

Towards Sustainable Ecotourism: Analyzing the Impact of Memorable Tourism Experiences and Tourist Satisfaction in Indonesia

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Abstract

This study aims to analyze the influence of Memorable Tourism Experiences and Tourist Satisfaction on Revisit Intention of tourists in Indonesia, especially in the context of ecotourism. With its diverse natural and cultural wealth, Indonesia has great potential to become a sustainable ecotourism destination. However, the sustainability of this sector requires a deeper understanding of the factors that influence tourists' intention to return. This study examines Destination Attractiveness, Service Quality, and Security Risk as the main determinants that influence tourist satisfaction and memorable tourism experiences. The methodology used involves collecting primary data with purposive sampling from 250 respondents who have visited ecotourism destinations. Data were analyzed using path analysis to test the relationship between variables. The results show that Destination Attractiveness and Service Quality significantly influence Memorable Tourism Experiences and Tourist Satisfaction, which in turn increases tourists' intention to revisit. This study provides important implications for destination managers and tourism industry stakeholders in developing effective strategies to increase tourist loyalty and support sustainable ecotourism development in Indonesia.

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1. Introduction

Tourism in Indonesia is a vital economic sector, supported by abundant natural resources, unique cultural diversity, and well-preserved customs (Sutrisno, 2021; Lolyana & Wahed, 2023; Wahyudin et al., 2019). As the largest archipelagic country in the world, Indonesia offers various types of tourist destinations spread throughout the archipelago, ranging from ecotourism that focuses on natural beauty and environmental sustainability, rural tourism that offers rural life experiences, to cultural tourism that emphasizes the richness of local culture and traditions. In addition, there is also agro-tourism that presents agricultural-based tourism experiences, marine tourism that invites tourists to explore the richness of the sea, city tourism that showcases urban charm, and religious tourism that attracts the attention of domestic and international tourists to visit historical religious sites (Rumangkit et al., 2023; Adikampana et al., 2019; Satria & Ali, 2018; Mudana et al., 2021; Utama, 2014; Kinseng et al., 2018). The diversity of tourism types makes Indonesia one of the world's favorite destinations, especially in terms of increasingly popular ecotourism, and the increasing awareness of the importance of environmental conservation (Anggraini & Gunawan, 2021; Effendi & Narti, 2020). However, to optimize the enormous potential of ecotourism, a deeper understanding of the factors that influence the decisions of tourists, both domestic and international, to return to ecotourism destinations in Indonesia, will ultimately make a significant contribution to the sustainability of the tourism sector and the national economy.

Key factors that influence tourists' intention to return to a destination include destination attractiveness, service quality, security risk, tourist satisfaction, and memorable tourism experiences (Wantara & Irawati, 2021; Kazmi et al., 2020; Sitepu & Rismawati, 2021; Nguyen et al., 2020; Juhari, 2023). Destination attractiveness includes various physical and cultural aspects that make the destination attractive to tourists, such as natural beauty, cultural heritage, and local uniqueness that can attract tourists to visit (Reitsamer et al., 2016). On the other hand, service quality plays an important role in providing a satisfying experience for tourists, including services provided by hotels, restaurants, transportation, and other tourist attractions in the destination (Lai et al., 2018). Tourists' perceptions of security risks also greatly influence their decisions, where destinations considered safe and orderly tend to be more attractive to visit (Tarlow, 2014). Tourist satisfaction, which is reflected in how satisfied they are with their overall tourism experience, is an important indicator in assessing the quality of the destination (Huete & López, 2020). In addition, memorable and in-depth tourism experiences play a significant role in leaving a positive impression on tourists, which can ultimately encourage them to return to the destination in the future (Hosseini et al., 2023). The combination of these factors not only determines short-term tourist satisfaction but also contributes to the creation of long-term loyalty to a tourist destination.

Although previous studies have revealed the importance of several determinants such as destination attractiveness, service quality, security risk, tourist satisfaction, and memorable tourism experiences in influencing tourists' intention to revisit a destination, there are still limitations in research that comprehensively combines all of these factors in one study framework in the context of Indonesian tourism. This creates a significant research gap, considering that Indonesia has very diverse tourist destination characteristics, ranging from



nature to culture that are different from other countries. Therefore, this study is designed to fill this gap by conducting a comprehensive analysis of the influence of destination attractiveness, service quality, security risk, tourist satisfaction, and memorable tourism experiences on tourists' intention to revisit destinations in Indonesia. In this study, tourist satisfaction and memorable tourism experiences will play a role as mediator variables, which means that both will be used as a link to assess how other factors, such as destination attractiveness, service quality, and security risks, indirectly affect tourists' intention to return to a place. With this approach, it is hoped that this study can make a significant contribution to the literature on tourism in Indonesia, as well as provide practical insights for tourism industry stakeholders in developing effective strategies to increase tourist loyalty.

