

Building Memorable Experiences: The Influence Of Authenticity And Experiencescape On Memorable Experiences And Re-Visiting Intentions

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Abstract

Aim: This study aims to determine the effect of authenticity and experiencescape on the intention to revisit natural tourist attractions in Bayumas Regency, namely Curug Jenggala, Curug Telu, Curug Pinang, and Pagubugan Melung with effective experience as mediation.

Methodology: The sample in this study was taken using a nonprobability sampling technique with a purposive sampling method. The number of respondents was 120 respondents from the population of visitors to natural tourist attractions in Banyumas Regency.

Findings: Using SEM analysis with AMOS software shows the results that authenticity has a positive effect on memorable experiences, experiencescape has a positive effect on memorable experiences, memorable experiences do not have a positive effect on revisit intentions, authenticity has a positive effect on revisit intentions, experiencescape does not have a positive effect on revisit intentions, experiencescape does not have a positive effect on revisit intentions, memorable experiences are unable to mediate the influence between authenticity and revisit intentions, and memorable experiences are also unable to mediate the influence between experiencescape and revisit intentions.

Implications/Novel Contribution: This study can be implied for managers of natural tourist attractions in increasing revisit intentions.

Keywords: Authenticity, Experience scape, Memorable experience, Revisit intention, Nature tourism

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INTRODUCTION

Tourism sector is one of the sectors that have a significant role and contribution to the economic growth in Indonesia (Anam, Yulianti, Fitrialoka, & Rosia, 2021). Tourism is able to open jobs and absorb manpower and become a very important source of foreign exchange country (Martiarini et al., 2017). The importance of developing the tourism sector because with advanced tourism, income and the welfare of the community will increase. Miftah (2023). Nowadays travel is considered as a need to be fulfilled. People began to make tourism as their lifestyle (Istiawan & Nugraha, 2022).

Banyumas regency is one of the districts in Central Java province that has a variety of tourist attractions such as natural tourism, cultural tourism, artificial tourism, special interest tourism, and other tourism. Based on data from the Central Statistics Agency, Indonesia is still dominated by rural areas with a total of 83,971 villages/villages. Therefore, economic development and welfare of the village is very important to take precedence. One of the enterprises that can help to optimize the potential of the village, improve the welfare of the community, and encourage the economic independence of the village is village-owned enterprises (BUMDes).

In this research there is gap phenomenon. Some tourist destinations experience a volatile visit every year, such as tourist destinations that will be studied as follows. There are ten thousands of thousands of pounds. Some studies show that authenticity affects the intention of returning visit. However, in the study and found different results that the authenticity did not have a significant effect on the intention of return visit. In addition, some studies showed that experiencescape has an effect on the intention of returning visits but the results are different from the research. Based on the research by Shafieizadeh, Alotaibi, and Tao (2021) showed that experiencescape does not have a direct effect on the return visiting intention. Therefore, in this study using mediation variables that is memorable experience.

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Table 1: Number of tourist in Banyumas

Destination place	Number of visitors			
	2020	2021	2022	2023
Curug Jenggala	19.661	17.105	20.147	30.973
Curug Telu		10.716	11.317	13.119
Curug Pinang	16.024	17.194	16.434	13.501
Pagubugan Melung		27.710	26.157	27.910

Memorable experience is one of the factors that can influence visitors to visit again.. This study uses the theory of Stimulus-Organism-Response (SOR) as a framework, by analyzing the influence between the variables of authenticity and experiencescape as a stimulus, the variables of memorable experience as an organism, and intention variables revisit in response.

The purpose of this study was to explain the effect of authenticity and experiencescape on the memorable experience. Then explain the effect of memorable experience on the return visit intention and whether memorable experience can mediate the influence of authenticity and experiencescape with the return visit intention.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Literature Review

Stimulus-Organism-Response (SOR)

SOR is a theoretical model that pays much greater attention to explaining organism factors than just stimulus/input and response/output (Jacoby, 2002). This SOR theory is used to observe more deeply how the influence of the environment that provides stimulus to the emotions of individual visitors which will then affect the behavior of individual visitors and their intention to revisit tourist destinations.

