



RESEARCH ARTICLE

Effects of Novelty Seeking and Destination Image on Loyalty Behavior: A case of Giliiyang Island, Sumenep, IndonesiaPribanus Wantara^{1*}, S. Anugrahini Irawati², Widya Rizka Arfy³^{1,2,3} Management Department, Economic and Business Faculty, University of Trunojoyo Madura

ARTICLE INFO	ABSTRACT
Received: Sep 16, 2024	Tourism is currently one of the most respected businesses in the world. Tourism is not only an industry as a pillar of the national economy, but also has important economic, social, cultural, and environmental values. Loyal travelers to revisit and share their experiences and satisfaction with others can help stabilize market share, reduce marketing costs, and increase customer lifetime value. This study was conducted at the tourist destination of Giliiyang Island, Indonesia. Giliiyang Island is an island that has the specialty of having the second best oxygen level in the world after an island in Jordan. This study applies relevant theories and adopts a combination of quantitative and qualitative research methods to explore the mechanism of the influence of destination image, novelty seeking, and memorable tourist experience on revisit intention and word of mouth mediated by tourist satisfaction. The results of the study indicate that all hypotheses are supported in this study. Likewise, tourist satisfaction is a mediator of revisit intention and word of mouth. The results of this study are expected to provide contributions, references and inspiration in marketing the Giliiyang Island tourist destination, and provide ideas and methods of new for theoretical research and practical applications in the tourism discipline.
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Keywords	
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1. INTRODUCTION

Tourism is generally known as a diverse phenomenon that encompasses various entities, subjects, activities, behaviors, and movements between places or countries, while also serving as a factor that benefits the local economy (Rasoolimanesh et al., 2021). Over the years, the tourism industry has developed into one of the most competitive segments in the service industry. According to the United Nations World Tourism Organization (Turismului, 2016), as many as 1.5 billion tourists visited international destinations in 2019. According to the Ministry of Tourism and Creative Economy (Kemenparekraf)/Tourism and Creative Economy Agency (Baparekraf) of the Republic of Indonesia, they have changed the direction of ecotourism industry development, striving towards their goal of becoming "World tourism destinations and creative economy as a pillar of the future economy.". Based on the facts, with the increasing demand for tourists to relax in nature and unique ethnicities, the tourism industry is also growing rapidly, along with the many choices available to tourists (Pai et al., 2020). Currently, tourism development is starting to be used as one of the leading programs in supporting regional development, which is expected to contribute to the receipt of Regional Original Income (PAD) and open up employment opportunities in the region. (Rusyidi & Fedryansah, 2018). So it can be said that the tourism industry is a very important prima donna industry for a country, because the tourism sector is not only a pillar of the national economy, but also has important economic, social, cultural, and environmental values (Crotti & Misrahi, 2015;

Rusyidi & Fedryansah, 2018). In 2020, the tourism sector in Indonesia was able to contribute more than US\$3 billion in tourism foreign exchange and was able to absorb a large workforce.

Based on Law Number 10 of 2009, Tourism is defined as all activities related to the world of tourism, which is multidimensional in nature and continues to develop as a manifestation of the needs of each community and country as well as the interaction between tourists and the local community, fellow tourists, the Central Government, Regional Governments, and entrepreneurs. (<https://psppr.ugm.ac.id/2023/08/25/pengembangan-kepariwisataan/>). Tourism development is expected to contribute to the receipt of Regional Original Income (PAD) and create jobs in the region (Rusyidi & Fedryansah, 2018).

The development of the natural tourism destination of Giliyang Island is one of the efforts that can be used as a source and potential for reliable economic activities that can encourage economic activities. Quoted from the Indonesian Information Portal (<https://indonesia.go.id/kategori/pariwisata/2768/menghirup-oksigen-terbaik-sepuasnya-di-gili-iyang?lang=1>) it was found that Giliyang Island is an island included in the Sumenep Regency area, East Java Province, is an island that has the second best oxygen levels after the islands in Jordan. In 2000, Giliyang Island received recognition from the World Organization as an island that has good oxygen levels. Meanwhile, the results of research conducted by the Center for Atmospheric and Climate Science Utilization LAPAN in 2006, oxygen levels on Giliyang Island reached 3.4 to 4.8 percent above normal. In 2016, the Environmental Agency (BLH) of Sumenep Regency also conducted a review of Giliyang Island. The results of their study found that the oxygen concentration on Giliyang Island was around 21.5 percent or 215,000 ppm. This very fresh air also turns out to be the secret to the longevity of the Giliyang people, where the average population on Giliyang Island reaches 80-100 years of age. Apart from being a healthy island, the Giliyang ecotourism destination is a beautiful island and is very suitable as the first destination that must be visited after the end of the COVID-19 pandemic. This island is located around 106 km from the city center/regency of Sumenep and can be accessed by public transportation and ships.

To support the objectives of this study, many studies have tried to identify the antecedent factors of revisit intention. Such as, satisfaction variables (Ramseook-Munhurrun et al., 2015; Rasoolimanesh et al., 2021), destination image (Prayag & Ryan, 2012; Zhang et al., 2014), tourist experience (Wu & Pearce, 2016), novelty seeking (Toyama & Yamada, 2012), and Word of Mouth (Ramseook-Munhurrun et al., 2015) on Revisit Intention. The current study considers the mediating effect of tourist satisfaction on the relationship between novelty seeking and destination image with revisit intention. In this study, satisfaction was chosen as a mediator over other factors because it is considered the most widely used measure of loyalty (Campón-Cerro et al., 2017; Toyama & Yamada, 2012), and the literature shows that satisfaction is considered a mediator between revisit intention and its determinants (Mohamad et al., 2014; Nilplub et al., 2016).

