



Instagramable, Memorable Tourism Experience and Its Influence on Revisit Intention at Situ Bagendit Tourist Attraction After Revitalization

Diana Aulia Rahayu¹; Wati Susilawati²; Dani Adiatma³

Universitas Garut

24024119020@fekon.uniga.ac.id

Abstract

This study aims to find out the picture related to instagramable, memorable tourism experience and revisit intention, as well as to test the impact of instagramable and memorable tourism experience on revisit intention in Situ Bagendit after revitalization using descriptive and verifiable quantitative methods. The data collection technique was carried out through the distribution of questionnaires which then the data was analyzed using the structural equation model partial least square (SEM-PLS) with statistical aids in the form of SMART-PLS version 3. This study results that the overall picture related to instagramable, memorable tourism experience and revisit intention in Situ Bagendit after revitalization is in the good category. In addition, it was found that the positive and significant influence of instagramable and MTE on the intention to revisit Situ Bagendit after revitalization.

Keywords: Instagramable, Memorable Tourism Experience, Revisit Intention, Situ Bagendit, Revitalization

1 Introduction

The government is considered to have succeeded in recovering the tourism sector after the pandemic, as seen in the significant increase in foreign tourist visits in December 2022. Data from the Central Statistics Agency (BPS) shows that more than 800 thousand foreign tourists visited Indonesia that month. Garut Regency is one of the regions in Indonesia that has a lot of potential tourist destinations. The potential destinations available in Garut Regency are diverse, ranging from natural, cultural, artificial, to special interests.

The success of tourism destinations is highly dependent on tourists, a destination is declared successful if it is able to attract tourists to revisit. Revisit intention It can be said to be a phenomenon or occurrence when tourists want to revisit the tourist attractions they visited before. Revisit intention occurs when tourists feel satisfaction with the tourism experience they experience, both for the quality of the destinations offered and the services (Wibowo et.al., 2016).

Currently, many tourists prefer to visit a tourist destination that has high aesthetic value and uniqueness or is often referred to as tourism "Instagrammable" compared to other destinations. Instagrammable refers to photogenic tourist attractions that aesthetic and invite visitors to capture their experiences to be shared on social media as well as on Instagram (Ayu et.al., 2021). Destination concept Instagrammable will be able to influence tourists in choosing the tourist

attractions they want to visit (Feb. 2017). There is a tourist pleasure obtained through the provision of photo spots Instagrammable in a destination will be able to encourage the motivation of tourists who have visited to revisit in the future (The et.al., 2022).

An unforgettable experience or commonly called memorable tourism experience is something that tourists really expect when visiting tourist destinations. MTE is a visitor's impression of a tourist attraction that is built selectively by individuals and will continue to be remembered for a long time (Zhang et.al., 2018). The experience gained by tourists when visiting tourist attractions is an important factor in increasing tourists' interest in making repeat visits (Noerhanifati et.al., 2020). A positive and satisfying experience while traveling can encourage tourists to return, while if the tourist experience is unsatisfactory and feels monotonous, then tourists are reluctant to revisit (Dianty et.al., 2021).

Situ Bagendit is one of the leading tourist attractions that is quite popular in Garut Regency. Situ Bagendit is located in Bagendit Village, Banyuresmi District. In 2019, Situ Bagendit managed to attract the attention of the central government, especially President Jokowi, where at that time he made a direct visit to Situ Bagendit to review and plan reform or revitalization programs. The revitalization process carried out at Situ Bagendit ran for approximately 2 years from November 2020 to April 2022. Situ Bagendit was officially reopened at the beginning of May 2022, after going through the revitalization process, there have been very significant changes in Situ Bagendit, especially in terms of the arrangement of tourist areas that can be said to be more modern.

The following is data on tourist visits to Situ Bagendit in 2018-2022. Tourist visit data in 2018-2021 is used as a comparison year to see how rapidly the number of tourist visits has increased after revitalization.

Table 1: Tourist visits to situ bagendit tourist attractions in 2018-2022

Year	Tourists	Tourists	Total	Percentage
2018	96	148,033	148,129	27.72%
2019	135	180,584	180,719	33.82%
2020	40	68,098	69,138	12.94%
2021	-	-	-	-
2022 (Post-revitalization)	-	136,378	136,378	25.52%

Based on the data listed in Table 1, it is known that tourist visits in Situ Bagendit in 2022 did not experience a very significant increase when compared to 2019 and 2018. The number of visits in 2022 after revitalization is almost proportional to the number of tourist visits before the revitalization, even the number of visits in 2018 and 2019 is greater when compared to the number of visits in 2022. According to the UPTD, Mr. Jembar, Situ Bagendit only experienced an explosion when it was first opened after revitalization, namely in May alone, where tourist visits increased by 70%, and the rest of the visit rate experienced a very drastic decrease every month.

