Furthermore, strong digital ecosystem support enables the creation of higher experiential value, which significantly boosts tourists' intentions to provide positive recommendations and revisit (Jokom et al., 2025a). This intention is the strongest predictor of actual tourist behavior, which includes loyalty to the destination and willingness to share positive experiences (Jeong & Shin, 2020). In a highly competitive destination market, creating positive behavioral intention depends on the manager's ability to leave a lasting impression through technology integration (Huang et al., 2017). Tourists who feel functionally helped by STT and emotionally touched are more likely to become ambassadors for the destination (Pai et al., 2020). Therefore, behavioral intentions are a long-term success metric for smart technology-based destination marketing and development strategies.

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Figure 1. Conceptual Framework



3. Method

This study employed a quantitative research approach with an explanatory survey design to test structural causal relationships within the proposed model. Primary data were collected across four Indonesian destinations officially classified as priority hubs by the national tourism authority—Bali, Yogyakarta, Surabaya, and Manado—selected explicitly for their advanced digital infrastructure readiness (Ministry of Tourism and Creative Economy, 2023). Utilizing a purposive sampling technique, the target sample comprised 389 domestic tourists, a threshold that satisfies structural equation modeling requirements and exceeds minimum statistical power heuristics (Hair et al., 2019). Data collection utilized a convergent mixed-mode strategy, combining web-based digital distribution (via Google Forms across travel social media and online forums) with on-site, paper-based intercept surveys to minimize online self-selection bias and maximize demographic representativeness. To centralize the dataset, physical responses were transcribed into the digital database and validated via a strict independent double-entry verification protocol to eliminate human error. Measurements were captured using a 7-point Likert scale (1 = "Strongly Disagree", 7 = "Strongly Agree") to preserve optimal data granularity for structural analysis.

The research instrument was adapted from validated scales to secure robust content validity. Smart Tourism Technology (STT) was operationalized as a multi-dimensional construct encompassing accessibility, informativeness, interactivity, and personalization (Huang et al., 2017; Jeong & Shin, 2020; Pai et al., 2020). Vivid Memory was measured via visual, auditory, and atmospheric experiential details (Ahn et al., 2017; Huang et al., 2023; Wei et al., 2019), while Behavioral Intention captured future revisit and recommendation probabilities (Bayih & Singh, 2020; Jeong & Shin, 2020; Zhao et al., 2022). Prior to full-scale deployment, a pilot study with 30 domestic tourists evaluated semantic clarity and mitigated instrument bias. The pilot cohort mirrored the target demographic: 60.0% female, 40.0% male, 73.3% aged 17–30 (millennial and Gen-Z cohorts), and composed of students (50.0%), private employees (33.3%), and entrepreneurs (16.7%) familiar with smart tourism touchpoints. Feedback confirmed high item intelligibility, prompting only minor syntax adjustments and localized contextual examples within the interface to ensure uniform comprehension. Following refinement, data analysis proceeded in two stages. First, descriptive statistical analysis using SPSS computed mean values, frequencies, and standard deviations. Second, path analysis via the Smart Partial Least Square (SmartPLS) method evaluated the measurement (outer) and structural (inner) models simultaneously. Outer model evaluation comprised convergent and discriminant validity tests with an indicator threshold requirement above 0.5, alongside a composite reliability value greater than 0.7 (Hair et al., 2018; Hair et al., 2019). Meanwhile, inner model assessment determined the model's explanatory power via the R-Square value and bootstrapping procedures at a localized significance level (α = 5%) to verify critical hypothesized relationships (Hair et al., 2019).

