Memorable tourism experience of heritage-local food on tourist behavior: Mediating role of destination image and satisfaction

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Abstract

The primary purpose of this research is to find out how memorable tourism experiences influence revisit intention and recommendation intention of tourists who have visited to enjoy historical tourism and taste Rajamangsa local cuisine in Kebondalem Kidul Cultural Tourism Village, with destination image and satisfaction as mediating factors. This research uses a quantitative and descriptive-analytical approach, using a 5-point Likert scale for measurement. Non-probability sampling, specifically judgment sampling, was used to collect primary data. The sample consisted of 245 tourist respondents who had visited to enjoy historical tourism and taste Rajamangsa local cuisine in Kebondalem Kidul Cultural Tourism Village. Structural Equation Modeling (SEM) with SmartPLS 3.2.9 was used as the analysis tool. The findings of this study indicate that memorable tourism experiences directly influence destination image, travel satisfaction, local food tasting, and revisit intention when visiting Kebondalem Kidul Cultural Tourism Village. In addition, destination image travel satisfaction and local food tasting partially mediate between memorable tourism experiences and revisit intention and fully mediate between memorable tourism experiences and recommendation intention of tourists in cultural tourism destinations. This research highlights the positive impact of memorable tourism experiences on revisit intentions, destination perceptions, and traveller satisfaction. The practical implications are significant for tourism management in increasing satisfaction and building a positive destination image. However, this study has limitations regarding location coverage and online data collection methods. Future research must consider geographic variation, data collection methods, and other factors influencing tourism experiences.

Introduction

Indonesia's tourism sector has adapted to market changes, with the country receiving recognition from the World Trade Center for its safety protocols (WTTC, 2020). This presents an opportunity to attract both domestic and foreign tourists. Developing tourist villages that capitalize on cultural, natural, and resource potentials aligns with current tourism trends. Kebondalem Kidul Village in Klaten, Central Java, Indonesia, is renowned for its cultural offerings. It allows visitors to explore historical sites, savor local cuisine, and immerse themselves in Java's cultural richness.

Rajamangsa Culinary (Figure 1) has significant potential as an exclusive cultural tourist destination in Kebondalem Kidul Village, Prambanan, Indonesia. In addition, Rajamangsa Culinary also has an essential role as a supporting destination for Sojiwan Temple in Kebondalem Kidul

Cultural Tourism Village. The "memorable tourism experience" approach can effectively increase visitor attraction and positive experiences at this location (Badu-Baiden & Kim, 2022; Li et al., 2023).

Figure 1. Rajamangsa Cuisine Menu Local Culinary
Source: Kebondalem Kidul Cultural Tourism Village

The concept of Rajamangsa cultural culinary tourism was born because several factors have raised concerns regarding the sustainability of tourism in this location. Especially after the COVID-19 pandemic, visitation data shows that visitor frequency has not reached the expected level. In addition, empirical studies on tourist behavior still need to be conducted by both managers and academics. In tourism, memory plays a crucial role in understanding individuals' recollections of tourism experiences that are personally relevant (Kim et al., 2022). Positive experiences of significant moments, emotions, and thoughts can have advantageous effects on a destination's reputation and the number of tourist visits, promoting sustainable tourism growth (Hidayat et al., 2023). A memorable tourism experience only sometimes implies a positive experience (Kim et al., 2021), and the level of recall varies depending on individuals' previous encounters, even with the same tourism service provider (Kim, 2018). Despite recent advancements in this area, note that our understanding of the relationship between memory and tourism is still in its early stages (Jorgenson et al., 2019). Therefore, there is potential to identify potential problems in visiting Kebondalem Kidul Cultural Tourism Village, which in turn can encourage innovation in utilizing the historical potential of this village. The hope is that along with the new tourism concept of Rajamangsa culinary culture, it can increase the frequency of tourist visits.

The concept of place attachment implies that memorable tourism experiences influence a place's identity by fostering a feeling of reliance on the location, subsequently affecting behavioral intentions (Chen et al., 2021; Mohamed et al., 2022; Yu et al., 2019). Tourists who positively perceive a destination are more likely to be satisfied with their tourism experience (Sharma & Nayak, 2019). This satisfaction, in turn, leads to favourable behavioral intentions for future visits. Management should strategize and design tourism programs that effectively stimulate positive, unforgettable tourist experiences.