Revisit Intention

The intention to revisit is an action that arises in response to an object that triggers the desire of tourists to return to visit within a certain period. (Rusdianti, 2024). According to (Mappanyompa et al., 2024; Ramdani & Ernawadi, 2023), There are several factors that influence the intention to revisit tourists such as tourist attachment/involvement, memorable experiences, tourist motivation, destination image, seeking new things, service quality, satisfaction, and quality of culinary experience. This study refers to (Tosun, Dedeoğlu, & Fyall, 2015) which defines the intention to revisit as an individual's willingness or readiness to return to the same location, with the indicators being (1) wanting to visit again in the near future, (2) if having to decide, would choose the place again, (3) would visit more often, (4) first choice compared to other destinations.

Authenticity

Authentic tourism experiences refer to tourist experiences related to places and objects that maintain authenticity in form and meaning (Park, Hwang, Lee, & Heo, 2020; Taylor, 2001). Authenticity is defined as a tourist's enjoyment and perception referring to how genuine or real their experience of a tourist destination (Kolar & Zabkar, 2010). Many consumers use authenticity as their reference in evaluating a product and they believe that authenticity indicates that the product is of high quality (Shafieizadeh et al., 2021). This research refers to Nunes, Ordanini, and Giambastiani (2021) which defines authenticity as referring to the extent to which a product or service highlights its uniqueness and maintains its originality without making unnecessary changes, with the indicators being (1) rare, (2) offering something new, (3) maintaining its originality, (4) unique, (5) different from most others.

Experiencescape

The experiences generated by sensory, functional, social, natural, and cultural stimuli in a product or service environment balanced with a culture of hospitality result in positive or negative cognitive, affective, and behavioral reactions to the product, service, brand, and Company (Pizam & Tasci, 2019). Experiencescape includes both physical and social elements that are inseparable from the environment in which the experience occurs, so it is necessary to examine how this influences visitors to revisit tourist destinations. This study refers to Pizam and

Tasci (2019) which defines experiencescape as an experience produced by sensory, functional, social, natural and cultural stimuli in a product or service environment that is balanced with a culture of hospitality, producing positive or negative cognitive, affective and behavioural reactions to the product, service, brand and company, with indicators being (1) an attractive atmosphere for the senses, (2) functional design and layout, (3) comfortable level of crowding, (4) friendly employees, (5) customers who are sociable.

Memorable Tourist Experience

Memorable experiences, also referred to as memorable tourism experiences or MTEs, are experiences that tourists actively remember after visiting a tourist destination (Kim, 2018). A memorable experience is something that will be remembered by visitors after visiting a place. This is related to their memory of the place. Even according to research results (Meng & Cui, 2020), memorability is the most important construct to drive revisit intention. This study refers to which defines memorable experiences as memories that consumers use to influence the possibility of future purchases, with the indicators being: (1) having good memories of the last visit to the destination visited, (2) remembering many positive things about the destination visited, (3) not forgetting the experience of the last visit to the destination.

Hypothesis Development

Authenticity has a positive impact on memorable experiences

One of the factors that can attract tourists according to Zhou, Chen, and Wu (2022) is the authenticity or authenticity of a tourist destination. High memory is generated due to the positive reaction that visitors give to the tourism experience when they feel a high level of authenticity. Likewise, the results of research from (Rasoolimanesh, Seyfi, Hall, & Hatamifar, 2021; Zhou et al., 2022) which show that authenticity has a significant positive effect on MTE. In its function as a determinant of visitor behavioral intentions, the authenticity felt by visitors plays a fairly important role and is fundamental in destinations that have unique natural and cultural resources that are increasingly in demand by modern tourists (Ramkissoon & Uysal, 2010). Tourist destinations that are able to maintain their authenticity can affect the quality of the visitor experience. This is emphasized by (Al-Azab & Abulebda, 2023), who found that there was a positive influence of authenticity on the tourist experience. Therefore, it is necessary to meet the expectations and demands of visitors and ensure that visitors receive an impressive experience through an authentic experience.

Based on the description above, the following research hypothesis can be obtained.

H1: Authenticity has a positive impact on memorable experiences.

Experiencescape has a positive effect on memorable experiences.

A person's memory can be enhanced through sensory experiences, meaning that emotional events that appeal to the senses tend to be remembered better than non-emotional events (Dolcos & Cabeza, 2002; Oh, Fiore, & Jeoung, 2007). An environment designed to maximize emotional engagement and be memorable for the senses can provide an unforgettable experience. Research related to experiencescape has shown that experiencescape is one of the factors in creating a memorable experience for visitors. According to Meng and Cui (2020), Experiencescape has a positive influence on MTE. Similar to the results of the study (Ali, Hussain, & Ragavan, 2014), which showed that experiencescape (Dimension 4E) has a positive and significant impact on consumer memory. In addition, (Deveci & Yıldız, 2024), also stated that Experiencescape has a positive effect on MTE in terms of the hotel industry. The results showed that the subdimensions of Experiencescape, "localness," and "escapism" had a positive effect on MTE. Based on the description above, the following research hypothesis can be obtained.