New destinations have special geographical characteristics, long-standing cultures, bustling shopping districts, unique cuisines, and interesting recreational activities (Weaver et al., 2009). New destinations are a driving factor when visitors plan vacations or vacation activities, because Giliyang Island is one of the islands in Indonesia that has the second best oxygen levels in the world. So visiting Giliyang Island becomes more attractive because this destination provides a different experience compared to other tourist destinations. Loyal tourists who are willing to return to tourist destinations will help stabilize market share, reduce marketing costs, and increase customer lifetime value (Bowen & Chen, 2001). Therefore, how to increase tourist loyalty to tourist destinations is an important issue. Previous studies have shown that tourist destination image, novelty seeking, and tourist experience are important factors that influence tourist loyalty to return.

2. LITERATURE REVIEW

2.1 Novelty seeking

Traveler Novelty Seeking is the tendency or motivation of travelers to seek out travel experiences that are new, unique, and different from their daily routines or previous trips (Albaity & Melhem, 2017; Assaker et al., 2011; Jang & Feng, 2007). Travelers with high levels of traveler novelty seeking are typically more interested in visiting unfamiliar destinations, trying new activities, interacting with local cultures, and exploring unusual or lesser-known attractions. Traveler novelty seeking can

influence destination preferences, accommodation types, types of activities chosen, and how travelers plan and experience their trips. Travelers with this tendency often seek immersive and authentic experiences, and tend to be more open to the risks and uncertainties that may be associated with their travels.

2.2 Destination image

Destination image is the perception or overall picture that individuals have of a tourist destination, which includes all attributes, qualities, and characteristics that are considered to be the characteristics of the place. Destination image includes aspects such as physical attractiveness, facilities, culture, safety, and friendliness of local residents, as well as experiences and emotions associated with visiting the destination (Baloglu & McCleary, 1999; Echtner & Ritchie, 2003; Marques et al., 2021; Puh, 2014). According to (Assaker & Hallak, 2013) the image of a tourist destination is the overall impression of tourists towards the destination, which is the sum of their beliefs, ideals, and impressions of a particular place. Thus, destination image plays an important role in the decision-making process of tourists, because positive perceptions of a destination can increase interest in visiting, while negative perceptions can decrease it. The formation of destination image is influenced by various sources of information, including advertising, mass media, reviews from other tourists, personal experiences, and promotions by tourism authorities (Kozak & Decrop, 2009; Tasci & Gartner, 2007).

2.3 Memorable tourism experience

Experience plays a vital role in memory formation, which remains a key objective of the tourism industry (Gohary et al., 2020). Memory is recognized as one of the fundamental aspects of the tourism experience, as tourists rely heavily on past experiences when planning their next trip. Memorable Tourism Experiences are highly significant and influential experiences during a trip or visit to a tourist destination, and leave a lasting and positive impression on tourists (Gohary et al., 2020). These experiences often involve strong emotional aspects, uniqueness, and active involvement, and are capable of creating long-lasting memories. Memorable tourism experiences can include: distinctive activities or destinations that enhance tourists' intimacy and involvement; experiences that evoke positive emotions, such as joy, pride, or emotional connection, tend to be more memorable; high-quality service and positive interactions with staff or locals reinforce memorable experiences; experiences that meet or exceed tourists' expectations; experiences that provide interesting stories or memories that can be retold to others (J.-H. Kim, 2014a, 2018; J.-H. Kim & Ritchie, 2014). Thus, experiences that leave a positive impression in a person's long-term memory can influence his or her future behavior (Obradović et al., 2022).

2.4 Tourist satisfaction

Satisfaction is the degree to which a person's expectations, needs, or desires for a product, service, or experience are met or exceeded. In the context of marketing and service, satisfaction is often measured by comparing customer expectations with perceived performance (Oliver, 2014). Satisfaction is a subjective concept and can be influenced by a variety of factors, including product or service quality, interactions with staff, price, and the overall experience. High levels of satisfaction are often associated with customer loyalty, repurchase intentions, and positive recommendations to others (Jeong & Kim, 2020; Kotler, n.d.; Kotler & Keller, 2016; Oliver, 2014; Rasoolimanesh et al., 2023).

2.5 Word of mouth

Word of Mouth (WOM) is a form of informal communication between consumers about a particular product, service, or experience. WOM occurs when someone shares an opinion or recommendation verbally or through a digital platform with another person, usually their friends, family, or social network (Brown et al., 2007; Litvin et al., 2018; Siripipatthanakul, 2021). In the context of marketing, WOM is considered one of the most effective forms of promotion because it comes from a source that is considered trustworthy, namely the consumer themselves.

2.6 Tourist revisit intention

Revisit intention is one of the most important variables, because according to (W. Kim, 2021; Purnama et al., 2023; Rasoolimanesh et al., 2023) revisit intention is a behavior that appears as a response to an object that shows the customer's desire to make a return visit. Revisit intention is defined as the tendency of tourists to return to a particular destination after visiting once. Revisit intention has been recognized as one of the important contributing factors in the development of tourist destinations (Chen & Tsai, 2007).