Kebondalem Kidul Cultural Tourism Village has recently faced new challenges due to evolving traveller preferences (Hidayat et al., 2023). Currently, the increase in information technology-based tourism industry activities is higher than the trend of interest in open, natural, natural, and historical tourism attractions (Salimah et al., 2023). Despite a very significant increase in tourist visits to Klaten Regency and Kebondalem Kidul Cultural Tourism Village after the COVID-19 pandemic (Table 1 and 2), the intensity of the number of visitors is still relatively small due to the shift in tourist behavior in this Kebondalem Kidul Cultural Tourism Village. To adapt to this change in tourist preferences, the management of Kebondalem Kidul Cultural Tourism Village has made efforts to revitalise the trend of historical tourism through attractive packaging.

Table 1. General Ratio between Number of Tourist Visits (International and Domestic Tourist) in Klaten 2020-2022

Year	Domestic Tourist	International Tourist	Total
2022	4,777,338	60,461	4,837,799
2021	1,632,085	463	1,632,548
2020	1,399,167	22,199	1,421,366

Source: Central Bureau of Statistics (BPS) Klaten Regency (2023)

Table 2. Domestic and Foreign Visitors of Kebondalem Kidul Cultural Tourism Village 2020-2022

Year	Children	Adult	Foreigner	Total
2022	1,793	6,529	103	8,425
2021	626	2,012	0	2,638
2020	596	1,892	28	2,516

Source: Primary data processed, 2023

Table 2 displays data on tourist arrivals at Kebondalem Kidul Cultural Tourism Village for three categories (children, adults and international tourists) covering the last three years: 2020, 2021, and 2022. The data highlights a substantial increase in tourist arrivals in 2022 compared to previous years. Likewise, the number of tourist visits to Klaten Regency over the past three years has increased significantly (Table 1). Although Table 1 above shows a significant increase in tourist visits in Klaten Regency, the number of visitors at Kebondalem Kidul Cultural Tourism Village (Table 2) remains modest or shows relatively low intensity. The Kebondalem Kidul Cultural Tourism Village manager should understand what attracts visitors and how tourists can have a pleasant experience to improve the destination image and tourist satisfaction. In addition, managers should also consider factors influencing visitors' willingness to recommend their tourism experience to others.

Behavioral intention in tourism is defined as a visitor's assessment of the likelihood of revisiting the same destination or willingness to recommend the destination to others positively (Ghorbanzade et al., 2019). When tourists positively find deep memories and unforgettable experiences through destination image and visit satisfaction at Kebondalem Kidul Cultural Tourism Village, this can influence their experience, establish a connection between them and the local cultural tourism Rajamangsa culinary that they enjoy and enrich their knowledge and satisfaction about tourism at Kebondalem Kidul Cultural Tourism Village.

Researching tourists' food consumption is essential regardless of their primary travel motivations. Food quality has a high impact on satisfaction and behavioral intention (Seongseop et al., 2021). Travellers dissatisfied with local food are reluctant to recommend local food to others. As per the discoveries presented by Figueroa et al. (2018), the attraction of international tourists hinges on optimizing tourist influxes, encompassing cultural richness, activities, and natural assets. Studies have indicated that visitors are more inclined towards renowned locations with elevated historical, cultural, creative, food tourism, and aesthetic worth (Li & Kovacs, 2023; Muštra et al., 2023; Seongseop et al., 2021).

In addition, the portrayal of tourist destinations plays an essential role in shaping tourists' encounters with world cultural heritage rich in cultural significance and distinctive features (Wang et al., 2021). The reputation of global cultural heritage will significantly influence the evaluations made by potential visitors to tourism destinations, and these evaluations can directly or indirectly affect tourists' consumption behavior (Wang et al., 2021). Previous research on memorable tourism experiences tends to consider the destination or the trip as a whole (Hidayat et al., 2023; Kim, 2018; Sharma & Nayak, 2019) rather than focusing on individual elements such as food and drink that are the source of many memories for tourists (Stone et al., 2018). Research on the relationship between food and memories generally addresses everyday experiences, not while travelling. Therefore, this research intends to fill the gap by determining how the experience of tasting traditional food while travelling can create memorable memories for tourists. It can form a destination image and satisfaction in visiting tourists so that tourists who have visited will happily

visit again and even want to recommend to family, close friends and others that it can increase the intensity of tourist visits.