Table 1. Operational Definition of Variables

Variables	Code	Item	Source
	STT1a	Digital technology at the destinations visited can be easily accessed anytime, anywhere.	Huang et al., 2017; Jeong & Shin, 2020; Pai et al., 2020

Accessibility	STT1b	Digital technology in the destinations visited is easy to find.	
	STT1c	Digital technology at the destinations visited is easy to use.	
Informative	STT2a	Digital technology at the destinations visited can provide useful information during tourists' trips.	
	STT2b	Digital technology at the destinations visited helps tourists during their travels.	
	STT2c	Digital technology at the destinations visited makes the tourist journey run smoothly.	
Interactivity	STT3a	Digital technology at destinations visited by tourists provides interactive features.	
	STT3b	Many questions, answers, and reviews from other travelers are available on digital technology at the destinations visited by tourists.	
	STT3c	It is very easy to share information through digital technology at destinations visited by tourists.	
Personalization	STT4a	Digital technology at the destinations visited provides information tailored to tourists' needs.	
	STT4b	Digital technology at the destinations visited allows tourists to receive tailored information.	
	STT4c	Tourists can interact with digital technology at the destinations they visit to get personalized information.	
Vivid Memory	VM1	Tourists can clearly remember what they saw at the destinations they visited.	Ahn et al., 2017; Huang et al., 2023; Wei et al., 2019
	VM2	Tourists can clearly remember what they heard at the destinations they visited.	
	VM3	Tourists can clearly remember their emotions during their trip to the destinations they visited.	
	VM4	Tourists can clearly remember the layout of the destinations they visit.	
	VM5	Tourists can clearly remember the atmosphere of the destinations they visit.	
Behavior Intention	BI1	Tourists feel they will return to this tourist destination in the future.	Bayih & Singh, 2020; Jeong & Shin, 2020; Zhao et al., 2022
	BI2	Tourists will recommend this tourist destination to others.	
	BI3	Tourists will say positive things about this tourist destination to others.	
	BI4	Tourists will share their positive experiences at this tourist destination on social media.	
	BI5	Tourists will choose this tourist destination as them first choice when they travel again.	

4. Findings and discussion

Demographic Profile

The demographic characteristics of 389 domestic respondents in four priority and super priority tourism destinations in Indonesia are summarized in terms of gender and age composition, occupation, travel characteristics, tourist loyalty, and distribution of data collection locations. The results of the gender and age composition analysis show that the respondent profile is dominated by women (64.52%) compared to men (35.48%), with the largest age groups being in the range of 22-30 years (35.22%) and 17-21 years (32.65%). This composition reflects the profile of young, digitally active tourists. In terms of occupation, most respondents are students or university students (47.81%) and employees (24.94%), indicating that respondents have a level of technological literacy capable of evaluating Smart Tourism Technology features. Regarding travel characteristics, most tourists visit for vacation purposes (63.24%) for a relatively short duration, namely less than one week (74.81%), and tend to travel with family or relatives (55.01%). The level of loyalty of tourist respondents is relatively high, as evidenced by the distribution of visit frequency where almost half of the total respondents (49.61%) have traveled more than five

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times between 2020 and 2025. Finally, research data was collected from four main destinations with a relatively balanced proportion, where the largest contribution came from Surabaya (28.02%) and Manado (26.99%), followed by Yogyakarta (22.88%) and Bali (22.11%).

Table 2. Demographic Profile

Characteristics	Category	Frequency (f)	Percentage (%)
Gender	Woman	251	64.52%
	Man	138	35.48%
Age	17 - 21 Years	127	32.65%
	22 - 30 Years	137	35.22%
	31 - 40 Years	52	13.37%
	41 - 50 Years	26	6.68%
	More than 50 years	47	12.08%
Work	Students	186	47.81%
	Employee	97	24.94%
	Businessman	46	11.83%
	Professionals (doctors, teachers, etc.)	28	7.20%
	Housewife	16	4.11%
	Other	16	4.11%
Travel Destinations	Holiday	246	63.24%
	Doing Business	58	14.91%
	Visiting family/relatives	36	9.25%
	Education/Study	21	5.40%
	Events (Sports/Music/Festivals)	9	2.32%
	Religious Activities	5	1.29%
	Other	14	3.59%
Duration of Travel	Less than or during 1 week	291	74.81%
	1 week - 1 month	69	17.74%
	More than 1 month	29	7.46%
Tour Companion	Family/Relatives	214	55.01%
	Friend	90	23.14%
	Business partner	42	10.80%
	Alone	34	8.74%
	Other	9	2.31%
Visit Frequency (2020-2025)	First time	16	4.11%
	2 - 3 times	119	30.59%
	4 - 5 times	61	15.68%
	More than 5 times	193	49.61%
Destination	Surabaya	109	28.02%
	Manado	105	26.99%
	Yogyakarta	89	22.88%
	Bali	86	22.11%