2.7 Novelty seeking, memorable tourism experience, tourist satisfaction

Travelers with high levels of novelty seeking may be more satisfied if the experiences they have at a destination meet their needs for novelty and difference (Albaity & Melhem, 2017; deMatos et al., 2024). If these expectations are met, their satisfaction levels will be higher. High satisfaction usually increases the intention to repurchase or revisit the same destination. Travelers who are satisfied with their experiences are more likely to plan a return visit (Enrique Bigné et al., 2009). Travelers with high levels of novelty seeking may prefer to seek out new destinations for their next visit, even if they are satisfied with their previous experience. However, if the previous destination continues to offer new and different experiences, the intention to revisit may remain high. According to (Assaker et al., 2011; Jang & Feng, 2007; Prayag et al., 2017), if their novelty seeking needs are met and they are highly satisfied with the experience, this satisfaction may increase their intention to revisit the same destination in the future. In other words, satisfaction acts as a mediator linking novelty seeking to repurchase intention. Based on this previous literature, the following two hypotheses are developed.

Hypothesis 1: Novelty seeking has a positive effect on memorable tourism experiences.

Hypothesis 2: Novelty seeking has a positive effect on tourist satisfaction.

2.8 Destination image, memorable tourism experience, tourist satisfaction

The Relationship between Destination Image, Satisfaction, and Repurchase Intention illustrates how tourists' perceptions of a destination (destination image) influence their level of satisfaction, which in turn influences their intention to revisit or repurchase (repurchase intention). A positive destination image increases the likelihood that tourists will be satisfied with their visit. Favorable perceptions of aspects such as natural beauty, culture, facilities, and hospitality can increase tourist satisfaction (Chen & Tsai, 2007). High levels of satisfaction tend to increase tourists' intention to revisit the same destination. Tourists who are satisfied with their experiences are more likely to plan repeat visits (Prayag & Ryan, 2012). A positive destination image can directly increase intention to revisit, but a more significant impact occurs through satisfaction. When a positive destination image results in high satisfaction, this in turn increases tourists' intention to revisit the same destination (Yoon & Uysal, 2005). Based on this previous literature, the following 2 hypotheses are developed.

Hypothesis 3: Destination image has a positive effect on memorable tourism experiences.

Hypothesis 4: Destination image has a positive effect on tourist satisfaction.

2.9 Memorable tourism experience, tourist satisfaction, word of mouth, revisit intention

The relationship between Memorable Tourism Experience, Tourist Satisfaction, Revisit Intention and Word of Mouth can illustrate how deep and memorable experiences during a trip or visit to a destination can affect the level of tourist satisfaction. According to (J.-H. Kim et al., 2012; Tung & Ritchie, 2011), memorable tourism experiences tend to create positive emotions, deep involvement, and memorable memories, all of which contribute to increased tourist satisfaction. Tourists who experience something unique and unforgettable tend to be more satisfied with their visit. So they are more likely to have the intention to return to the same destination and recommend it to others (Chandralal & Valenzuela, 2015). The satisfaction generated from a deep experience can strengthen tourist loyalty to the destination. Based on this previous literature, the following 6 hypotheses are developed.

Hypothesis 5: Memorable tourism experiences have a positive effect on tourist satisfaction.

Hypothesis 6: Memorable tourism experiences have a positive effect on revisit intentions.

Hypothesis 7: Memorable tourism experiences have a positive effect on word-of-mouth promotion.

Hypothesis 8: Tourist satisfaction has a positive effect on revisit intention.

Hypothesis 9: Tourist satisfaction has a positive effect on word-of-mouth promotion.

Hypothesis 10: Word-of-mouth promotion has a positive effect on revisit intention.

3. METHODOLOGY

3.1 Data collection

Quantitative method using self-administered questionnaire was used in this study for data collection. Based on previous studies, a questionnaire survey was developed to examine tourists' perceptions of destination sustainability, tourists' satisfaction, and revisit intention. In this study, background information about the respondents was collected, including their demographics, travel behavior, and nature of visit. The questionnaire was administered in both Indonesian and English. Perceived destination sustainability was assessed using a five-point Likert-type scale (1-strongly disagree to 5-strongly agree), which allowed respondents to indicate their level of agreement with all items. The measurement items in this study were adopted and adapted from several previous literatures. Items related to destination image were adopted from (Prayag & Ryan, 2012). Items related to novelty seeking and memorable travel experiences were adopted from (J.-H. Kim et al., 2012). Items for tourists' satisfaction were taken from (Veasna et al., 2013). The revisit intention item was taken from (J.-H. Kim et al., 2012; Rasoolimanesh et al., 2021), and finally, the word-of-mouth promotion item was adapted from (J.-H. Kim et al., 2012). This questionnaire involved local and international tourists who were visiting Giliyang Island. Nine enumerators were involved in data collection. The total number of completed questionnaires consisted of 344 tourists; 224 male respondents, and 120 female respondents. Table 1 summarizes the characteristics of the respondents. Among the sample consisting of 344 respondents (63.35% male, 34.65% female), with some missing information for respondents who chose not to disclose their gender, approximately 95.6% of the respondents were Indonesian. The majority of the respondents (243) consisted of two age groups of 15–25 and 26–35 years, most of whom had college or university level education. The main purpose of respondents traveling to Giliyang Island was to seek uniqueness (36.7%), have fun (38.3%) and relax (25%). As many as 39.8% of respondents stated that they had traveled to Giliyang Island only once, 31.2% two to three times, and 29% stated four times or more. The majority of respondents stated that they stayed for one to two days (51.8%), and respondents who stayed more than two days were 48.2%.