H2: Experiencescape has a positive effect on memorable experiences

Memorable experiences have a positive effect on the intention to revisit

In the tourism industry, creating a strong Memorable Tourism Experience is more important than just increasing satisfaction to attract positive behavior in the future, namely leading to increased visits to the destination (Shafieizadeh et al., 2021). Several studies have shown that MTE has a significant positive effect on revisit intention. Places that have good and meaningful memories tend to influence visitors to revisit the place (Kim, 2018; Rasoolimanesh et al., 2021). In fact, according to Meng and Cui (2020), memorability is the most important construct in forming revisit intention. However, this is different from the results of the study (Zhou et al., 2022),

which showed that MTE had no effect on revisit intention because there was no emotional bond with the tour in the long term. Based on the explanation above, the following research hypothesis can be obtained.

H3: Memorable experiences have a positive effect on revisit intention.

Authenticity has a positive effect on revisit intention

Visitors who feel a high level of authenticity tend to revisit the destination, as several studies have shown that authenticity has an influence on revisit intentions (Kolar & Zabkar, 2010; Zhou et al., 2022). Visitors are encouraged to revisit authentic destinations that can provide them with memorable experiences. This is in contrast to the results of research (Rasoolimanesh et al., 2021), which found that authenticity had no significant effect on revisit intentions. The pure authenticity of a tourist destination does not always automatically result in high tourist loyalty (Rasoolimanesh et al., 2021; Zhang, Chen, & Hu, 2019).

Based on the description above, the following research hypothesis can be obtained.

H4: Authenticity has a positive effect on revisit intentions.

Experiencescape has a positive effect on revisit intention

Several studies have shown that experiencescape has an effect on revisit intention (Ali et al., 2014; ?, ?). The four dimensions of experiencescape, namely educational, aesthetic, entertainment, and escapist experiences, contribute to providing memorable experiences for visitors which can then develop consumer memory which can ultimately influence their loyalty behavior (Ali et al., 2014). Those result is different from the results of the study (Chen & Chen, 2010), which showed that experiencescape does not directly influence revisit intention because there needs to be satisfaction and perceived value towards a tourist attraction to influence their intention to be loyal. Based on the description above, the following research hypothesis can be obtained.

H5: Experiencescape has a positive effect on revisit intention

Memorable experiences mediate the influence between authenticity and revisit intention

According to Rasoolimanesh et al. (2021), MTE is a significant mediator between authenticity and revisit intention and its indirect effect is positive and significant, while the results of the study do not support the direct effect of authenticity on revisit intention. Likewise, research (Al-Azab & Abulebda, 2023; Zhou et al., 2022), which shows that tourism experience is a significant mediator in the relationship between authenticity and revisit intention. Based on the description above, the following research hypothesis can be obtained.

H6: Memorable experiences mediate the influence between authenticity and revisit intention.

Memorable experiences mediate the influence between experiencescape and revisit intention.

Meng and Cui (2020) stated that memorability was found to be an important mediator between experiential scape and revisit intention. The memory developed by experiential scape can affect customer loyalty (Ali et al., 2014). Based on the description above, the following research hypothesis can be obtained.

H7: Memorable experience mediates the influence of experiential scape on revisit intention.

The model of this research can be seen as follow :