Descriptive Statistical

Across all 22 items, mean responses fall within the "agree" range of the seven-point scale (means 5.23 to 6.20). For Smart Tourism Technology (STT), the STT2b indicator ("Assisting during the trip") recorded the highest Mean value of 6.05, suggesting that the functional usefulness of smart technology is the most strongly perceived aspect of STT in Indonesian destinations. The lowest-rated STT item is STT4c ("interaction for personalised information", M = 5.67), indicating that personalised, interactive engagement remains relatively under-developed. Overall, the informative and accessibility dimensions of STT were considered more prominent than the interactivity and personalization aspects, although all remained in the positive category. In line with the technological stimulation, the Vivid Memory variable shows that tourists have strong cognitive abilities in remembering visual details with a Mean of 5.95 and the atmosphere of the destination with a Mean of 5.94. This proves that the presence of digital technology is able to strengthen visual and sensory impressions that persist in tourists' memories. Meanwhile, an interesting phenomenon was found where tourists have a very strong intention to revisit with a Mean of 6.20, but

they do not fully make the destination their main choice in the future (BI5) with a Mean of 5.23. This can be explained through the theory of variety-seeking behavior, where domestic tourists tend to seek new experiences even if they are satisfied with their previous visits. Given that Indonesia has four priority destinations with distinct characteristics (Bali, Yogyakarta, Surabaya, and Manado), competition between destinations within the country is very high. Although digital technology has succeeded in creating vivid memories, these findings indicate that digital stimulation has not yet fully created exclusivity or psychological dependence that causes tourists to close their options to other competing destinations.

Table 3. Descriptive Indicators

Variables	Code	Indicator	Mean	STD	Information
Smart Tourism Technology (STT)	STT1a	Digital technology at the destinations visited can be easily accessed anytime, anywhere.	5.98	0.96	Agree
	STT1b	Digital technology in the destinations visited is easy to find.	5.88	1.07	Agree
	STT1c	Digital technology at the destinations visited is easy to use.	5.95	0.99	Agree
	STT2a	Digital technology at the destinations visited can provide useful information during tourists' trips.	5.99	1.03	Agree
	STT2b	Digital technology at the destinations visited helps tourists during their travels.	6.05	0.98	Agree
	STT2c	Digital technology at the destinations visited makes the tourist journey run smoothly.	5.95	1.03	Agree
	STT3a	Digital technology at destinations visited by tourists provides interactive features.	5.68	1.12	Agree
	STT3b	Many questions, answers, and reviews from other travelers are available on digital technology at the destinations visited by tourists.	5.86	1.05	Agree
	STT3c	It is very easy to share information through digital technology at destinations visited by tourists.	5.94	1.00	Agree
	STT4a	Digital technology at the destinations visited provides information tailored to tourists' needs.	5.81	1.08	Agree
	STT4b	Digital technology at the destinations visited allows tourists to receive tailored information.	5.76	1.06	Agree
	STT4c	Tourists can interact with digital technology at the destinations they visit to get personalized information.	5.67	1.15	Agree
Average STT Variable			**5.88**	**1.04**	**Agree**
Vivid Memory (VM)	VM1	Tourists can clearly remember what they saw at the destinations they visited.	5.95	0.94	Agree
	VM2	Tourists can clearly remember what they heard at the destinations they visited.	5.69	1.09	Agree
	VM3	Tourists can clearly remember their emotions during their trip to the destinations they visited.	5.86	1.00	Agree
	VM4	Tourists can clearly remember the layout of the destinations they visit.	5.48	1.26	Agree
	VM5	Tourists can clearly remember the atmosphere of the destinations they visit.	5.94	1.01	Agree
Average VM Variable			**5.78**	**1.06**	**Agree**
Behavior Intention	BI1	Tourists feel they will return to this tourist destination in the future.	6.20	0.97	Strongly agree
	BI2	Tourists will recommend this tourist destination to others.	6.12	1.02	Agree
	BI3	Tourists will say positive things about this tourist destination to others.	6.04	0.97	Agree
	BI4	Tourists will share their positive experiences at this tourist destination on social media.	5.84	1.10	Agree
	BI5	Tourists will choose this tourist destination as their first choice when they travel again.	5.23	1.42	Somewhat Agree
Average BI Variable			**5.89**	**1.10**	**Agree**