Inconsistent tourist visits and the absence of a significant increase after revitalization are interesting phenomena to study. With the revitalization process, Situ Bagendit should be able to bring in more tourists consistently, not only seasonal. Tourist satisfaction should be fulfilled when traveling in Situ Bagendit because it is supported by various facilities and activities that are very adequate.

Based on the results of pre-research conducted on tourists who have visited Situ Bagendit, it is known that the interest of tourists to revisit is still not fully optimal. One of the aspects that is

suspected to be able to affect the disinterest of tourists to revisit is due to photo spots, some tourists think that the unique photo spots in Situ Bagendit are less diverse and Situ Bagendit does not have an attractive tourist arrangement. So it can be said that the intention of tourists to revisit Situ Bagendit is not fully optimal because it is estimated to be influenced by instagramable photo spots that are not optimal either. In addition, based on the results of the pre-research, it is known that the management has not been optimal in creating a pleasant experience for tourists, some tourists think that the water tourism activities at Situ Bagendit are not challenging, and many tourists are of the opinion that Situ Bagendit is not optimal in waste management, so these things are suspected to be able to trigger the quality of the tourist experience while in Situ Bagendit.

Based on the above explanation, it shows that instagramable and MTE can be an important factor in influencing tourists' decisions to return to a tourist attraction. Managers must be able to compete in creating an unforgettable tourist experience by presenting attractive instagramable photo spots in order to increase the interest of tourists to revisit. This research is very important because the dynamic growth of tourism is in line with rapid technological advancements. Currently, social media makes it easier for tourists to find information, so that with social media, tourist selectivity is higher in choosing tourist destinations.

Considering the phenomena that have been described, the researcher is interested in conducting research on the topic "Instagramable, Memorable Tourism Experience and Its Effect on Revisit Intention in the Situ Bagendit Tourist Object After Revitalization". This study is intended to understand the description of instagramable, MTE, and revisit intention and to test the relationship between instagramable or MTE on revisit intention in Situ Bagendit after revitalization.

2 Literature Review

2.1 Instagrammable

The term "Instagrammable" It can be interpreted as something appropriate or worthy to be immortalized and shared through Instagram social media either in the form of photos or videos (Prasetyo 2019). Instagrammable is a term used to refer to a photo spot in a popular tourist destination because it has an attractive appearance and can trigger the desire of visitors to take photos and share them on social media platforms (Anom and Kusuma 2019). Instagrammable In a destination, it refers to the visualization of a destination that has its own attraction, where tourists take selfies which are then uploaded to their personal social media accounts, especially Instagram. The form of visualization of a building in the destination will give an identity of elements that are different from other buildings and are unique (Hendrawan and Noorwatha 2019). According to Anom and Kusuma (2019) There are 4 criteria for a photo spot that can be said Instagrammable Among them are unique, famous, latest, and aesthetic.

2.2 Memorable Tourism Experience

Kim & Ritchie (2014) states that MTE is said to be a tourism experience that is continuously remembered by a person after the activity ends, where this is influenced by the individual's assessment of certain aspects of the experience he or she experiences. Fernandes and Cruz (2016) defines a tourism experience or tourism experience as an impression or impression that is caused on an individual after visiting a tourist attraction, where he states that the impression caused is subjective, affective, and tends to last in the individual's memory. Kosanke (2019) defines MTE as a personal experience that is very memorable and directly felt by every individual when carrying out tourist activities or visiting tourist attractions outside of daily routine. Kim et.al.

(2012) states that the concept of MTE consists of 7 important elements, namely pleasure (hedonism), freshness (refreshment), new experiences (Novelty), local culture (local culture), knowledge (knowledge), significance (meaningfulness), and engagement (involvement).

2.2 Revisit Intention

Revisit Intention is the desire of tourists to return to tourist attractions that have been visited before, also includes the desire to recommend them widely (Som et.al., 2012). According to Hyunjin (2013) The desire of tourists to return to visit is very important to maintain the stability of the destination in the long term. Moreover Lin (2014) says that revisit intention is a behavior when a tourist wants to revisit a tourist attraction that he has visited, this is caused by the satisfaction of tourists who exceed their expectations during the trip. Revisit intention is the belief of tourists to revisit and recommend the same destination to others, either through direct or indirect conversations (Jonathan et al., 2021). According to Jonathan et.al. (2021) In measuring the intention of tourists to revisit, there are four aspects that must be considered, including the willingness to revisit (the willingness to revisit), the first choice to visit (first choice to visit), recommend to others (recommend it to others), and giving confidence to others (give confidence to others).