It is hoped that the results of this study can support the development of sustainable ecotourism in Indonesia. With a better understanding of the factors that influence tourists' intention to revisit, the government, destination managers, and tourism industry players can take appropriate steps to increase the attractiveness of destinations, increase tourist satisfaction, and minimize risks that may hinder tourists' intention to revisit. Thus, this study is also expected to make a significant contribution to developing more effective marketing strategies, improving the quality of ecotourism services, and promoting tourist safety and satisfaction in Indonesia. In addition, this study can also be the basis for developing better policies in the management of sustainable ecotourism destinations in Indonesia.

2. Literature Review

Destination Attractiveness, Tourist Satisfaction, and Memorable Tourism Experiences

Destination attractiveness include natural beauty, cultural richness, and available facilities, which can improve the quality of the tourist experience during a visit (Chi & Qu, 2008). In the context of ecotourism, destination attractiveness such as biodiversity, well-maintained ecosystems, and environmentally friendly activities can strengthen positive impressions on tourists. Based on the theory of tourist satisfaction, the higher the destination attractiveness, the greater the opportunity to achieve high tourist satisfaction (Lee, 2009).

Destination attractiveness also influences memorable tourism experiences (MTE). Memorable tourism experiences are an important element in building tourist loyalty and creating positive long-term impressions (Kim, 2010). Unique and authentic destination attractiveness, such as rare natural scenery or deep interaction with local culture, can create strong and memorable experiences for ecotourists (Khuong & Ha, 2014; Sthapit & Coudounaris, 2018). Therefore, the unique aspects of destination appeal in ecotourism can increase the possibility of MTE formation.

H1: Destination attractiveness affects tourist satisfaction

H2: Destination attractiveness affects memorable tourism experiences

Destination Service Quality, Tourist Satisfaction, and Memorable Tourism Experiences

Destination service quality is an important factor that influences tourist satisfaction. Service quality such as land includes aspects of staff privacy, ease of access, cleanliness, and permits



for facilities provided. In the context of ecotourism, quality service will increase tourist comfort while at the destination, thus potentially increasing their satisfaction (Parasuraman, Zeithaml, & Berry, 1988). Research shows that when tourists receive services that meet or exceed their expectations, their level of satisfaction will increase (Baker & Crompton, 2000).

In addition, destination service quality also plays a role in forming memorable tourism experiences (MTEs) or memorable tourism experiences. Excellent services, such as knowledgeable tour guides, personal interactions, and environmentally friendly management, can enhance the quality of tourist experiences at ecotourism destinations (Kim & Thapa, 2018). MTEs are highly influenced by emotional factors and the quality of interactions experienced by tourists during their trip. Therefore, good service can leave a lasting impression on tourists (Cole & Scott, 2004; Hosany & Witham, 2010).

H3: Destination service quality affects tourist satisfaction

H4: Destination service quality affects memorable tourism experiences

Destination Security Risk, Tourist Satisfaction, and Memorable Tourism Experiences

Destination security risk is an important factor that can affect tourist satisfaction. Security risks in the context of tourism include various threats, such as crime, natural disasters, or political instability, which can reduce tourists' perceptions of the safety and comfort of the destination (Fuchs & Reichel, 2011). In ecotourism, destinations that are located in remote areas or with unpredictable natural conditions are often considered riskier. Research shows that the higher the perceived security risk, the lower their level of satisfaction with the destination (Ritchie, Chien, & Sharifpour, 2017).

In addition to tourist satisfaction, destination security risk also affects memorable tourism experiences (MTEs). Tourists tend to form positive tourism experiences if they feel safe during their trip. Conversely, the comfort caused by security threats can disrupt the overall tourism experience and reduce the positive impression of the trip (Kozak, Crotts, & Law, 2007; George, 2010; Levyda et al., 2024). In ecotourism, controlled security risks, such as professional supervision and good disaster management, can help create more positive and effective MTEs (Reisinger & Mavondo, 2005).