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Outer Model Analysis (Measurement Model)

The results of the convergent validity test indicate that all indicators in the research model have met the established criteria. This is evident from the outer loading values, which are all above 0.70, with the lowest value in the BI5 indicator at 0.740 and the highest in the STT4c indicator at 0.918. In addition, the Average Variance Extracted (AVE) values for all variables are also above the minimum limit of 0.50, namely Accessibility (0.742), Informativeness (0.735), Interactivity (0.769), Personalization (0.797), Vivid Memory (0.623), and Behavior Intention (0.626). These results indicate that each construct is able to explain more than 50% of the variance in its indicators, thus having good convergent validity. The construct reliability test also showed adequate results, where the Cronbach's Alpha and Composite Reliability (rho_c) values for all variables were above 0.70. For example, the Behavior Intention variable has a Composite Reliability value of 0.893 and Vivid Memory of 0.892. Thus, it can be concluded that all constructs in this study have a good level of reliability and the research instrument is considered consistent in measuring the variables studied.

Table 4. Validity and Reliability

Item	Outer loadings	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Accessibility		0.827	0.838	0.896	0.742
STT1a	0.856				
STT1b	0.858				
STT1c	0.87				
Informative		0.82	0.823	0.893	0.735
STT2a	0.85				
STT2b	0.879				
STT2c	0.843				
Interactivity		0.704	0.723	0.87	0.77
STT3b	0.852				
STT3c	0.903				
Personalization		0.749	0.777	0.887	0.797
STT4b	0.867				
STT4c	0.918				
Vivid Memory		0.849	0.852	0.892	0.624
VM1	0.799				
VM2	0.76				
VM3	0.815				
VM4	0.758				
VM5	0.816				
Behavior Intention		0.85	0.851	0.893	0.626
BI1	0.769				
BI2	0.832				
BI3	0.81				
BI4	0.803				
BI5	0.74				

Table 5. Discriminant Validity

	Accessibility	*Behavior Intention*	Informative	Interactivity	Personalization	*Vivid Memory*
Fornell-Larcker criterion						
Accessibility	0.861					
Behavior Intention	0.305	0.791				
Informative	0.659	0.338	0.857			
Interactivity	0.610	0.345	0.614	0.877		
Personalization	0.538	0.393	0.565	0.643	0.893	
Vivid Memory	0.305	0.678	0.375	0.365	0.424	0.790
Heterotrait-monotrait ratio (HTMT)						

Accessibility					
Behavior Intention	0.360				
Informative	0.798	0.404			
Interactivity	0.792	0.438	0.806		
Personalization	0.679	0.486	0.721	0.888	
Vivid Memory	0.358	0.797	0.446	0.467	0.525

The results of the discriminant validity test indicate that the research model has met the established criteria. Based on the Fornell–Larcker criteria, the square root of the AVE value for each variable is greater than the correlation between variables in the same row and column, so that each construct can be empirically distinguished from the other constructs.

Furthermore, the HTMT test showed that all values were below the threshold of 0.90. Although the correlation between the Personalization and Interactivity variables reached 0.887, this value is still within acceptable limits. Therefore, it can be concluded that there are no overlapping issues between constructs and that discriminant validity in this research model has been met.