Literature Review and Hypotheses Development

Revisit Intention

Revisit intention, a concept derived from behavioral intention, plays a vital role in tourism research, reflecting guests' desire to share information and make repeat visits (Pai et al., 2024). Previous studies have shown that satisfaction with service quality enhances the likelihood of revisiting restaurants, with customers often recommending halal restaurants based on their service experience (Rather, 2020). Emotional attachment to a tourist destination and a positive destination image influence revisit intention (Dat et al., 2024). Memorable tourist experiences significantly impact revisit intention and recommendation, indicating the importance of creating meaningful experiences for visitors (Vada et al., 2022). Ultimately, high revisit intention signifies customer satisfaction and loyalty, which are essential for business success (Polas et al., 2022).

Recommendation Intention

In this study, the recommendation intention variable assesses respondents' likelihood to recommend local culinary experiences to others, considering local food attributes and satisfaction levels (Correia et al., 2020). Findings indicate that combining these factors significantly influences recommendation intentions (Rahimizhian et al., 2020). Moreover, empirical evidence suggests customer satisfaction influences intention to revisit and word-of-mouth communication (Rather & Hollebeek, 2021). Word-of-mouth is deemed credible in the tourism industry (Rahimizhian et al., 2020), and fostering active interactions between travellers and tourism entities can strengthen relationships (Rather et al., 2022). Therefore, enhancing recommendation intentions is vital in tourism marketing, as favourable recommendations can attract more visitors and boost profits (Hidayat et al., 2023).

Memorable Tourism Experience (MTE)

The shift from a product-based economy to a service-based economy and then to an experience-based economy is a significant trend (Kim, 2018). Experiences are now considered essential additions to goods and services, with memorable experiences stored in memory holding significant influence (Sharma & Nayak, 2019). Past experiences heavily influence consumer and tourist decisions, particularly in cultural village tourism rich in historical narratives and cultural significance (Kim, 2018).

Memorable tourist experiences (MTEs) are critical predictors of tourist behavior, as identified by several studies (Chen et al., 2020). These experiences, characterized by meaningfulness, local culture, involvement, refreshment, and hedonism, significantly impact traveller satisfaction, destination image, and intention to revisit and recommend the destination (Sharma & Nayak, 2019). Food-based experiences, in particular, play a crucial role in enhancing traveller satisfaction, destination image, and future behavioral intentions (Lončarić et al., 2021). Shared experiences with travel companions or locals enhance positive impressions and create more memorable memories for travellers (Kim, 2018). Positive emotions such as pleasure and joy characterize the most memorable travel experiences, further underlining the importance of experiential tourism (Kim, 2018).

Destination Image

Destination image, a widely explored concept in tourism studies, comprises cognitive, affective, and conative components (Stylidis et al., 2022). The cognitive component focuses on tourists' knowledge about a destination's attributes, while the affective component relates to subjective feelings and values (Garay, 2019). The conative component reflects tourist behavior, such as revisiting or recommending a destination (Stylidis et al., 2022). Cultural background influences

tourists' perception of a destination, especially regarding traditional cuisine experiences (Hernández-Rojas & Alcocer, 2021; Tian et al., 2021).

Studies suggest that enjoying local cuisine during travel generates positive emotions and special memories, contributing to tourists' satisfaction and pride in sharing experiences (Choe & Kim, 2018). Such experiences also enhance familiarity with the destination, which is crucial for destination marketing efforts (Choe & Kim, 2018). Positive experiences with local food influence tourists' familiarity and attitudes towards the culinary tourism image of a region (Choe & Kim, 2018).