H5: Destination security risk affects tourist satisfaction

H6: Destination security risk affects memorable tourism experiences

Revisit Intention and the Mediating Effect of Tourist Satisfaction

Revisit intention refers to the tendency of tourists to revisit a destination after their first visit. According to consumer behavior theory, revisit intention is influenced by various factors, including the tourism experience, tourist satisfaction, and perceptions of the destination's quality and attractiveness (Baker & Crompton, 2000). In the context of ecotourism, destinations that offer unique and satisfying experiences tend to encourage tourists to return, given that ecotourism usually offers memorable nature-based experiences that are difficult to find elsewhere (Jang & Feng, 2007).



Destination attractiveness and destination security risk are two main factors that influence tourists' intention to revisit, but both sometimes do not have a direct effect on revisit intention. The natural attractions, culture, and uniqueness of a destination can attract tourists, but tourist satisfaction can mediate this relationship. Tourists who are satisfied with the destination's attractiveness are more likely to revisit the place (Chi & Qu, 2008; Lee et al., 2011). On the other hand, high-security risks, such as crime or natural disasters, can reduce revisit intention. However, if tourists feel safe and satisfied during the first visit, the negative impact of perceived risk can be minimized, which increases the chances of revisiting (Fuchs & Reichel, 2011; Ritchie & Jiang, 2019).

In addition, destination service quality also affects revisit intention through tourist satisfaction. Tourists who receive quality services, including adequate facilities and efficient staff, will be more satisfied with their experiences, which ultimately encourages the desire to return (Parasuraman, Zeithaml, & Berry, 1988; Kozak, 2001). Good service quality does not directly increase revisit intention, but through the role of tourist satisfaction as a mediator, satisfied tourists tend to have the intention to return to the same destination (Baker & Crompton, 2000).

H7a: Destination attractiveness affects revisit intention mediated by tourist satisfaction

H7b: Destination security risk affects revisit intention mediated by tourist satisfaction

H7c: Destination service quality affects revisit intention mediated by tourist satisfaction

Mediating Effect of Memorable Tourism Experience

Destination attractiveness, which includes elements of natural beauty, culture, and uniqueness of a destination, plays an important role in attracting tourists (Chi & Qu, 2008). Tourists who are attracted by this attractiveness usually form a strong and memorable tourism experience (remembering the tourism experience). This experience not only leaves a deep impression but also influences their intention to revisit the destination in the future (Kim, Ritchie, & McCormick, 2012). The relationship between destination attractiveness and revisit intention is mediated by memorable tourism experiences, where tourists who have a deeply positive experience are more likely to consider revisiting (Tosun et al., 2015).

Destination security risk Refers to tourists' perceptions of the safety of the destination, including the risk of crime, natural disasters, or political instability. High-risk perceptions can reduce tourists' intention to revisit (Fuchs & Reichel, 2011). However, tourists who have a memorable and positive tourism experience are more able to ignore or overcome concerns about security risks, so they still have the intention to revisit the destination (Boo & Busser, 2006). An effective tourism experience acts as a mediator in the relationship between perceived security risks and revisits intentions because a positive experience can reduce the negative impact of perceived risk (Ritchie & Jiang, 2019).

Destination service quality such as staff accommodation, adequate facilities, and ease of access, play an important role in increasing tourist satisfaction (Parasuraman, Zeithaml, & Berry, 1988). Tourists who are satisfied with service quality tend to have a more memorable tourism experience. This experience then mediates the relationship between service quality



and revisit intentions, because tourists who have a positive experience may be more likely to consider revisiting (Kozak, 2001). Thus, the relationship between destination service quality and revisit intentions is mediated by an effective tourism experience (Kim et al., 2012).

H8a: Destination attractiveness influences revisit intention mediated by memorable tourism experiences

H8b: Destination security risk influences revisit intention mediated by memorable tourism experiences

H8c: Destination service quality influences revisit intention mediated by memorable tourism experiences

Antecedents of Revisit Intention

Destination attractiveness is a key factor influencing tourists' revisit intention. Destination attractiveness, whether in terms of natural beauty, cultural heritage, or uniqueness of ecotourism, can arouse tourists' interest in revisiting the destination (Chi & Qu, 2008). Tourists who are attracted to these aspects tend to form positive perceptions of their experiences, which then encourages the intention to revisit.

Destination security risk also influences revisit intention. Perceived risks, such as the threat of crime, natural disasters, or political instability, can reduce tourists' interest in revisiting (Fuchs & Reichel, 2011). Tourists who perceive that a destination has a high level of security risk tend to be reluctant to return, even though they may be satisfied with their previous tourism experience.