Inner Model Analysis (Structural Model)

Table 5. R Square

Variables	R-Square (R2)	R-Square Adjusted
Behavioral Intention	0.460	0.458
Vivid Memory	0.210	0.202

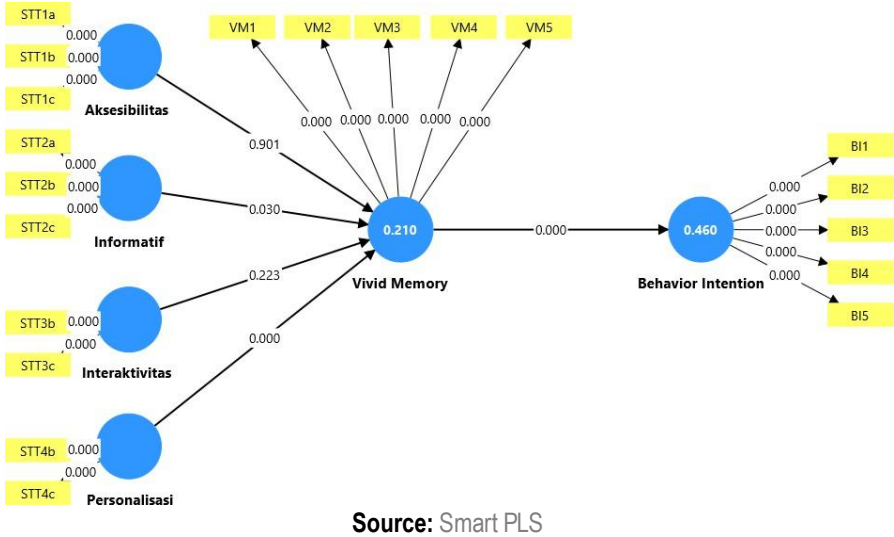
Table 6. F Square

Hypothesis	Relationship Path	f2 value	Effect Category
H1	Accessibility -> Vivid Memory	0.000	No Effect
H2	Informative -> Vivid Memory	0.018	No Effect
H3	Interactivity -> Vivid Memory	0.005	No Effect
H4	Personalization -> Vivid Memory	0.051	Small Effect
H5	*Vivid Memory*-> Behavior Intention	0.850	Big Effect

Table 7. Path Analysis

Hypothesis	Relationship Path	*Original sample*(O)	*T-Statistics*	*P-Values*	Information
H1	Accessibility -> Vivid Memory	-0.010	0.124	0.901	Not Significant
H2	Informative -> Vivid Memory	0.171	2,177	**0.030**	**Significant**
H3	Interactivity -> Vivid Memory	0.090	1,220	0.223	Not Significant
H4	Personalization -> Vivid Memory	0.274	4,092	**0,000**	**Significant**
H5	Vivid Memory -> Behavior Intention	0.677	17,691	**0,000**	**Significant**

Figure 2. Path Coefficient



Source: Smart PLS

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Smart Tourism Technology (STT) refers to the bundle of digital technologies—websites, smartphones, GPS, and social media—integrated into tourism activities to enhance the quality of the tourist experience (Li et al., 2024; Preko et al., 2023). The literature converges on four principal dimensions of STT: accessibility, informativeness, interactivity, and personalization, each of which is theorized to support a more meaningful tourism experience (Huang et al., 2017; Jeong & Shin, 2020). However, the results of our hypothesis testing indicate that not all STT dimensions influence tourists' Vivid Memory. The dimensions of Accessibility (H1; p = 0.901) and Interactivity (H3; p = 0.223) do not exert a significant effect on Vivid Memory, indicating that ease of access to technology or the presence of interactive features alone does not necessarily create a tourism experience strong enough to be clearly remembered by tourists. Theoretically, these results suggest that technology operating merely as an access or communication tool does not provide a deep emotional or cognitive impact. In the context of travel experiences, strong memories are typically formed from encounters that provide meaning, emotional engagement, or personal value, rather than simple technological utility.