A mismatch between conative behavior and intentions may cause uncertainty in Destination Image research, emphasizing the importance of exploring the cognitive dimension (Ceylan et al., 2021). Understanding tourists' post-visit perceptions after enjoying local cuisine in cultural tourism villages is essential for comprehensively assessing destination image (Hernández-Rojas & Alcocer, 2021).

Satisfaction

Positive consumer satisfaction can be categorized into transaction-specific and cumulative satisfaction from past transactions (Rahimizhian et al., 2020). Tourism literature often adopts a cognitive approach to satisfaction, evaluating the alignment between travel expectations and experiences (Roux, 2020). Additionally, initial assessments of products or services influence overall satisfaction (Roux, 2020).

Numerous studies in marketing and tourism indicate that satisfaction with the tourist experience directly impacts future intentions, including revisiting and recommending the attraction to others (Kim & Choe, 2019). However, empirical testing of satisfaction after experiencing local cuisine, particularly its impact on recommendations, still needs to be improved (Kim & Choe, 2019). Understanding consumer satisfaction with local cuisine is crucial for sustainable tourism development (Abdullah et al., 2018). Customer satisfaction, stemming from direct product or service experiences, is pivotal in maintaining customer loyalty (Jahanshahi et al., 2020). Recent studies identify cleanliness, tidiness, and product/service quality as key factors influencing customer interest in visiting traditional and halal restaurants (Kanwal et al., 2019). Positive customer satisfaction fosters intentions to revisit and recommend, as supported by various researchers (Jahanshahi, 2019).

The Effect of Memorable Tourism Experience

Travellers' experiences at a destination solidify their memories and influence future behavioral commitment, contributing to sustainability goals (Lee, 2021). Memorable travel experiences significantly impact tourist behavior, such as revisiting a destination and recommending it to others (Hidayat et al., 2023; Vada et al., 2022). Exceptional travel experiences increase the likelihood of tourists recommending the destination to others (Kim, 2018). Previous research establishes a connection between memorable travel experiences and positive intentions to revisit (Hidayat et al., 2023). Based on the literature above, the hypothesis for the Kebondalem Kidul Cultural Tourism Village is as follows:

H_1: Memorable tourism experience have a positive effect on revisit intention.
H_2: Memorable tourism experience have a positive effect on recommendation intention.

Travellers' encounters at a destination significantly shape their overall impression of the place (Sharma & Nayak, 2019). Memorable tourism experiences positively influence perceptions of the destination's image (Sharma & Nayak, 2019). Interactions with tourist areas, including sensory, emotional, and physical, play a crucial role in shaping the destination's image (Dagustani et al., 2018). Memorable tourism experiences impact tourists' decisions to revisit a destination and contribute to favourable impressions of the destination image (Sthapit, 2018). Building on the literature above, the hypothesis for the Kebondalem Kidul Cultural Tourism Village is as follows:

H_3: Memorable tourism experience have a positive effect on destination image.

Experiences at tourist sites catering to knowledge, refreshment, and hedonism intensify tourists' engagement and shape their memories (Sharma & Nayak, 2019; Yu et al., 2019). Memorable tourism experiences positively correlate with satisfaction (Sharma & Nayak, 2019). Research by Lončarić et al. (2021) demonstrates that memorable tourist experiences positively impact the satisfaction of tourists motivated by natural beauty and landscape views. Additionally, satisfactory food experiences and social interactions during local cuisine consumption contribute to memorable overall experiences (Sthapit, 2018). Thus, this research has obtained support from several kinds of literature so that it can be hypothesized in Kebondalem Kidul Cultural Tourism Village:

H_4: Memorable tourism experience have a positive effect on satisfaction.

The Effect of Destination Image

Several tourism studies have investigated the impact of destination image on behavioral tendencies, both directly and indirectly (Dat et al., 2024; Zhu et al., 2023). Research indicates that tourists' desire to revisit and recommend a destination is influenced by perceptions of the destination image (Bruzzi & Benevolo, 2022). Positive destination image also correlates with tourists' willingness to return to a destination (Nazir et al., 2021).