Destination service quality, which includes service quality such as staff affection, cleanliness, facilities, and accessibility, is an important factor in creating a satisfying and memorable tourism experience. Good service quality will increase tourists' satisfaction and influence their intention to revisit the destination (Parasuraman, Zeithaml, & Berry, 1988). Tourists who receive quality services tend to form positive perceptions and have a desire to make repeat visits.

H9: Destination Attractiveness affects Revisit Intention

H10: Destination Security Risk affects Revisit Intention

H11: Destination Service Quality affects Revisit Intention

3. Research Methods

This study uses data sources in the form of primary data or data obtained directly from respondents. The data collection method in this study uses a questionnaire, with a closed type of question. Respondents who will fill out the questionnaire are tourists who have visited ecotourism-based tourist destinations. Therefore, the sampling technique uses purposive sampling or sampling with special criteria or prerequisites. The number of targeted respondents is 250 respondents. This number has met the rule of thumb required by previous research (Zhang, Wu, & Buhalis, 2018). The data analysis used is path-analysis and is processed with the help of SmartPLS statistical software. However, before data analysis is



carried out, face validity will be carried out using the expert judgment method. Where the questionnaire will be read by experts so that the questionnaire is easy for respondents to understand and reduce the level of habit. In addition, before data processing is carried out, a trial will be carried out to ensure that the measuring instrument used is valid.

4. Results

This study aims to investigate destination attractiveness, destination service quality, and destination security risks on revisit intention through tourist satisfaction and memorable tourism experiences. To achieve these objectives, the study will conduct several stages of analysis, namely demographic characteristics analysis, validity and reliability testing, and hypothesis testing. Demographic characteristics analysis is carried out to determine the characteristics of respondents, validity and reliability testing is carried out to see the suitability and consistency of the measuring instruments used and hypothesis testing is carried out to see whether the proposed hypothesis is accepted or not.

Descriptive Analysis

The first analysis carried out is descriptive analysis to describe the characteristics of respondents. Where the respondents in this study numbered 250 respondents. Where in this study, 250 questionnaires were processed and data analysis was carried out because they had complete answers. The results of the analysis of respondent characteristics can be seen in Table 1 as follows:

Table 1. Demographic Characteristics of Respondents

Type Demographic Characteristics	Frequency	Percentage	
Gender	Male	163	65%
	Female	87	35%
Age	18 - 22 Years	58	23%
	23 - 27 Years	126	51%
	28 - 32 Years	40	16%
	≥ 32 Years	26	10%
Education Level	High School/Equivalent	24	7%
	S1	156	62%
	S2	70	28%
Funds for Travel	≤ Rp. 1.000.000	53	21%
	Rp. 1.999.999 – Rp. 5.999.999	138	55%
	Rp. 6.000.000 – Rp.10.999.999	40	16%
	Rp. 11.000.000 – Rp. 20.999.999	12	5%
	≥ Rp. 21.000.000	7	3%

Source: Research Data

The respondents in this study amounted to 250 respondents as shown in Table 1. Based on gender, the majority of respondents were male with a total of 65%. Based on age classification, the majority of respondents in this study were 23-27 years old, reaching 51%. Based on the criteria of education level, the respondents in this study were dominated by S1 at 62%. Based on the characteristics of funds for traveling, the majority of respondents have funds for traveling in the range of IDR 1,999,999-IDR 5,999,999 as much as 55%.



Validity and Reliability Test

The second analysis conducted was validity and reliability testing. The results of the validity and reliability testing can be seen in the following table.

Table 2. Loading Factor Testing

	Destination Attractiveness	Destination Security Risk	Destination Service Quality	Memorable Tourism Experiences	Revisit Intention	Tourist Satisfaction
DA1	0.822					
DA2	0.845					
DA3	0.793					
DA4	0.797					
DSQ2			0.911			
DSQ3			0.908			
DSR1		0.934				
DSR2		0.932				
MTE1				0.828		
MTE2				0.885		
MTE3				0.886		
RI1					0.881	
RI2					0.932	
RI3					0.918	
RI4					0.708	
TS1						0.711
TS2						0.629
TS3						0.791

Source: Research Data

The loading factor values shown in Table 2 indicate that all measuring instruments used are valid with a loading factor value of ≥ 0.5 .