Conversely, the dimensions of Informativeness (H2; β = 0.171; p = 0.030) and Personalization (H4; β = 0.274; p = 0.000) show a positive and significant influence on Vivid Memory. This indicates that clear, relevant information and services tailored to tourists' preferences strengthen memories of their travel experiences. This finding aligns with the Memorable Tourism Experience (MTE) framework, which posits that memorable experiences are formed through deep cognitive and emotional engagement (Kim et al., 2012; Tung & Ritchie, 2011). Technologies supplying useful information and personalizing services intensify this engagement, rendering the travel experience more meaningful and memorable, consistent with prior evidence on smart-technology destinations (Huang et al., 2017; Jeong & Shin, 2020). The informativeness and personalization dimensions of STT can therefore be regarded as the content-oriented attributes that most reliably foster memorable tourism experiences. Complementing these pathways, the structural evaluation reveals an R-square value of 0.210, meaning the four STT dimensions collectively explain 21.0% of the variance in Vivid Memory. This modest explanatory power diagnoses a critical reality: technology acts as an experiential catalyst rather than a total determinant of human memory encoding. The remaining 79.0% of the variance is naturally governed by organic, non-digital destination attributes—such as sensory landscapes and interpersonal encounters—that lie outside the technological infrastructure. Practically, this baseline value cautions destination management organizations (DMOs) against over-automation, establishing that digital utilities must serve to enrich and narrate the physical environment rather than substitute authentic, offline travel dimensions.

While the significant paths of Informativeness and Personalization corroborate mainstream paradigms, the non-significant effects of Accessibility and Interactivity present a compelling theoretical divergence, contradicting foundational frameworks (Huang et al., 2017; Pai et al., 2020). This contradiction can be unraveled by extending Herzberg's Motivation-Hygiene Theory to digital consumer behavior in a post-pandemic landscape of technological ubiquity. Because domestic tourists now view baseline digital access and basic connectivity as mandatory operational prerequisites, these features have transitioned from 'excitement factors' to commoditized 'hygiene factors.' They facilitate travel logistics smoothly but lack the psychological capacity to generate the emotional arousal required for vivid memory encoding. Consequently, baseline operational technology functions merely as a passive hygiene prerequisite, whereas only content-rich, identity-aligned digital attributes (Informativeness and Personalization) act as true motivational drivers within the memory-encoding architecture.

This motivation-hygiene dichotomy further elucidates an asymmetric mediation pattern through the psychological gateway of Vivid Memory toward future travel behaviors, which are known to be fundamentally determined by memorable experiences (Jeong & Shin, 2020). The empirical results strongly substantiate this downstream path, showing that Vivid Memory exerts a profound positive influence on Behavioral Intention (H5; β = 0.677; t = 17.691; p = 0.000). This indicates that the clarity with which tourists recall encounters directly dictates their likelihood of revisiting or recommending a destination. Cognitively, vivid memories function as a central psychological gateway bridging past experiences with future decisions, altering personal attitudes and downstream loyalty trajectories (Kim et al., 2012; Tung & Ritchie, 2011). Mechanistically, Informativeness and Personalization serve as the primary cognitive inputs that heighten experiential vividness, which subsequently dictates downstream Behavioral Intention. This proves that smart technology's capacity to drive destination equity is strictly indirect, requiring digital utilities to convert high-quality, personalized content into resilient mental scripts. Conversely, due to the non-significant pathways of Accessibility and Interactivity, their indirect contributions to behavioral outcomes are structurally restricted. This asymmetry delivers a definitive counterargument to the conventional assumption

that all technological integrations possess equal utility in experiential marketing; within emerging destination ecosystems, baseline infrastructure merely prevents traveler dissatisfaction, whereas long-term behavioral intentions are exclusively driven by personalized, content-oriented touchpoints that successfully insulate the experience against memory decay.