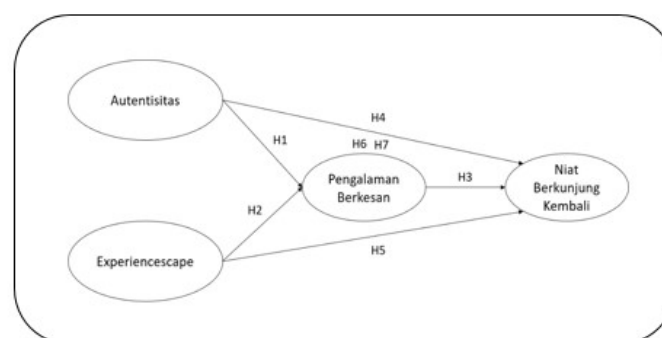


Figure 1. Research model

RESEARCH METHOD

This research is a quantitative research type. The research location was carried out in Banyumas Regency, Central Java. At the Curug Jenggala tourist attraction in Ketenger Village which is managed by BUM Desa Mukti Jaya Mandiri Ketenger, Curug Pinang in Baseh Village which is managed by BUM Desa Unggul Raharja Baseh, Curug Telu in Karangsalam Village which is managed by BUM Desa Dekade Maju Karangsalam Lor, and Pagubugan Melung in Melung Village which is managed by BUM Desa Alam Lestari Melung. This research was conducted in October-December 2024. The population to be studied is visitors to natural tourist destinations in Banyumas Regency managed by BUMDes, namely Curug Jenggala, Curug Pinang, Curug Telu, and Pagubugan Melung with a minimum age criterion of 17 years. (Hair Jr, Matthews, Matthews, & Sarstedt, 2017; Taylor, 2001) explained that the minimum sample size is 100 subjects, so to determine the sample size it is recommended to use 5-10 times the number of parameters (indicators + path coefficients). In this study, there are 17 indicators and 7 path coefficients so that the minimum sample in this study is $(17 + 7) \times 5 = 120$. For this reason, the minimum sample size that must be obtained in this study is at least 120 respondents. The method used in this study is non-probability sampling. The type of non-probability sampling used is purposive sampling.

RESULT AND DISCUSSIONS

RESULTS

Table 2: Demographic profile

	<i>N</i>	=	%
	120		
Gender Man Woman	26 94		21.7 78.3
Age(years)			
17-25	103		85.9
26-35	9		7.5
36-45	1		0.8
56-65	7		5.8
Occupation			
Students	88		73.3
State employee	9		7.5
Private employee	10		8.3
Entrepreneur	5		4.2
Other	8		6.7
Destination visited			
	73		39.3
Curug Jenggala	65		34.9
Curug Telu	24		12.9
Curug Pinang Pagubugan Melung	24		12.9
Visiting frequency (last 6 month)			
	102		86.7
1-2	11		9.1
2-3	2		1.7
3-4	2		1.7
4-5 >5	1		0.8

Goodness of Fit Test

Before evaluating the goodness of fit criteria, it is necessary to test the normality of the data and evaluate outlier data. Based on the results obtained, it can be concluded that the univariate data is normal because all critical

values < 2.58 . However, the multivariate data is not normal because the critical value of $5.957 > 2.58$. This is because the amount of data used in this study reached more than 100 so that the data became abnormal. Based on the results above, no outlier data was found because the Mahalanobis Distance value was less than the Chi-Square value of 27.59. So the data is suitable for use in research. Evaluation of the goodness of fit criteria is carried out by looking at the results of the Chi-square, Probability, RMSEA, GFI, AGFI, CMIN/DF, TLI, CFI values. If the value meets the specified criteria, it means the model fits. More detailed results are as follows:

Table 3: Goodness of fit test

Goodness of Fit Index	Cut of Value	Result
X2-Chi Square	Diharapkan kecil	160.905 Tidak Fit
Probability	0,05	0,000 Tidak Fit
RMSEA	0,08	0,088 Marginal Fit
GFI	0,90	0,863 Marginal Fit
AGFI	0,90	0,804 Marginal Fit
CMIN/DF	2,00	1.916 Good Fit
TLI	0,95	0,925 Marginal Fit
CFI	0,95	0,940 Marginal Fit

Validity Test

Validity testing is carried out in 2 steps, namely convergent validity testing based on the loading factor value of each indicator used in each construct. The loading factor value considered valid in this study is if the loading factor is > 0.50 and discriminant validity testing by comparing the AVE root value with the correlation of each variable. The results are as follows:

Table 4: Convergent validity test

Variable	Indicators	Loading Factor	Cut Off	Result
Autentisitas	AT2	0,670	0,50	Valid
	AT4	0,824	0,50	Valid
	AT5	0,716	0,50	Valid
Experiencescape	EXP1	0,718	0,50	Valid
	EXP2	0,811	0,50	Valid
	EXP3	0,777	0,50	Valid
	EXP4	0,764	0,50	Valid
	EXP5	0,740	0,50	Valid
Memorable Experience	PB1	0,894	0,50	Valid
	PB2	0,860	0,50	Valid
	PB3	0,880	0,50	Valid
Revisit Intention	NBK1	0,841	0,50	Valid
	NBK2	0,834	0,50	Valid
	NBK3	0,891	0,50	Valid
	NBK4	0,870	0,50	Valid

Table 5: Discriminant validity test

	AT	EXP	PB	NBK
AT	0,825			
EXP	0,690	0,902		
PB	0,755	0,878	0,956	
NBK	0,797	0,647	0,665	0,896

The results in the table above show that the indicators of the 4 variables meet the convergent validity criteria, namely > 0.50 . However, there are invalid indicators, namely AT1 and AT3 because their loading factors are < 0.50 . Based on the results of the discriminant validity test above, it is concluded that each construct has good validity because the AVE root value has a value greater than the correlation of each variable.