Table 3. Construct Validity and Reliability Testing

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Destination attractiveness	0.833	0.842	0.887	0.664
Destination security risk	0.851	0.851	0.931	0.870
Destination service quality	0.791	0.791	0.905	0.827
Memorable tourism experiences	0.834	0.834	0.900	0.751
Revisit Intention	0.884	0.902	0.921	0.747
Tourist satisfaction	0.516	0.532	0.755	0.509

Source: Research Data

Table 3 shows the results of the Cronbach's alpha and Composite Reliability values which can be concluded that all measuring instruments are reliable. This result is indicated by Cronbach's alpha and Composite Reliability having a value of ≥ 0.5 . The conclusion that can



be drawn from the validity and reliability testing is that all measuring instruments used have consistency and are truly accurate in measuring variables in the research model. To strengthen the validity test, a discriminant validity test was carried out through the Fornell-Larcker Criterion. Where the results of the discriminant validity test can be seen in Table 4 as follows:

Table 4. Discriminant Validity Test Results

	Destination Attractiveness	Destination Security Risk	Destination Service Quality	Memorable Tourism Experiences	Revisit Intention	Tourist Satisfaction
Destination Attractiveness	0.815					
Destination Security Risk	0.452	0.933				
Destination Service Quality	0.378	0.491	0.909			
Memorable Tourism Experiences	0.413	0.528	0.495	0.867		
Revisit Intention	0.435	0.549	0.497	0.835	0.864	
Tourist Satisfaction	0.469	0.536	0.474	0.607	0.588	0.713

Source: Research Data

The results of the discriminant validity test show that each construct has a larger AVE root value compared to the correlation between other constructs in the same row and column. The Destination Attractiveness variable has an AVE root value of 0.815, which is greater than the correlation with other constructs such as Destination Security Risk (0.452) or Memorable Tourism Experiences (0.413). The same applies to other constructs, such as Destination Security Risk (0.933), Destination Service Quality (0.909), and so on. Therefore, these results indicate that each construct in the model has good discriminant validity, according to the Fornell-Larcker criteria.

Furthermore, the study continued by looking at the magnitude of the R-Square, where the R-Square value will indicate the magnitude of the influence between variables. The R-Square results can be seen in Table 5 as follows.

Table 5. R Square Results

	R Square	R Square Adjusted
Memorable tourism experiences	0.373	0.365
Revisit Intention	0.722	0.716
Tourist satisfaction	0.390	0.382

Source: Research Data

The R-Square results show that the intention to revisit is influenced by tourist satisfaction and memorable tourist experiences by 71.6%, and death is influenced by other variables



outside the research model. Meanwhile, memorable tourist experiences are influenced by destination attractiveness, destination service quality, and destination security risks by 36.5% and tourist satisfaction is influenced by destination attractiveness, destination service quality, and destination security risks by 38.2%. The conclusion that can be drawn from the R-Square results is that there is a gap to explore more variables outside the research model on memorable tourist experiences and tourist satisfaction because the magnitude of the influence is less than 50%.

Hypothesis Testing

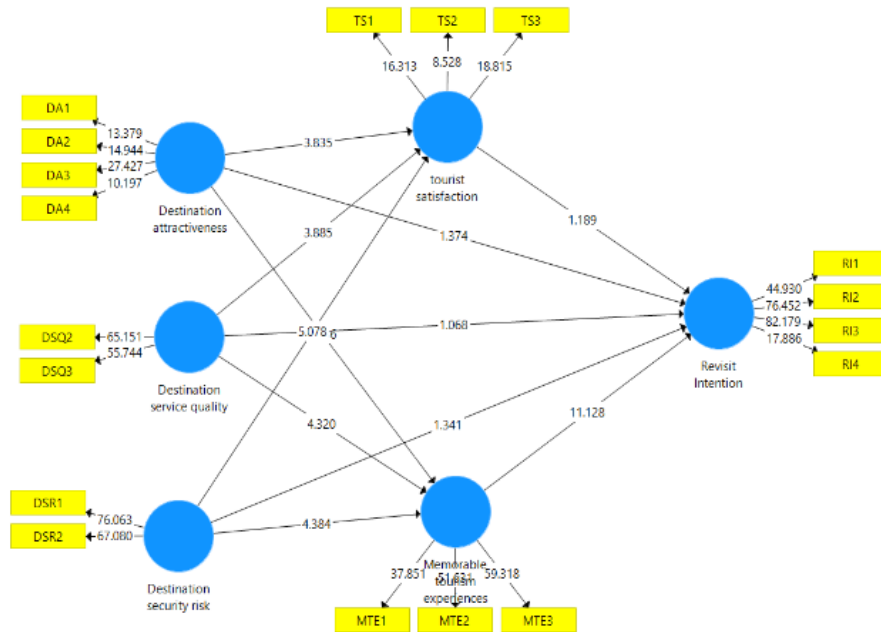
The research then continued with hypothesis testing. The results of the hypothesis testing can be seen in Table 6 as follows:

Table 6. Hypothesis Test Results

Hipotesis		Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H ₁	Destination attractiveness → tourist satisfaction	0.063	3.835	0.000
H ₂	Destination attractiveness → Memorable tourism experiences	0.056	2.936	0.003
H ₃	Destination service quality → tourist satisfaction	0.059	3.885	0.000
H ₄	Destination service quality → Memorable tourism experiences	0.064	4.320	0.000
H ₅	Destination security risk → tourist satisfaction	0.062	5.078	0.000
H ₆	Destination security risk → Memorable tourism experiences	0.072	4.384	0.000
H _{7a}	Destination attractiveness → tourist satisfaction → Revisit Intention	0.012	1.193	0.233
H _{7b}	Destination security risk → tourist satisfaction → Revisit Intention	0.018	1.082	0.280
H _{7c}	Destination service quality → tourist satisfaction → Revisit Intention	0.013	1.097	0.273
H _{8a}	Destination attractiveness → Memorable tourism experiences → Revisit Intention	0.040	2.893	0.004
H _{8b}	Destination security risk → Memorable tourism experiences → Revisit Intention	0.059	3.726	0.000
H _{8c}	Destination service quality → Memorable tourism experiences → Revisit Intention	0.043	4.462	0.000
H ₉	Destination attractiveness → Revisit Intention	0.039	1.374	0.170
H ₁₀	Destination service quality → Revisit Intention	0.052	1.068	0.286
H ₁₁	Destination security risk → Revisit Intention	0.072	1.341	0.181

Source: Research Data





Source: Research Data

Figure 1. Statistical Test Results of Hypothesis Testing

The results of the study show that Destination attractiveness affects tourist satisfaction (p-value = 0.000), Destination attractiveness affects Impressive tourism experience (p-value = 0.003), Destination service quality affects tourist satisfaction (p-value = 0.000), Destination service quality affects Impressive tourism experience (p-value = 0.000), Destination security risk affects tourist satisfaction (p-value = 0.000), Destination security risk affects Impressive tourism experience (p-value = 0.000), Destination attractiveness (p-value = 0.004), Destination security risk (p-value = 0.000), Destination service quality (p-value = 0.043) affects the intention to revisit through Impressive tourism experience. Other results shown in this study are Destination attractiveness (p-value = 0.233), Destination security risk (p-value = 0.280), and Destination service quality (p-value = 0.273) is not mediated by tourist satisfaction with revisit intention. This study also found that Destination attractiveness (p-value = 0.170), Destination security risk (p-value = 0.181), and Destination service quality (p-value = 0.286) do not have a direct effect on revisit intention. The last finding in the study is Destination attractiveness (p-value = 0.004), Destination security risk (p-value = 0.000), and Destination service quality (p-value = 0.000) affect revisit intention through Memorable Tourism Experience.

The Effect of Destination Attractiveness on Tourist Satisfaction

The results of the study show that destination attractiveness has a significant effect on tourist satisfaction. This is in line with previous studies which found that destination attractiveness affects tourists' perceptions of pleasant and satisfying experiences while at the location (Anggraini & Novera, 2024). Destination attractiveness includes various elements such as natural beauty, local culture, entertainment facilities, and uniqueness of the destination that

can increase tourist satisfaction. Tourists who are attracted to the attractiveness of a destination tend to have a positive perception of their visit, thereby increasing their level of satisfaction with the destination (Kim & Kim, 2024). This study reinforces the finding that the higher the attractiveness of a destination, the more likely tourists are to feel satisfied during their visit (Iqbal et al., 2023).

The Effect of Destination Attractiveness on Memorable Tourism Experiences

This study also revealed that destination attractiveness has a significant effect on memorable tourism experiences. This finding is consistent with the literature stating that the attractiveness of a destination can create a memorable experience for tourists (Anggraeni, Antara, & Ratna Sari, 2022). Attractiveness elements such as cultural uniqueness, natural scenery, and other tourist attractions are important factors that contribute to forming a memorable tourist experience. When tourists are impressed by the attractiveness of a destination, they are more likely to remember the experience as something special and unique (Syahbudiman et al., 2024). This shows that to create a memorable tourist experience, destination managers need to improve the attractiveness they have.