Studies focusing on local cuisine highlight its significant effect on tourists' interest in returning to an area and its role in shaping destination image (Lai et al., 2020; Suklabaidya & Chatterjee, 2020). Destinations with a positive image tend to attract more tourists (Lai et al., 2020). This research provides objective evidence that enhances understanding of the image elements influencing resident and tourist behavior in destinations (Hidayat et al., 2023). Based on the above literature, the hypothesis for Kebondalem Kidul Cultural Tourism Village is:

H_5 : Destination image has a positive effect on revisit intention.

H_{5a}: Destination image plays a mediating role in the relationship between memorable tourism experience and revisit intention.

H_6 : Destination image has a positive effect on recommendation intention.

H_{6a}: Destination image plays a mediating role in the relationship between memorable tourism experience and recommendation intention.

The Effect of Satisfaction

Consumer satisfaction stimulates word-of-mouth intentions and repeat purchases (Sharma & Nayak, 2019). Tourist behavior is closely linked to satisfaction, with studies showing a positive relationship between tourist satisfaction and destination loyalty (Kang et al., 2024; Muntean et al., 2023). Satisfaction positively influences tourists to revisit and recommend attractions to others (Roux, 2020). In local culinary tourism, satisfaction after enjoying local cuisine can lead to recommendations to others (Kim & Choe, 2019).

Moreover, satisfaction influences the intention to revisit, as tourists are more likely to revisit destinations they were satisfied with (Vareiro et al., 2019). Positive impressions from previous visits and acquired knowledge contribute to the probability of reviewing a destination (Vareiro et al., 2019). Customer satisfaction positively affects the intention to review, as suggested by various researchers (Jahanshahi, 2019). Based on the above literature, the hypothesis for Kebondalem Kidul Cultural Tourism Village is:

H_7 : Satisfaction has a positive effect on revisit intention.

H_{7a}: Satisfaction plays a mediating role in the relationship between memorable tourism experience and revisit intention.

H_8 : Satisfaction has a positive effect on recommendation intention.

H_{8a}: Satisfaction plays a mediating role in the relationship between memorable tourism experience and recommendation intention.
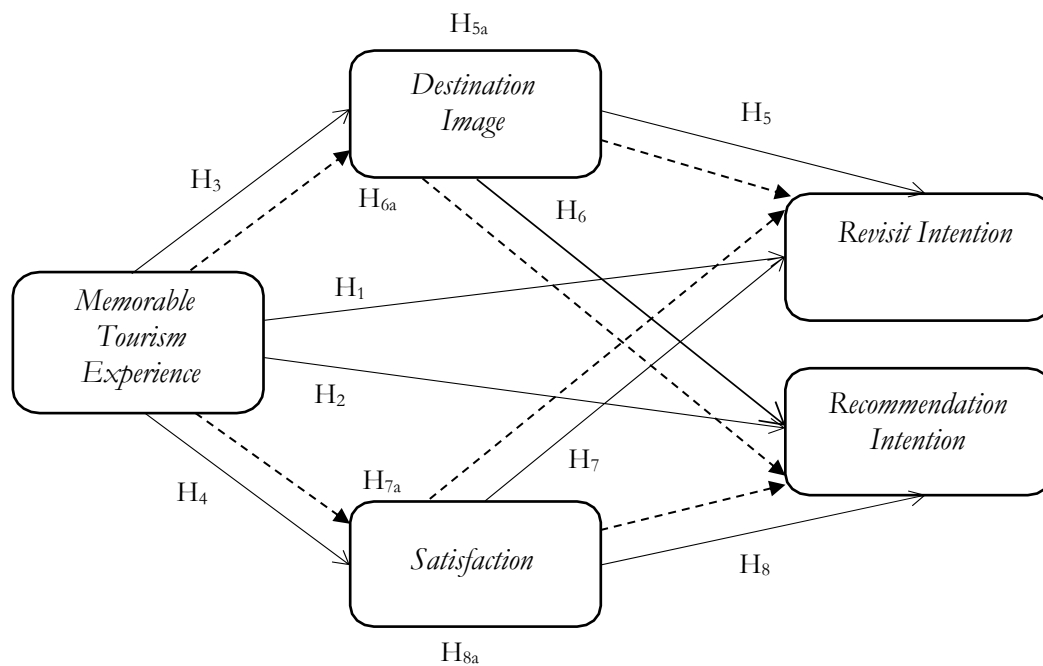
H1: Hidayat et al. (2023); Vada et al. (2022)
H2: Hidayat et al. (2023); Kim (2018)
H3: Sthapit (2018); Sharma & Nayak (2019)
H4: Lončarić et al. (2021); Sthapit (2018); Sharma & Nayak (2019)
H5: Lai et al. (2020); Nazir et al. (2021)
H5a: Sharma & Nayak (2019)
H6: Sharma & Nayak (2019)
H6a: Hidayat et al. (2023)
H7: Roux (2020); Vareiro et al. (2019)
H7a: Sharma & Nayak (2019)
H8: Kim & Choe (2019)
H8a: Sharma & Nayak (2019)