Reliability Test

Reliability test is measured by looking at the Construct Reliability and Variance Extract values. If the Construct Reliability value exceeds the minimum value of 0.70 and the Variance Extract exceeds the minimum value of 0.50, then the variable is considered reliable. The results of Construct Reliability and Variance Extract are as follows:

Table 6: Reliability test

Variabel	Indikator	Slf	Slf ²	Error	AVE	CR
AT	AT2	0,670	0,449	0,144	0,681	0,864
	AT4	0,824	0,679	0,303		
	AT5	0,716	0,513	0,320		
EXP	EXP1	0,718	0,516	0,147	0,814	0,935
	EXP2	0,811	0,658	0,101		
	EXP3	0,777	0,604	0,127		
	EXP4	0,764	0,584	0,122		
	EXP5	0,740	0,548	0,169		
PB	PB1	0,894	0,799	0,076	0,915	0,970
	PB2	0,860	0,740	0,076		
	PB3	0,880	0,774	0,064		
NBK	NBK1	0,841	0,707	0,219	0,802	0,900
	NBK2	0,834	0,696	0,151		
	NBK3	0,891	0,794	0,158		
	NBK4	0,870	0,757	0,201		

Hypotheses Testing Result

The results of the full model Structural Equation Modeling (SEM) analysis processing are as follows:

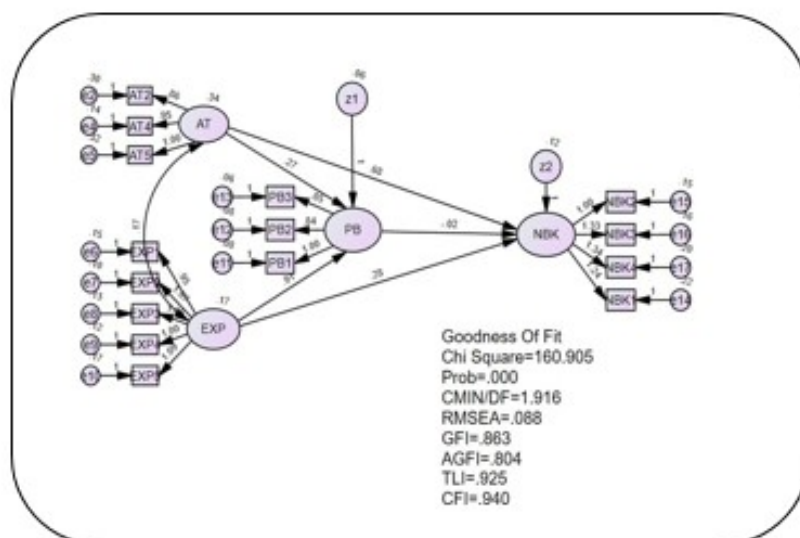


Figure 2. Structural equation Model (SEM) Testing

Hypothesis testing in this study is by looking at the critical value and also the probability value. If the test

results show a CR value $> t$ table and a p value 0.05 then it can be said to be significant and the hypothesis can be accepted, If the CR value $< t$ table and the p value 0.05 then the hypothesis is rejected. The processing results are as follows;

Table 7: Regression weight structural equation

			Estimate	S.E.	C.R.	P
PB	\leftarrow	AT	0.271	0.099	2.733	0.006
PB	\leftarrow	EXP	0.834	0.143	5.825	***
NBK	\leftarrow	AT	0.844	0.209	4.031	***
NBK	\leftarrow	EXP	0.317	0.324	0.979	0.328
NBK	\leftarrow	PB	-0,022	0.303	-0.072	0.942

Based on the results in the table above, the accepted hypotheses are the first hypothesis (Authenticity \rightarrow Memorable Experience), the second hypothesis (Experiencescape \rightarrow Memorable Experience), and the fourth hypothesis (Authenticity \rightarrow Intention to Revisit), while the other hypotheses rejected are the third hypothesis (Memorable Experience \rightarrow Intention to Revisit), and the fifth hypothesis (Experiencescape \rightarrow Intention to Revisit).