3.2 Data analysis

The author uses a quantitative research method with the Smart Equation Modeling (SEM) approach. SEM is a statistical technique used to analyze the structural relationship between measurable variables (observable) and latent variables (constructs) that cannot be measured directly. The sample in this study used non-probability purposive sampling, which is a sampling technique where researchers select samples based on certain criteria or objectives that are relevant to the study. In this technique, samples are not selected randomly, but are selected intentionally to meet the specific needs of the study. Respondents were collected through a questionnaire and used as a sample in this study, totaling 344 visitors to the Giliyang Island destination. SmartPLS software (version 3.2.7) was used to test the evaluation of the measurement model, structural model, and hypothesis. In the SEM approach, there are several evaluations that must be included, namely the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model). The first stage is to evaluate the measurement model involving the relationship between latent variables and their indicators. The main objective at this stage is to ensure the validity and reliability of the indicators used to measure the construct. Convergent Validity: Evaluated using Average Variance Extracted (AVE) which should be more than 0.5; Discriminant Validity: Evaluated using Fornell-Larcker Criterion or HTMT (Heterotrait-Monotrait Ratio); Construct Reliability: Evaluated using Composite Reliability (CR) which should ideally be more than 0.7. Structural Model (Inner Model): This stage involves testing the relationship between latent variables in the model. The evaluation is done to test the hypothesis and determine how well the data supports the proposed model. Path Coefficients: Analyzes the strength and direction of the relationship between constructs. R-squared (R^2): Shows how much the independent variables are able to explain the variability of the dependent variable. A higher R^2 value indicates a better model.

3.3 Conceptual framework

This study uses destination image and novelty seeking as independent variables, and memorable tourism experience and tourist satisfaction as intermediary variables to study tourists' intention to revisit and word-of-mouth promotion. Based on the assumptions set, a conceptual model is created for this study. The model is shown in Figure 1:

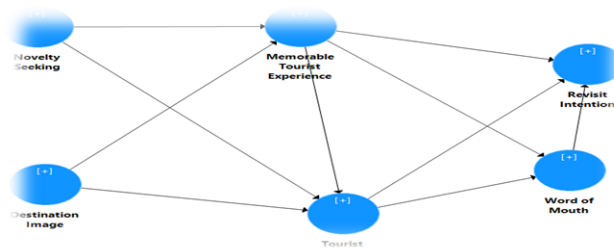


Figure 1: Conceptual framework

4. RESULTS AND DISCUSSION

4.1 Results

To support the objectives of this study, 375 questionnaires were distributed to visitors to the Giliyang Island tourist destination. However, only 344 questionnaires were returned with complete contents, while 31 questionnaires were returned with incomplete contents. Thus, only 344 questionnaires were used to analyze this study. The subjects surveyed were tourists who visited to enjoy the beauty of the Giliyang Island tourist destination. A total of 120 questionnaires were filled out by female respondents (34.65%) while 224 questionnaires were filled out by male respondents (65.35%). After the data was collected, the data was processed using Smart PLS-SEM 3.2.7 and SPSS 20.0 software. PLS was used to analyze the relationship between factors that influence the intention to revisit. Specifically, Cronbach's Alpha was used to assess the reliability of the variables; Variance Inflation Factor (VIF) was used to test the possibility of multicollinearity; SEM (Structural Equation Modeling) was used to test the relationship between variables in the research model.

Table 1: Demographic profile of respondents (N=344)

Variables	Frequency	Percent
Gender		
Male	224	0.65
Female	120	0.35
Age (years)		
< 20	116	0.34
21 - 30	97	0.28
31 - 40	78	0.23
41 - 50	36	0.10
≥ 51	17	0.05
Education		
Middle School or below	3	0.01
High school graduate	65	0.19
University graduate	190	0.55
Postgraduate	86	0.25
Income		
< 2,000,000	38	0.11
2,000,000 - 5,000,000	98	0.28
> 5,000,000	208	0.61

Measurement scale

Table 2: Variables and measures used in this study to test the research hypotheses.

Variable	Measure	Reference
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Memorable Tourist Experience	I remember new things while in Giliiyang Island I will remember positive things about Giliiyang Island I will not forget the interesting experiences while in Giliiyang Island	J.-H. Kim et al., 2012
Destination Image	The Giliiyang island image in terms of service quality The Giliiyang island image in terms of entertainment The Giliiyang island image in terms of accommodation quality and variety The Giliiyang island image in terms of local transportation The Giliiyang island image in terms exotic The Giliiyang island image in terms Architecture/building	Prayag & Ryan, 2012
Novelty seeking	The Giliiyang island offers an unusual experience. The Giliiyang island offers new discoveries. The Giliiyang island offers new experiences. The Giliiyang island is new for me	Albaity & Melhem, 2017
Overall satisfaction	I am sure it was the right thing to be a tourist in Giliiyang island. I Visit to Giliiyang island has been a good experience. I feel good about my decision to visit Giliiyang island. I have truly enjoyed Giliiyang island. I am satisfied with my decision to visit Giliiyang island.	Veasna et al., 2013
Revisit Intention	I would like to revisit Giliiyang Island in a year. I plan to revisit Giliiyang Island in a year. I will make an effort to revisit Giliiyang Island in a year.	J.-H. Kim et al., 2010
WOM	I will recommend that my friends and/or family to visit Giliiyang Island I will convince my friends and/or family to visit Giliiyang Island	J.-H. Kim et al., 2010