Figure 2. Conceptual Framework

Research Methods

This study used a survey method to collect data from respondents online. As for the sampling procedure, a non-probability approach called judgment sampling was employed, which involved selecting sample participants based on the researchers' judgment rather than relying on inherent probability within the population (Sekaran & Bougie, 2016).

In this study, each variable was evaluated using a Likert scale consisting of a set of statements or questions arranged in five levels. Participants had to indicate their choices by selecting or marking the corresponding responses to the statements or questions. This questionnaire employs a closed format, utilizing an interval scale of 1 to 5 (1 = "strongly disagree" to 5 = "strongly agree"). The research included a sample of 245 individuals who had visited Kebondalem Kidul Cultural Tourism Village as tourists and data collection was done through an online survey. The data collected were analyzed validity test, reliability test, R-Square adjusted test, and hypothesis testing using a structural equation model (SEM).

Table 3. Operational Definition of Variables and Indicators

Variable Definition	Dimension	Indicator of Questionnaire Items	Source
Memorable Tourism Experience is positive tourism experiences that are remembered and can be repeated after the event occurs (Kim, 2018; Sharma & Nayak, 2019).	Meaningfulness	I experienced something new during my visit and tasted local food	(Hidayat et al., 2023; Kim, 2018; Sharma & Nayak,
	Local Culture	I had the opportunity	

Variable Definition	Dimension	Indicator of Questionnaire Items	Source
		to get to know the local culture and food in the destination more closely	2019)
	Involvement	I learned something about myself from this travel experience	
	Refreshment	I was revitalized by this tourism experience	
	Hedonism	I enjoyed this tourist experience	
Destination Image is an interactive system of thoughts, opinions, feelings, visualizations, and intentions towards a destination. Some elements (cognitive, affective, and conative) influence the visit decision process (Sharma & Nayak, 2019; Stylidis et al., 2022).	Quality of service	Historical and local food destinations offer good quality service	(Hidayat et al., 2023; Sharma & Nayak, 2019)
	Variety of entertainments	The destination has a variety of entertainment	
	Variety of accommodations	Destinations offer a variety of accommodation	
	Exotic image of destination	Destinations have an image of history and exotic local cuisine	
The confirmation model of satisfaction expectations is that satisfaction is the result when performance exceeds or is the same as expected (Kim, 2018; Roux, 2020).	Service treatment	I am satisfied with the travel experience and tasting the local food	(Kim, 2018; Sharma & Nayak, 2019)
	Convenience	I feel that the comfort of the travel experience and tasting local food makes my heart happy	
	Service quality	I find the quality of the experience of travelling and experiencing local food enjoyable	
	Value of products and services	I perceive value from the experience of travelling and tasting local food	
The concept of revisit intention, derived from behavioral intention, is often used in tourism research to evaluate guest actions, such as the desire to share information and the intention to make a repeat visit (Pai et al., 2024).	Motivation	I want to revisit it in a year	(Sharma & Nayak, 2019)
	Emotional attachment	I plan to revisit it in a year	
	Willingness to pay more	I will revisit it in a year	
Recommendation intention is a variable that measures how likely tourists are to recommend their travel experience to others after evaluating various experiences and their level of satisfaction (Correia et al., 2020).	Give a positive review	I will recommend it to other people	(Hidayat et al., 2023)
	Share positive experiences	I will say positive things to other people	
	Persuade others	I will encourage friends and relatives to visit	