Mediation Test

The mediation test in this study uses the Sobel test. If the test statistic value is $> t$ table (1.658), it can be concluded that there is a mediation effect.

Table 8: Outer loading

	Test Statistik	Std. Error	p Value
AT \rightarrow PB \rightarrow NBK	-0.073	0.082	0.942
EXP \rightarrow PB \rightarrow NBK	-0.073	0.253	0.942

Based on the results above, it can be concluded that there is no mediation effect because the statistical test value (-0.073) < 1.658 . Thus, it can be concluded that the sixth hypothesis (H6) namely memorable experiences mediate the effect between authenticity and revisit intentions and the seventh hypothesis (H7) namely memorable experiences mediate the effect between experiencescape and revisit intentions are rejected.

DISCUSSIONS

Authenticity has a positive effect on memorable experiences. The results of the study show that authenticity has a significant positive effect on memorable experiences. Tourist attractions such as Curug Jenggala, Curug Telu, Curug Pinang, and Pagubugan Melung have unique attractions such as natural beauty, naturalness, unique waterfalls, and authentic local experiences. This finding is in line with previous studies such as Rasoolimanesh et al. (2021) and Zhou et al. (2022). Experiencescape has a positive effect on memorable experiences. Comfortable experiencescape, adequate facilities, and the friendliness of local residents have been shown to increase visitors' memorable experiences. Several advantages such as easy access at Curug Pinang and a calming atmosphere at Pagubugan Melung strengthen this finding. This study supports previous studies by Meng and Cui (2020) and Ali et al. (2014).

Memorable experiences do not affect revisit intentions. Although memorable experiences are in the very high category, the results show that these experiences do not encourage revisit intentions. Factors such as tiring travel and visitors' preferences to explore new attractions are the main causes. This result is consistent with the study of Zhou et al. (2022).

Authenticity has a positive effect on revisit intentions. The authenticity of tourist attractions is proven to increase revisit intentions, especially because of the uniqueness of attractions such as photo spots at Curug Jenggala and natural pools at Curug Pinang. This finding is consistent with the study of Kolar and Zabkar (2010).

Experiencescape does not affect revisit intentions. Although experiencescape is considered good, there is no significant effect on revisit intentions. Several obstacles, such as the lack of innovation in Pagubugan Melung and

the tiring journey to Curug Jenggala, reduce the desire to return. This finding is in accordance with the study of Chen and Chen (2010).

Memorable experiences do not mediate authenticity and revisit intention. High authenticity directly influences revisit intention without the need for memorable experiences to mediate. Visitors focus more on the uniqueness of the tourist attraction than on emotional experiences. Memorable experiences do not mediate experiencescape and revisit intention. Memorable experiences from the atmosphere and facilities of the tourist attraction are unable to mediate the influence of experiencescape on revisit intention. Visitors' preference to seek new experiences is the main reason for this finding.

CONCLUSIONS

Authenticity has a positive influence on memorable experiences due to the authenticity of the natural atmosphere, beautiful scenery, cleanliness, and local culture that are promoted. Experiencescape also has a positive influence on memorable experiences due to the comfort, adequate facilities, and friendliness of employees and local residents. However, memorable experiences do not affect revisit intentions, which are influenced by factors such as remote location and many other tourist options. Authenticity still encourages revisit intentions because the natural attractions have not been fully enjoyed, while experiencescape does not have a direct influence on these intentions. In addition, memorable experiences do not mediate the relationship between authenticity and experiencescape with revisit intentions.

Managerial implications, tourism managers need to maintain the authenticity of nature without damaging its original elements and focus on improving facilities and cleanliness to increase visitor comfort. In terms of experiencescape, friendly service, comfortable atmosphere, and affordable ticket prices are important things to maintain. Theoretically, further research can add variables such as service quality, price perception, or satisfaction for more diverse results. Studies should also be conducted on other tourist attractions so that the results can be more generalized.

In this study, there are limitations in the Goodness of Fit analysis, some still have marginal criteria and are not fit. This can limit the researcher's ability to provide a comprehensive understanding of the topic. In addition, the results of this study still have many rejected hypotheses, especially the mediating variables that have the result that the mediating variable, namely memorable experiences, is unable to mediate the influence between authenticity and experience-escape on revisit intentions.

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