4.2. Research results

This study was supported by SmartPLS 3.2.7 software (Ringle et al., 2015). PLS-SEM was chosen because the main objective of this study was to predict the main construct (Hair Jr et al., 2021). In assessing the measurement model, convergent validity was examined by looking at the loading value of each indicator, average variance extracted (AVE), composite reliability (CR), and Dillion-Goldstein's rho (rho_A). As shown in Table 3, all indicators showed ideal loading above the threshold value of 0.7, except for TS_3 which was removed from the model because it did not reach the threshold of 0.7. Furthermore, all AVE and CR values were sufficient (Hair Jr et al., 2021). Internal reliability was achieved when rho_A and CR were above the threshold value of 0.7. Convergent validity was met because AVE exceeded the threshold value of 0.50 (Hair Jr et al., 2021).

Table 3: Reflective measurement model results

Construct	Indicator	Loading	rho_A	AVE	CR	Item Deleted
Destination Image	DI_1	0.712	0.871	0.641	0.899	None
	DI_2	0.760				
	DI_3	0.806				
	DI_4	0.787				
	DI_5	0.729				
	DI_6	0.80				
Memorable Tourist Experience	MTE_1	0.734	0.719	0.550	0.786	None
	MTE_2	0.795				
	MTE_3	0.748				
Novelty Seeking	NS_1	0.843	0.859	0.588	0.895	None
	NS_2	0.856				
	NS_3	0.774				
	NS_4	0.732				
	NS_5	0.789				

Revisit Intention	RI_1	0.843	0.786	0.609	0.861	None
	RI_2	0.779				
	RI_3	0.839				
Tourist Satisfaction	TS_1	0.754	0.806	0.559	0.863	TS3
	TS_2	0.789				
	TS_4	0.816				
	TS_5	0.761				
Word of Mouth	WoM_1	0.867	0.786	0.602	0.858	None
	WoM_2	0.803				

Source: SmartPLS processed data, 2024

To test discriminant validity, the heterotrait-monotrait correlation ratio (HTMT) approach was used. HTMT values below 0.85 (Kline, 2023) or 0.9 (Henseler, 2017) indicate that the constructs being compared have good discriminant validity. This means that the constructs are very different from each other. HTMT is an important tool in evaluating PLS-based SEM models, which helps ensure that each construct in the model truly measures a different concept and is not mixed with other constructs. As shown in Table 4, all HTMT values are below the HTMT threshold value of 0.90 (Henseler, 2017). Based on the test results, the measurement model shows adequate convergent validity and discriminant validity.

Table 4: Discriminant validity using HTMT criteria

	DI	MTE	NS	RI	TS	WM
Destination Image						
Memorable Tourist Experience	0.811					
Novelty Seeking	0.717	0.849				
Revisit Intention	0.718	0.638	0.729			
Tourist Satisfaction	0.722	0.627	0.702	0.748		
Word of Mouth	0.710	0.608	0.713	0.708	0.662	

Source: Smart PLS processed data, 2024

4.3 Structural model

The collinearity problem was first assessed in the structural model testing. The Variance Inflation Factor (VIF) values ranged from 1.191 to 2.904, which is below the threshold value of 3.33 (Diamantopoulos & Sigauw, 2006), indicating that there is no serious collinearity problem in this model. Furthermore, the significance of the proposed hypotheses was assessed using the bootstrap resampling technique (5000 resamples). Based on the results in Table 5, all ten hypotheses for direct relationships were supported. The results showed that destination image and novelty seeking positively influenced memorable tourist experiences, with ($\beta=0.423$, $t=5.279$, $p<0.05$); ($\beta=0.334$, $t=4.564$, $p<0.05$). Furthermore, the relationship between destination image, novelty seeking, and memorable tourist experiences had a positive impact on visitor satisfaction ($\beta=0.474$, $t=7.368$, $p<0.05$); ($\beta=0.609$, $t=20.617$, $p<0.05$); and ($\beta=0.161$, $t=2.748$, $p<0.05$), the relationship between memorable tourism experience, visitor satisfaction, and WOM has a positive impact on the intention to revisit ($\beta=0.152$, $t=3.554$, $p>0.05$); ($\beta=0.656$, $t=23.356$, $p<0.05$); and ($\beta=0.175$, $t=4.281$, $p<0.05$) respectively. Memorable Tourism Experience, and satisfaction have a positive effect on WOM, with ($\beta=0.558$, $t=11.086$, $p<0.05$), ($\beta=0.202$, $t=3.507$, $p<0.05$).