The Influence of Destination Service Quality on Tourist Satisfaction

In addition, the results of the study showed that destination service quality has a significant effect on tourist satisfaction. This finding is supported by research that identifies destination service quality as one of the main determinants in influencing tourist satisfaction (Jumy Aswaty & Anggraini, 2022). Service quality that includes aspects such as staff friendliness, reliability, responsiveness, and competence in providing information and assistance to tourists can increase tourists' positive perceptions of the destination (Ab Ghani et al., 2022). The better the quality of service received, the greater the level of tourist satisfaction with the destination. Thus, destinations that can offer high-quality service can increase tourist satisfaction, which in turn can affect their loyalty (Anggraini et al., 2022).

The Influence of Destination Service Quality on Memorable Tourism Experiences

The results of the study also show that destination service quality has a significant effect on memorable tourism experiences. Good service quality plays an important role in creating memorable experiences for tourists (Pujiastuti, 2022). Tourists tend to remember their experiences longer if the service received exceeds expectations, such as fast, friendly, and professional service. A pleasant experience at the destination, facilitated by good service quality, contributes to the formation of a unique and memorable tourism experience (Hidayat et al., 2024). This emphasizes the importance for destination managers to not only improve the physical attractiveness of the destination but also pay attention to the quality of the services provided (Ćulić et al., 2021).

The Influence of Destination Security Risk on Tourist Satisfaction

Other findings show that Destination security risk has a significant effect on tourist satisfaction. Security risks at tourist destinations are often the main factor influencing tourists' perceptions of their satisfaction (Venkatesha & Hiremani Naik, 2024). Guaranteed security makes tourists feel comfortable and safe, which ultimately increases their level of satisfaction with the destination (Alkier, Okičić, & Milojica, 2023). Conversely, if tourists



feel threatened or unsafe during their visit, this can significantly reduce their satisfaction. Therefore, destination managers need to ensure a safe environment to increase tourist satisfaction (Kim & Kim, 2024).

The Influence of Destination Security Risk on Memorable Tourism Experiences

This study also found that destination security risk has a significant effect on memorable tourism experiences. Tourists tend to remember their experiences in safe destinations as positive and memorable (Apriani et al., 2024). When tourists feel safe, they are more likely to participate in various tourism activities and enjoy their experiences more deeply (Nugraheni & Dirgantara, 2023). Conversely, destinations that are considered high-risk can create negative experiences, which affect tourists' long-term memories of their visits (Zhao et al., 2023). Therefore, tourist destinations must prioritize security to ensure positive and memorable tourism experiences.

Memorable Tourism Experiences Mediate the Effect of Destination Attractiveness, Destination Service Quality, and Destination Security Risk on Revisit Intention

This study also revealed that Destination Attraction, Destination Security Risk, and Destination Service Quality influence revisit intention through Memorable Tourism Experiences. Tourists intend to revisit destinations that offer memorable experiences, supported by strong appeal, low-security risk, and high service quality (Julyastini et al., 2024). This study is in line with findings showing that memorable tourism experiences are an important mediator in the relationship between destination factors and revisit intention (Ratih & Noer, 2024). Therefore, destination managers should focus on improving appeal, service, and security to create an effective experience and encourage tourists to return (Rahmawati, Kusumawati, & Sunarti, 2024).

Mediating Tourist Satisfaction The Influence of Destination Attractiveness, Destination Service Quality, and Destination Security Risk on Revisit Intention

This study found that the destination attractiveness variable was not mediated by tourist satisfaction with revisit intention. These results indicate that although destination attractiveness is an important factor for tourists, their satisfaction during their visit is not enough to influence their decision to revisit the destination (Ćulić et al., 2021; Christianingrum et al., 2022). According to a study by Nguyen Viet et al. (2020), although destination attractiveness is important in attracting first-time tourists, a satisfying experience is not always a strong predictor of revisit intention. This suggests that other factors may be more influential in shaping tourists' revisit intention, such as deep emotional experiences or unique memories of the visit (Kim et al., 2022).

Furthermore, this study shows that Destination security risk is not mediated by tourists' satisfaction in influencing revisit intention. This finding suggests that security, although an important aspect of tourists' experiences, is not strong enough to influence their intention to return, even if they are satisfied with the visit. A study by Lee and Han (2023) stated that security risk is more often considered when choosing a destination for the first time, but is not always the main factor in the decision to revisit (Lin & Wang, 2023).



The study also shows that Destination service quality is not mediated by tourists' satisfaction with revisit intention. This suggests that service quality, although important in creating tourists' satisfaction, is not strong enough to influence their decision to return. This finding is in line with research by Hamid et al. (2021) which states that although service quality is important, impressive and memorable experiences often have a greater influence on tourists' repeat visit intentions.