Results and Discussion

Sample Profile

The study included an equal split between male (52.7%) and female (47.3%) respondents, with the majority falling within the 26-35 age group (54.7%). Most respondents had a Diploma 4/Bachelor's level of education (45.3%), followed by those with an elementary/middle school education (40%). More than half of the respondents were returning visitors (63.7%), while approximately one-third were first-time visitors (36.3%). The data reflects diversity in respondents' characteristics, including gender, age, educational background, and visitation patterns to tourist destinations (Refers to Table 4 for details).

Table 4. Respondent Profiles Demographic

Profiles	Categories	Respondents' Proportion (%)	Respondents (n = 245)
Gender	Male	52.7	129
	Female	47.3	116
Age (years old)	< 18	0.8	2
	18 – 25	19.6	48
	26 – 35	54.7	134
	36 – 45	19.6	48
	> 45	5.3	13
Educational Qualification	Elementary/Junior/High School	40	98
	Diploma 3rd Level	10.2	25
	Diploma 4th Level/Undergraduate	45.3	111
	Postgraduate and above	4.5	11
Visitation Status	First-time visit	36.3	89
	Repeat visit	63.7	156

Measurement of Outer Model

Validity test

The researchers used the Fornell-Larcker criterion to assess discriminant validity, a commonly employed method in examining discriminant validity. Cross-loadings were evaluated, and a statistical test was used for this purpose. Factor loading between 0.50 and 0.60 were considered satisfactory for convergent validity, while correlation values exceeding 0.70 were deemed advantageous (Hair et al., 2021).

Table 5. Fornell-Larcker Discriminant Validity

	DI	MTE	RCI	RVI	STF
Destination Image	**0.856**				
Memorable Tourism Experience	0.768	**0.769**			
Recommendation Intention	0.774	0.678	**0.900**		
Revisit Intention	0.750	0.710	0.799	**0.872**	
Satisfaction	0.839	0.759	0.780	0.780	**0.847**

Note: Bold diagonal (AVE Root > all values) to bottom values is Fornell-Larcker criterion value.
DI: Destination image; MTE: Memorable tourism experience; RCI: Recommendation intention; RVI: Revisit intention; STF: Satisfaction

Table 5 and 6 shows that all components in the research model passed the discriminant validity test and factor analysis, affirming the model's suitability. Convergent validity, assessed by the average variance extracted (AVE), indicated adequacy with AVE values surpassing 0.50 for each construct (Hair et al., 2021).

Convergent validity in PLS-SEM evaluates the relationship between measures representing the same construct. AVE measures how much variation the latent construct explains, with a rule

of thumb suggesting AVE ≥ 0.5 for good convergent validity. Table 7 confirms that Square root AVE > 0.5 for all constructs, validating the research indicators.

Table 6. Cross-Loading Factor

Indicator Code	Indicator Theme	DI	MTE	RCI	RVI	STF
DI1	Quality of service	**0.846**	0.638	0.651	0.674	0.729
DI2	Variety of entertainment	**0.896**	0.664	0.676	0.655	0.736
DI3	Variety of accommodation	**0.835**	0.667	0.634	0.605	0.671
DI4	Exotic image of destination	**0.847**	0.664	0.690	0.633	0.736
MTE1	Meaningfulness	0.601	**0.791**	0.503	0.524	0.539
MTE2	Local culture	0.554	**0.749**	0.483	0.478	0.545
MTE3	Involvement	0.613	**0.736**	0.445	0.511	0.542
MTE4	Refreshment	0.556	**0.775**	0.548	0.545	0.625
MTE5	Hedonism	0.629	**0.794**	0.611	0.654	0.655
RCI1	Give a positive review	0.682	0.620	**0.903**	0.738	0.695
RCI2	Share positive experiences	0.733	0.623	**0.932**	0.747	0.722
RCI3	Persuade others	0.676	0.588	**0.865**	0.672	0.690
RVI1	Motivation	0.677	0.619	0.698	**0.887**	0.746
RVI2	Emotional attachment	0.618	0.607	0.642	**0.885**	0.655
RVI3	Willingness to pay more	0.664	0.631	0.750	**0.844**	0.633
STF1	Service treatment	0.769	0.722	0.715	0.682	**0.868**
STF2	Convenience	0.728	0.615	0.678	0.584	**0.843**
STF3	Service quality	0.685	0.576	0.593	0.619	**0.841**
STF4	Value of products and services	0.659	0.648	0.652	0.748	**0.838**