Table 5: The correlation between influencing factors

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Destination Image → Memorable Tourist Experience	0.423	0.456	0.070	5.279	0.000

Destination Image → Tourist Satisfaction	0.474	0.482	0.064	7.368	0.000
Memorable Tourist Experience → Revisit Intention	0.152	0.165	0.046	3.554	0.000
Memorable Tourist Experience → Tourist Satisfaction	0.161	0.156	0.058	2.748	0.006
Memorable Tourist Experience → Word of Mouth	0.558	0.579	0.062	11.086	0.000
Novelty Seeking → Memorable Tourist Experience	0.334	0.337	0.073	4.564	0.000
Novelty Seeking → Tourist Satisfaction	0.236	0.234	0.056	4.184	0.000
Tourist Satisfaction → Revisit Intention	0.609	0.609	0.030	20.617	0.000
Tourist Satisfaction → Word of Mouth	0.202	0.199	0.058	3.507	0.000
Word of Mouth → Revisit Intention	0.175	0.173	0.041	4.281	0.000

Source: SmartPLS processed data, 2024

4.4. The reliability of scales

Scale Reliability is the consistency and stability of a measuring instrument or scale in measuring a construct or variable. Reliability indicates the extent to which the measurement results produced by the scale are reliable and do not change over time or between different assessments. Table 6 presents the results of the reliability test of the research model. According to (Henseler et al., 2015), the research model must have a Cronbach's Alpha and Composite Reliability value greater than 0.7, and the Average Variance Extracted must be greater than 0.5 (Hair Jr et al., 2021). Based on these provisions, the research data shows the required reliability.

Table 6: The reliability of the research model

	Cronbach's Alpha	Rho_A	Composite Reliability (CR)	Average Variance Extract (AVE)
Destination Image	0.859	0.871	0.899	0.641
Memorable Tourist Experience	0.719	0.792	0.818	0.575
Novelty Seeking	0.859	0.862	0.895	0.588
Revisit Intention	0.786	0.795	0.861	0.609
Tourist Satisfaction	0.806	0.828	0.863	0.559
Word of Mouth	0.786	0.812	0.858	0.602

Source: SmartPLS processed data, 2024

4.5. Hypothesis testing results The structural model is tested to see if the underlying hypothesis is supported. In this study, the bootstrapping method is applied to obtain the t value for each hypothesized relationship. The results of the hypothesis testing are summarized in Table 7, and Figure 2. For hypothesis testing with only one tail, in order for the hypothesis to be accepted, the t statistic value must be more than 1.96 and the probability value <0.05 (Ghozali, 2016). Overall, this study tested ten direct relationship hypotheses (see Table 7). In short, from the ten statistical test results obtained, ten hypotheses were supported by statistical analysis.

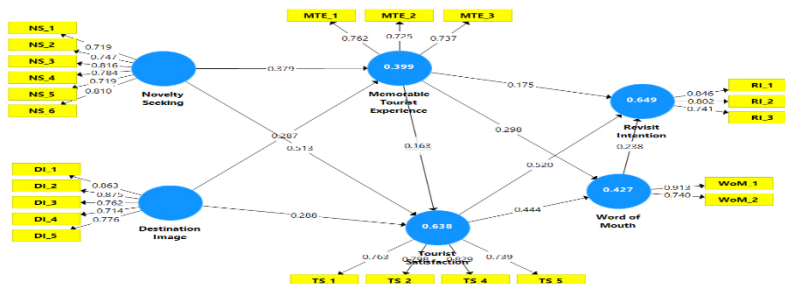


Figure 2: The results of structural and meta-analytic path analyses

Table 7: Summary of the results of hypothesis testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Description
H1: Destination Image → Memorable Tourist Experience	0.423	5.279	0.000	Accepted
H2: Destination Image → Tourist Satisfaction	0.474	7.368	0.000	Accepted

H3: Memorable Tourist Experience → Revisit Intention	0.152	3.554	0.000	Accepted
H4: Memorable Tourist Experience → Tourist Satisfaction	0.161	2.748	0.006	Accepted
H5: Memorable Tourist Experience → Word of Mouth	0.558	11.086	0.000	Accepted
H6: Novelty Seeking → Memorable Tourist Experience	0.334	4.564	0.000	Accepted
H7: Novelty Seeking → Tourist Satisfaction	0.236	4.184	0.000	Accepted
H8: Tourist Satisfaction → Revisit Intention	0.609	20.617	0.000	Accepted
H9: Tourist Satisfaction → Word of Mouth	0.202	3.507	0.000	Accepted
H10: Word of Mouth → Revisit Intention	0.175	4.281	0.000	Accepted

Source: SmartPLS processed data, 2024

4.8. Discussion

Novelty seeking has a positive effect on the memorable experience of tourists on Giliyang Island. These results support (J.-H. Kim et al., 2012) statement that tourists motivated by novelty seeking are more likely to experience memorable tourism experiences because they engage in unusual, unexpected, and often personally enriching activities, which strengthen their long-term memories of the destinations they visit. This means that if a tourist destination has uniqueness or novelty compared to other tourist destinations, it will cause tourists to remember many positive things about the tourist destination while feeling new or different things from what they usually do when visiting other tourist destinations, so that with these differences tourists do not forget the experience when visiting the tourist destination. These results confirm that tourists visiting the Giliyang Island destination find many new or unique things that can affect the memorable experience of the Giliyang Island destination.

Destination image has a positive effect on the memorable experience of tourists on Giliyang Island at a significance level of 0.01 with a path coefficient of 0.223. These results support research conducted by (J.-H. Kim, 2014b), where destination image directly influences memorable tourism experiences. Tourists who have a positive perception of a destination are more likely to have a memorable experience. A good picture of the physical and social aspects of a destination contributes to the creation of memorable moments, because tourists feel satisfied, emotionally connected, and more involved in the activities they do in that place. This means that if a tourist destination has an image in terms of service quality, it will result in tourists remembering many good things about the tourist destination. Meanwhile, if a tourist destination has a good image in terms of the friendliness of the local people, it will result in tourists not forgetting the experience of visiting the tourist destination. If a tourist destination has a unique image, it will create beautiful memories of the tourist destination. These results confirm that tourists state that Giliyang Island has a good image so that it can add to the memorable experience for tourists about the Giliyang Island destination.