5. Conclusion and recommendation

5.1 Conclusion

This study concludes that the implementation of Smart Tourism Technology (STT) in Indonesian tourism destinations plays a strategic role in shaping tourists' future behavioral intentions. However, the findings emphasize that the influence of technology on these post-visit intentions is not direct, but rather must go through a psychological mechanism in the form of Vivid Memory. Among the four technology attributes tested, only the Informativeness and Personalization dimensions were shown to significantly create sharp and vivid memories in tourists' minds. Conversely, the accessibility and interactivity aspects, although assessed descriptively, were not able to provide a cognitive impression strong enough to become a lasting memory. This proves that for domestic tourists, the quality of content and the suitability of services to personal needs are far more crucial in driving revisit intentions or recommendations than simply the availability of access or two-way communication features.

5.2 Recommendations

Based on the research findings, there are several strategic and practical recommendations that can be implemented by destination management organizations (DMOs) and the government to strengthen the competitiveness of smart tourism in Indonesia:

5.2.1 General STT Strategy Development

Based on the empirical assessments, several macro-strategic interventions are proposed to assist destination management organizations (DMOs) and tourism policymakers in optimizing digital ecosystem deployments. First, given that personalization emerged as the most powerful determinant of tourist memory encoding, managers must shift their operational paradigms from providing static digital service interfaces to developing dynamic, adaptive systems. By leveraging big data analytics and artificial intelligence (AI) engines, smart destinations can deliver automated, real-time recommendations for local activities, optimal transit routes, and regional culinary selections tailored to individual behavioral profiles and evolving preferences, thereby constructing unique and highly unforgettable travel scripts. Second, the fundamental focus of destination digitalization must transcend the mere provision of hardware and basic internet connectivity, moving toward improving overall digital content quality through structured digital storytelling. Delivering accurate, context-relevant, and up-to-date information anchored within a compelling local narrative is theoretically and practically more effective at driving tourist memory retention than providing cold, purely technical spatial or logistical data. Finally, to resolve and elevate the statistically non-significant effect of the interactivity dimension identified in this study, existing communicative interfaces such as standard conversational chatbots or unmoderated review forums require critical re-engineering. DMOs should transition toward integrating advanced gamification mechanics or interactive augmented reality (AR) scripts within destination applications, which actively heightens the tourist's internal cognitive engagement and converts passive digital interactions into highly immersive, co-created experiences.

5.2.2 Specific Recommendations Based on Destination Characteristics

To maximize the formulation of vivid traveler memories across geographically diverse landscapes, the tactical execution of smart technology must be structurally synchronized with the specific environmental typologies and inherent cultural or functional strengths of each target region. Within mature cultural and relaxation-oriented destinations such as Bali and Yogyakarta, where visual memory pathways heavily dominate the consumer's psychological retention, digital interventions should be aggressively focused on embedding localized digital storytelling within the destination's smart infrastructure. Utilizing location-aware AR platforms to reconstruct historical narratives and visualize ancient contexts at sacred temple sites or local heritage villages can build an evocative visual experience that stimulates deep affective engagement, ultimately generating organic, positive

word-of-mouth recommendations from visitors. Conversely, within metropolitan business-centric ecosystems such as Surabaya, the information dimension must emerge as the primary operational priority. Because urban and business travelers uniquely value time efficiency, structural predictability, and transactional friction-reduction, technological investments should be directed toward integrating smart mobility telemetry, real-time public transit tracking, and seamless, on-demand access to corporate or executive services, which effectively triggers highly positive, functional memories. Finally, within nature-centric and marine-dominated destinations like Manado, personalized digital strategies must be engineered around individual safety management and niche-specific environmental exploration. DMOs should deploy customized digital marine guides and location-aware safety monitoring frameworks tailored specifically to the visitor's physical skill baseline—such as adaptive scuba diving or remote trekking profiles—while enhancing the clarity of natural memories through automated digital media documentation provided seamlessly by service operators to facilitate authentic post-visit sharing on global social platforms.

5.2.3 Implications for Government and Policy

The Indonesian government's strategic focus on digital tourism is well-aligned with the present findings. The government needs to support a smart tourism ecosystem by providing equitable digital infrastructure across all priority destinations. Consistent with the findings of Jokom et al. (2025b), policy support in the form of tourism data standardization and personal data protection will increase tourist confidence in using personalized services, which are key to creating memorable, sustainable tourism experiences in Indonesia.

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