3 Research Methods

This study applies descriptive and verifiable quantitative approaches. The descriptive method was used to describe instagramable, MTE, and revisit intention based on the data that the researcher had collected through the distribution of questionnaires. Meanwhile, the verifiable method to test the research hypothesis related to the influence of instagramable and MTE on revisit intention in Situ Bagendit after revitalization. The primary data used in this study was obtained through the results of surveys at tourist attractions, interviews with the UPTD, and distributing questionnaires to tourists who had visited Situ Bagendit after revitalization. Secondary data in this study was obtained from various sources of literature, journals, references, and relevant articles as well as all relevant supports in writing.

The population and sample in this study include tourists who have visited Situ Bagendit after revitalization. Because the number of tourists who have visited is large and they are likely to visit more than once, the researchers concluded that the population size cannot be ascertained. Therefore, the researcher utilizes the calculation formula unknown population As expressed by Wibisono (2005) to determine the sample size. Through calculations carried out using a significance level of 5%, it is known that the number of samples in this study is 100 respondents. Samples are taken through the purposive sampling, that is, respondents are selected directly by the researcher. Then the data generated from the distribution of the questionnaire will be analyzed using Structural equation modeling-partial least square (SEM-PLS).

4 Research Results and Discussion

4.1 Results of Descriptive Analysis

Overall, instagramable is already in the good category, meaning that most tourists have a good perception of the quality of instagramable photo spots in Situ Bagendit. Then for MTE, it is already in the good category, which means that most tourists have a pleasant experience while in

Situ Bagendit. And for revisit intention, it is already in the good category, meaning that most tourists have the desire to revisit Situ Bagendit.

4.2 Results of Verifiable Analysis

4.2.1 Outer model

Convergent Validity

Based on the results of data processing in this study, it shows that all indicators already have a loading factor value of > 0.70 , meaning that all indicators in this study can be declared feasible or valid for research use and each indicator can be accepted as a construction measure.

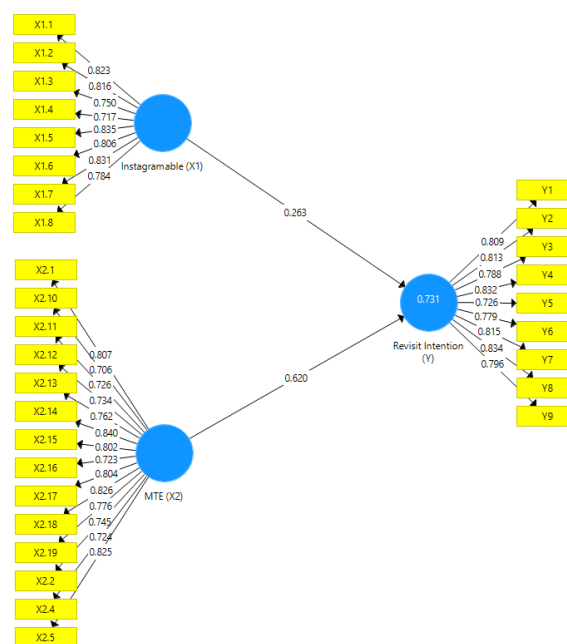


Figure 1: Loading factor

Discriminant Validity

The validity of discrimination is measured by cross loading. The results of the analysis show that the cross loading value for each indicator in the related latent variable is higher than the cross loading in other latent variables. These findings indicate that the indicators used in this study have a good level of discriminatory validity in distinguishing their respective variables.

Reliability

The results of data analysis showed that all variables in this study had Cronbach's alpha and composite reliability values above 0.70, indicating that all the constructs used in this study were reliable.

4.2.2 Inner Model Analysis

R-Square

The results of the analysis show that the R-square adjusted value reaches 0.725. This indicates that the ability of instagramable and MTE to explain revisit intention is 72.5%.

Q-Square

The research model is considered to have good predictive relevance if the value in this study is 0.452 which means that the value is greater than 0, so it is said that this study has a research model with good $Q^2 > 0$. Q^2 predictive relevance.

Model Fit

In addition, this study also evaluates the model fit value using the normed fit index (NFI) value. The NFI value in this study is 0.716. This value indicates that the model used in the study has a good level of match, because the value obtained is close to 1.