Novelty seeking has a positive influence on tourist satisfaction on Giliyang Island at a significance level of 0.01 with a path coefficient of 0.319. The results of this study are in accordance with the results of research (deMatos et al., 2024) which studied tourists visiting Portugal, and found that novelty seeking has a positive influence on tourist satisfaction. This means that if a tourist destination stands out more than other types of tourist destinations, it will result in tourists feeling more than their expectations of the tourist destination. Likewise, when tourists enjoy a tourist destination, it will result in tourist satisfaction with the tourist destination. And if the tourist destination is interesting and exciting, it will make tourists happy to decide to return to the tourist destination. So it is certain that when tourists look for more new things, it will also result in satisfaction for tourists.

Destination image has a positive effect on tourist satisfaction on Giliyang Island at a significance level of 0.01 with a path coefficient of 0.180. The results of this study are in accordance with the findings of research (Rismawati & Sitepu, 2021) which examined tourist visits to Medan City, Indonesia, and the findings of research (Kusumah & Wahyudin, 2024) which examined domestic visitors at the 2022 Mandalika World Superbike (WSBK) event on Lombok Island, Indonesia, the results of the analysis showed that the image of a tourist destination has a significant effect on visitor satisfaction. This means that if a tourist destination has a good service quality image, it will result in tourists feeling satisfied with the tourist destination. Likewise, if a tourist destination has an image of the friendliness of the local people, it will influence tourists to revisit the tourist destination. So it is certain that if a tourist destination has a good destination image, it will result in higher tourist satisfaction.

Memorable experiences have a positive effect on tourist satisfaction on Giliyang Island with a significance level of 0.01 with a path coefficient of 0.349. The results of this study are in accordance with research by (Rismawati & Sitepu, 2021; Terasaki et al., 2023), the results of the analysis revealed that memorable experiences have a positive effect on tourist satisfaction. This means that if tourists have good memories or experiences of a tourist destination, it will make tourists happy to revisit the tourist destination. So it can be concluded that when tourists have more memorable experiences, satisfaction will also be created for tourists.

Memorable experiences have a positive effect on positive word of mouth promotion of tourists on Giliyang Island at a significance level of 0.01 with a path coefficient of 0.279. The results of this study are in accordance with the findings of (Moliner-Tena et al., 2023) who studied tourists visiting seven Spanish tourist destinations, the results of the analysis found that memorable experiences have a positive effect on word of mouth of tourists. In other words, if tourists have good memories or experiences of a tourist destination, then tourists will be willing to recommend the tourist destination to their friends. Likewise, if tourists can remember many good things about a tourist destination, then tourists will tend to talk about the tourist destination positively to their acquaintances. So it is certain that when tourists have a very memorable experience, it will produce more positive word of mouth for tourists.

Satisfaction has a positive effect on positive word of mouth of tourists on Giliyang Island at a significance level of 0.01 with a path coefficient of 0.561. The results of this study are in accordance with the results of a study (Fotiadis et al., 2023) which examined tourists or residents of the United Arab Emirates (UAE) who had had at least one luxury cruise experience, the results of the analysis found that satisfaction has a positive influence on positive word of mouth of tourists. This means that if a tourist destination is able to meet the expectations of tourists, then tourists will feel satisfied, then tourists who feel happy and satisfied when visiting the Giliyang Island destination will definitely tell and recommend the Giliyang Island destination to other parties or their friends to visit it. Thus it can be concluded that when tourists feel more satisfied, it will also have an impact on positive word of mouth of tourists.

Memorable experiences have a positive effect on the intention to revisit tourists on Giliyang Island with a significance level of 0.01 with a path coefficient of 0.226. The results of this study are in accordance with the findings (Mahdzar et al., 2015) which show that tourists who have a higher perception of the attributes of the Mulu National Park destination in Malaysia tend to have memorable and positive tourism experiences, thus increasing behavioral intentions to revisit. In other words, if tourists have good memories or experiences of the Giliyang Island tourist destination, it will result in tourists returning to the destination in the future. Thus, it is certain that when tourists have a more memorable experience, it will result in more intentions to revisit.

Satisfaction has a positive effect on the intention to revisit tourists on Giliyang Island at a significance level of 0.01 with a path coefficient of 0.228. The results of this study are in accordance with the results of research (Rismawati & Sitepu, 2021; Terasaki et al., 2023), the results of the analysis show that Satisfaction has a positive effect on the intention to revisit tourists. This means that if a tourist destination meets the expectations of tourists, it will result in tourists intending to return to the tourist destination in the near future. If tourists are satisfied with the tourist destination as a whole, it will result in tourists being willing to return to the tourist destination. It is certain that when tourists have higher satisfaction, it will result in higher intentions to revisit (Al Masud Mohammad Mehedi & Khan, n.d.; Mohammed Raheem Abdul et al., 2014).