The Effect of Destination Attractiveness, Destination Security Risk, and Destination Service Quality on Revisit Intention

This study also found that Destination Attraction, Destination Security Risk, and Destination Service Quality did not have a direct effect on Revisit Intention. This means that these variables do not directly motivate tourists to return to the same destination. These results support previous studies that found that the direct effects of destination attractiveness, security risk, and service quality are often mediated by other factors such as emotional experience and overall satisfaction (Zhou et al., 2021). However, this study found that Destination Attractiveness has a positive effect on Revisit Intention when mediated by Impressive Tourism Experience. This finding suggests that attractive destinations can create memorable experiences, which ultimately drive revisit intentions. These results are in line with research by Huang et al. (2022), which states that memorable experiences are more likely to occur when destination attractiveness is high, which in turn increases tourists' intention to return (Huang et al., 2022). In addition, this study found that Destination Security Risk also has a positive effect on Revisit Intention through an impressive tourism experience.

This shows that although security risk is considered a less positive factor, in some cases, the challenges associated with risk can nourish experienced tourists, making them more effective and encouraging the intention to return. According to Zhang et al. (2023), well-managed risks can add an effective dimension to the experience for tourists, increasing the chances of revisiting (Islamy, Trisnawati, & Rahayu, 2022; Trius, Agustina, & Yudhistira, 2023). Finally, Destination service quality also affects Revisit Intention through an impressive tourism experience. High service quality can improve the overall experience of tourists, which in turn influences their decision to return. This follows the research of Dewi et al (2024) which states that high-quality services often produce significant positive memories, which can be a strong driver for repeat visits (Lee, Lee, & Chang, 2024).

5. Conclusion and Suggestion

This study revealed that the factors of destination attractiveness, destination service quality, and destination security risk significantly influence the intention to revisit through a memorable tourism experience. Therefore, it is recommended that ecotourism destination managers in Indonesia focus on increasing the attractiveness of the destination through preserving the beauty of nature and local culture. Improving the quality of services such as staff lighting, facility lighting, and transportation comfort should also be a priority to provide an effective tourism experience for tourists.



In addition, the government and destination managers need to pay attention to the security aspects of the destination by ensuring that there is infrastructure that can deal with security risks. Providing professional supervision services and good risk management can help create a more positive tourism experience and increase the likelihood of tourists returning.

This study limits the independent variables to destination attractiveness, destination service quality, and destination security risk, with tourist satisfaction and memorable tourism experiences as mediating variables. For further research, it is recommended that other variables be added such as destination image, environmental sustainability, or tourist motivation to see a broader influence on the intention to revisit. This is important considering the characteristics of ecotourism tourists who tend to have high concern for environmental issues.

Based on the research results shown in the diagram, there are several practical implications that can be applied to improve the success of tourist destinations. First, destination managers need to focus on increasing the attractiveness of the destination. This can be done by providing attractive tourist facilities, maintaining environmental cleanliness, and holding cultural events or festivals that can attract tourists. Strong appeal has been shown to have a significant influence on tourist satisfaction and encourage their intention to return. Second, the quality of service at tourist destinations must be a top priority. Tourists tend to feel satisfied if the services provided are in accordance with their expectations. Therefore, tourism actors need to ensure that the staff on duty have adequate skills, the service is fast and comfortable, and the cleanliness and comfort of the facilities are always maintained. Investment in human resource training and the application of service technology can also help improve the tourist experience.

Third, security risk management should not be ignored. Security factors have a major impact on tourists' decisions to return to a destination. Therefore, steps such as surveillance via CCTV, the presence of security officers, and the provision of emergency information systems will help create a sense of security for visitors. Furthermore, creating a memorable tourism experience is also an important aspect. Tourists are more likely to return if they experience a unique and unforgettable experience. Destination managers can provide interactive activities, personalized services, and opportunities to experience local culture authentically.

Finally, promotional strategies based on tourist satisfaction need to be implemented. Testimonials from satisfied tourists can be used as an effective marketing tool through social media, thus attracting more tourists to visit the destination. By integrating these steps, tourist destinations can strengthen their competitiveness and create a satisfying experience for tourists. Future research can also use longitudinal methods to encourage changes in tourists' revisit intentions over a longer period. In addition, it is necessary to conduct comparative research between ecotourism destinations in various regions of Indonesia to understand the differences in factors that influence revisit intentions in various geographical and cultural contexts.



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