Path Coefficient and T-Statistics

Based on the results of the tests carried out, it is known that the original sample value of each instagramable and MTE variable is positive, so it is said that the direction of the relationship that occurs, between instagramable or memorable tourism experience to revisit intention is positive or unidirectional. In addition, the T-statistical value of each instagramable and MTE variable is already > 1.98 and P values show < 0.05 so it is said that both instagramable and MTE have a significant influence on revisit intention. Overall, it can be said that both instagramable and MTE have a positive and significant influence on revisit intention in Situ Bagendit after revitalization.

Table 2: Testing Research Hypothesis

	Original Sample (O)	T Statistics	P Values
Instagramable (X1) -> Revisit Intention (Y)	0.263	2.956	0.003
MTE (X2) -> Revisit Intention (Y)	0.620	6.915	0.000

4.3 Discussion

4.3.1 The Effect of Instagramable on Revisit Intention

Based on the test results, it can be seen that instagramable has a positive and significant influence on revisit intention in Situ Bagendit after revitalization. This means that the quality of instagramable photo spots in Situ Bagendit will have an impact on increasing the interest of tourists who have visited to revisit. In addition, an increase or decrease in instagramable photo spots at Situ Bagendit will be able to have a significant impact on tourists' intentions to revisit Situ Bagendit.

If there is an improvement in the instagramable aspect of Situ Bagendit, such as the addition of interesting photo spots or an improvement in the visual quality of existing photo spots, this will make tourists who have visited feel happy so that in the end they are interested in revisiting Situ Bagendit. On the other hand, if there is a decrease in the instagramable aspect, for example the lack of interesting photo spots or a decrease in visual quality from existing photo spots, this will make tourists feel bored and in the end tourists' interest in returning to Situ Bagendit will decrease.

Tourists' interest in revisiting Situ Bagendit will increase when the Situ Bagendit photo spot is able to increase its uniqueness, recentness, popularity and aesthetics. When Situ Bagendit is able

to increase the procurement of iconic photo spots and the procurement of natural tourist attractions that have distinctive characteristics, this will be able to have an impact on the desire of tourists to revisit. In addition, the increase in tourist interest in making repeat visits can be pursued with the newness of Situ Bagendit through the provision of increasingly contemporary photo spot facilities. With the provision of increasingly contemporary photo spots, it will be able to make tourists to capture themselves by taking pictures at the photo spots, then it is possible that they will also upload them through social media.

The popularity of Situ Bagendit after revitalization due to the existence of photo spots that are widely known by the wider community is also one of the important factors in increasing the interest of tourists to revisit. In the digital era, tourists will tend to visit tourist attractions that are known to be instagramable, to be immortalized and uploaded to social media. The well-organized artificial tourist attraction after the revitalization process has succeeded in making Situ Bagendit an aesthetic tourist attraction. The aesthetics of the atmosphere in Situ Bagendit will be able to be one of the attractions for tourists to revisit. The aesthetics of Situ Bagendit after revitalization can also be seen through the provision of many post-revitalization photo spots in the Situ Bagendit area, starting from the entrance area to the lake area.

The findings of this study are in line with the research Ayu et al., (2021) at Petitenget Kerobokan Beach which indicates that the attraction of Instagrammable has a positive and significant effect on the decision of tourist visits, as for increasing tourist visits to a destination can be done through efforts to improve indicators Instagrammable. Likewise, these results support the research Putri and Sugiarti (2021) at Pandawa Beach Bali. Their findings indicate a relevant relationship between Instagrammable and the decision to visit. Photos uploaded in a destination through Instagram social media will be able to influence tourists' interest in visiting the tourist attraction. Based on research conducted by Febrianti (2017) Not always the photos uploaded on Instagram social media are in accordance with the reality and expectations of tourists. Some tourists are sometimes disappointed with what they see in person. So that when tourists feel disappointed in what they get when visiting, this will be able to affect the unwillingness of tourists to revisit in the future.

4.3.2 The Influence of Memorable Tourism Experience on Revisit Intention

Based on the test results that have been previously explained, it is known that MTE has a positive and significant influence on revisit intention. This means that the more tourists experience a memorable experience at Situ Bagendit, the more likely they are to return to visit Situ Bagendit in the future. In addition, the increase in impressive tourism experiences has a strong impact on tourists' intentions to revisit Situ Bagendit in the future.

Tourists' interest in revisiting Situ Bagendit will increase when Situ Bagendit is able to improve the tourist experience through various indicators in the dimensions of hedonism, local culture, refreshment, meaningfulness, involvement, and knowledge. When tourists get pleasure while in Situ Bagendit which is supported by the provision of complete facilities, friendly service, affordability of ticket prices, and fun in enjoying the tourist activities provided, this will be able to have an impact on increasing the interest of tourists to make a return visit. The increasing desire of tourists to revisit can also be increased through the existence of local performance events that can be used as cultural tourism attractions.