Positive word of mouth has a positive effect on the intention to revisit tourists on Giliyang Island. where the more often people discuss and disseminate information and the more reviews expressed by people who have experienced it, the higher the intention to revisit the consumer. The results of this study are in accordance with the findings of (Sharipudin et al., 2023) who studied the role of post-stay evaluation on e-wom and the intention to revisit for Generation Y, the results of the analysis found that positive word of mouth has a positive effect on the intention to revisit tourists. This means that if tourists are willing to recommend a tourist destination to their friends, then they will also intend to return to travel to that tourist destination in the future if. So it can be concluded, if tourists talk positively about a tourist destination to their acquaintances, then it is likely that they will return to that tourist destination. Or when tourists are willing to recommend the Giliyang

Island destination to their friends or relatives to come to visit the Giliyang Island destination, then they tend to intend to return to travel to the Giliyang Island destination in the future.

5. CONCLUSION

Novelty seeking is the urge of tourists to seek new and different experiences, and plays an important role in determining the level of tourist satisfaction (Jang & Feng, 2007). Tourists with high levels of novelty seeking tend to seek unique and unusual destinations and activities, such as destinations on Giliyang Island that are not owned by other destinations. These results support the opinion of (Albaity & Melhem, 2017) which states that seeking novelty is one of the important elements in measuring tourist satisfaction, and it was found that destinations that are able to offer strong novelty elements are usually more successful in increasing tourist satisfaction, compared to destinations that offer more common or standard experiences (deMatos et al., 2024). Furthermore, tourists who have a strong urge to seek new things like those offered by Giliyang Island tend to have very memorable experiences when they encounter new and unique elements during their trip (J.-H. Kim et al., 2012; Tung & Ritchie, 2011). The positive destination image offered by Gili Islands, which includes visual appeal, culture, facilities, security, and the friendliness of the locals, shapes tourists' expectations before visiting and influences their perceptions during their visit. When the experience gained from the destination visited has matched or even exceeded the positive image they have, tourists tend to experience something memorable and profound. Thus, a strong and positive destination image tends to create an unforgettable experience (Prayag & Ryan, 2012). Furthermore, a good destination image helps prepare tourists to receive and appreciate unique experiences, thus strengthening their memory of the visit. Destinations that provide a positive impression often involve positive interactions, unique activities, and memorable memories, all of which contribute to increased overall satisfaction (Chi & Qu, 2008; Stylos et al., 2016; Tasci & Gartner, 2007) and build visitor loyalty to return to the destination (Chandralal & Valenzuela, 2015; Tung & Ritchie, 2011). Thus, the more memorable a destination is perceived by tourists, the more likely they are to be satisfied with their visit. Destinations that provide memorable experiences tend to produce more satisfied and even more loyal travelers.

Memorable experiences after visiting a destination often result in positive emotions and deep satisfaction, which encourage travelers to recommend the destination or activity to friends, family, and others (J.-H. Kim & Ritchie, 2014; Sthapit & Coudounaris, 2018; J. C. Sweeney et al., 2008; J. Sweeney & Swait, 2008). Furthermore, when travelers are satisfied with a destination—including the service received, the quality of attractions, facilities, and the overall atmosphere—they are more likely to consider returning to that destination in the future.

High satisfaction strengthens travelers' emotional ties to the destination and increases their loyalty. Satisfied travelers tend to view the destination as a safe and enjoyable choice to visit again, rather than seeking out new, unfamiliar destinations. Therefore, destinations that successfully meet or exceed tourists' expectations and provide satisfying experiences have a greater chance of encouraging future revisit intentions as well as recommending or passing on to others (Oppermann, 2000; Ryu et al., 2012; Yoon & Uysal, 2005).

6. RESEARCH IMPLICATION

This study advances the knowledge of nature tourism by investigating the relationships among novelty seeking, destination image, memorable tourism experiences, tourist satisfaction, revisit intention, and word-of-mouth. The findings indicate that destination image and novelty seeking have a direct effect on tourist satisfaction. In addition, tourist satisfaction has a direct effect on revisit intention.

Destination Image influences tourists' initial perceptions of a destination, which in turn influences tourist satisfaction. Destination managers need to strengthen positive images by improving facilities, offering unique experiences, and promoting local cultural elements to attract tourists who are always looking for something unique or different (Novelty Seeking). A strong destination image can also enhance memorable tourism experiences, thus ensuring tourists have memorable experiences that lead to satisfaction and revisit intention. (J.-H. Kim et al., 2012).

The combination of Novelty Seeking and Memorable Destination Image can be used to develop more creative marketing strategies. Targeting tourists who are seeking new and different experiences can drive higher levels of satisfaction and increase Revisit Intention. Revisit intention from satisfied tourists and resulting memorable experiences can be a very effective marketing tool. Therefore, tourism companies need to focus on providing memorable destinations to maximize the potential for word-of-mouth promotion (Chen & Tsai, 2007).

Governments and tourism policymakers can use these findings to prioritize investments in infrastructure and tourism development that support the creation of a positive destination image. This includes maintaining safety, cleanliness, and environmental sustainability. Encouraging innovation in the tourism industry to meet the needs of travelers seeking novel experiences can increase the attractiveness of destinations, which in turn increases the rate of revisits (Prayag & Ryan, 2012).

Future research can further explore the mediating role of Memorable Tourist Experiences in the relationship between Tourism Destination Image and Revisit Intention. Research can also examine variations in the effects of Novelty Seeking based on different market segments, such as international vs. domestic tourists, or by specific demographics such as age and income (Chon, 1990; Yoon & Uysal, 2005).

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