The increase in tourist interest in revisiting Situ Bagendit after revitalization can be increased through the freshness dimension where the coolness and cleanliness of the area are one of the important factors in shaping the freshness of a destination. In addition, the existence of

revitalization can be used as an effort to increase the interest of tourists to revisit, especially coupled with the provision of various tourist activities that can provide freedom for tourists so that the quality of tourism they get is satisfactory. The quality of tourism activities obtained by tourists in Situ Bagendit is considered to be able to increase the intention of tourists to revisit.

The significance of the experience that tourists get while in Situ Bagendit will be able to increase the interest of tourists in making a return visit. The memorable experience obtained during the visit will make tourists able to remember their experience in a long period of time and will always stick in the memory of tourists. So that with the memorable experience obtained, it will be able to increase the interest of tourists to revisit. In addition, Situ Bagendit's ability to provide natural scenery and a calm lake atmosphere will be able to make tourists feel the meaning of their experience, and will eventually have an impact on their desire to revisit.

Tourists' interest in participating in tourism activities or the involvement of managers in the provision of tourism activities in Situ Bagendit is a key factor to encourage repeat visits. Tourists feel interested because of the attractiveness of the tourist activity itself, behind the interest of tourists, the managers must also be involved in supporting the activities provided, including the services in it. Finally, the effort that the management can admit in providing an impressive experience for tourists is through providing new insights related to the condition of Situ Bagendit after revitalization to tourists, this is done because knowledge about a tourist destination is one of the benchmarks that many tourists consider to visit.

This finding is in line with Febriyanti and Yusuf (2022) which found a positive impact of MTE on revisit intentions. Managers can increase the interest of returning tourists by creating an unforgettable experience. Similar findings from Dianty et al., (2021) showed that MTE affected the intention of revisiting. This confirms that tourist attractions that can create memorable experiences have the ability to compete with other tourist destinations in the current era. However, this result is different from Nurdiana et al. (2020) which concludes that a memorable tourist experience is not a determining factor for visitors to come back at the upcoming festival events. The difference in the results of this study is certainly due to different locations and research concepts.

5 Conclusion and Suggestions

5.1 Conclusion

Based on the results and discussion of the research that has been explained previously, the picture related to instagramable, memorable tourism experience and revisit intention in Situ Bagendit after revitalization is in the good category as a whole. Then instagramable has a positive and significant effect on revisit intention in Situ Bagendit after revitalization. This indicates that the increase in instagramable photo spots in Situ Bagendit can stimulate the interest of tourists to return to visit in the future. Likewise, MTE has a positive and significant effect on revisit intention in Situ Bagendit after revitalization. This shows that the more memorable experiences that tourists get in Situ Bagendit will be able to increase the interest of tourists to make a repeat visit.

5.2 Suggestion

Because tourists in this study are dominated by women and those who are still young, UPTD Situ Bagendit can improve the quality of instagramable photo spots through the provision of more diverse iconic photo spots with new innovations with contemporary concepts. Then the

management must intensify the promotion strategy, one of which is by uploading video reels related to the beauty of Situ Bagendit. In addition, UPTD Situ Bagendit is also expected to be able to provide a more memorable experience for tourists through more friendly service, the provision of local souvenirs, the provision of local performance events on a regular basis and providing knowledge for tourists about the fairy tale origin of Situ Bagendit, through the concept of transmedia storytelling marketing. Furthermore, the management can increase more challenging water tourism activities, improve the cleanliness of the area, and provide opportunities for tourists to develop an understanding of themselves during their visit through the creation of a peaceful and calm environmental atmosphere.

Because there is still a lack of social media marketing about the Situ Bagendit fairy tale, further research can examine transmedia marketing about the historical story of Situ Bagendit. In this study, the depth of analysis can also be developed in scope, for example in millennial tourists, generation z or others. The limitation in this study is the method used, namely SEM PLS where the sample in this study is small. Therefore, further research is recommended to use other analysis methods with larger samples such as SEM-AMOS.

Acknowledgments

The author would like to thank Mrs. Dr. Wati Susilawati, SE., M.Si as the main supervisor, and Mr. Dani Adiatma, S.Par., MM.Par as the accompanying supervisor, who have been very patient in guiding the author in compiling this article. The author also expressed his gratitude to UPTD Situ Bagendit for allowing the author to conduct research.

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