Note. DI: Destination image; MTE: Memorable tourism experience; RCI: Recommendation intention; RVI: Revisit intention; STF: Satisfaction

Table 7. Convergent Validity

	Average Variance Extracted (AVE)	Square root AVE
Destination Image	0.733	0.856
Memorable Tourism Experience	0.592	0.769
Recommendation Intention	0.811	0.900
Revisit Intention	0.760	0.871
Satisfaction	0.718	0.847

Reliability test

As per Sekaran and Bougie (2016), a reliability score below 0.60 is considered weak, 0.70 is acceptable, and above 0.80 is highly reliable. Table 8 shows that each variable has a composite reliability exceeding 0.70, indicating that all variables are reliable and suitable for further research and analysis.

Table 8. Composite Reliability and Cronbach's Alpha

	Composite Reliability	Cronbach's Alpha
Destination Image	0.917	0.878
Memorable Tourism Experience	0.879	0.827
Recommendation Intention	0.928	0.883
Revisit Intention	0.905	0.842
Satisfaction	0.911	0.869

Measurement of Inner Model

Table 9 reveals that memorable tourism experiences explain 58.9% of the variability in destination image, 65.6% in recommendation intention, 65.1% in revisit intention, and 57.5% in satisfaction. The remaining percentages are attributed to unexamined external factors. This underscores the

importance of considering additional variables impacting these dependent variables.

Table 9. R-Square Adjusted Test

	R-Square	R-Square Adjusted	Model
Destination Image	0.591	0.589	Moderate
Recommendation Intention	0.660	0.656	Moderate
Revisit Intention	0.655	0.651	Moderate
Satisfaction	0.577	0.575	Moderate

Hypotheses Testing: Direct and Indirect Effects

Table 10 presents the results of hypothesis testing. Memorable tourism experience have a direct positive and significant effect on revisit intention (b = 0.206; p = 0.009), destination image (b = 0.768; p = 0.000), and satisfaction (b = 0.759; p = 0.000). However, it does not significantly affect recommendation intention (b = 0.088; p = 0.227). Additionally, destination image has a direct positive and significant effect on revisit intention (b = 0.232; p = 0.024) and recommendation intention (b = 0.366; p = 0.000). Similarly, satisfaction has a direct positive and significant effect on revisit intention (b = 0.429; p = 0.000) and recommendation intention (b = 0.406; p = 0.000).

Table 10. Direct Effect

Path	Original Sample	T Stat	P Value
Memorable Tourism Experience → Revisit Intention	0.206	2.620	0.009
Memorable Tourism Experience → Recommendation Intention	0.088	1.209	0.227
Memorable Tourism Experience → Destination Image	0.768	24.279	0.000
Memorable Tourism Experience → Satisfaction	0.759	26.915	0.000
Destination Image → Revisit Intention	0.232	2.264	0.024
Destination Image → Recommendation Intention	0.366	4.034	0.000
Satisfaction → Revisit Intention	0.429	5.274	0.000
Satisfaction → Recommendation Intention	0.406	4.860	0.000

Table 11 illustrates the indirect effects, indicating that memorable tourism experience have a statistically significant indirect effect on revisit intention (b = 0.178; p = 0.028) and recommendation intention (b = 0.281; p = 0.000) through destination image. Similarly, satisfaction has a statistically significant indirect effect on both revisit intention (b = 0.326; p = 0.000) and recommendation intention (b = 0.308; p = 0.000). This suggests that destination image and satisfaction mediate the relationship between memorable tourism experience and revisit and recommendation intentions.

Table 11. Indirect Effect

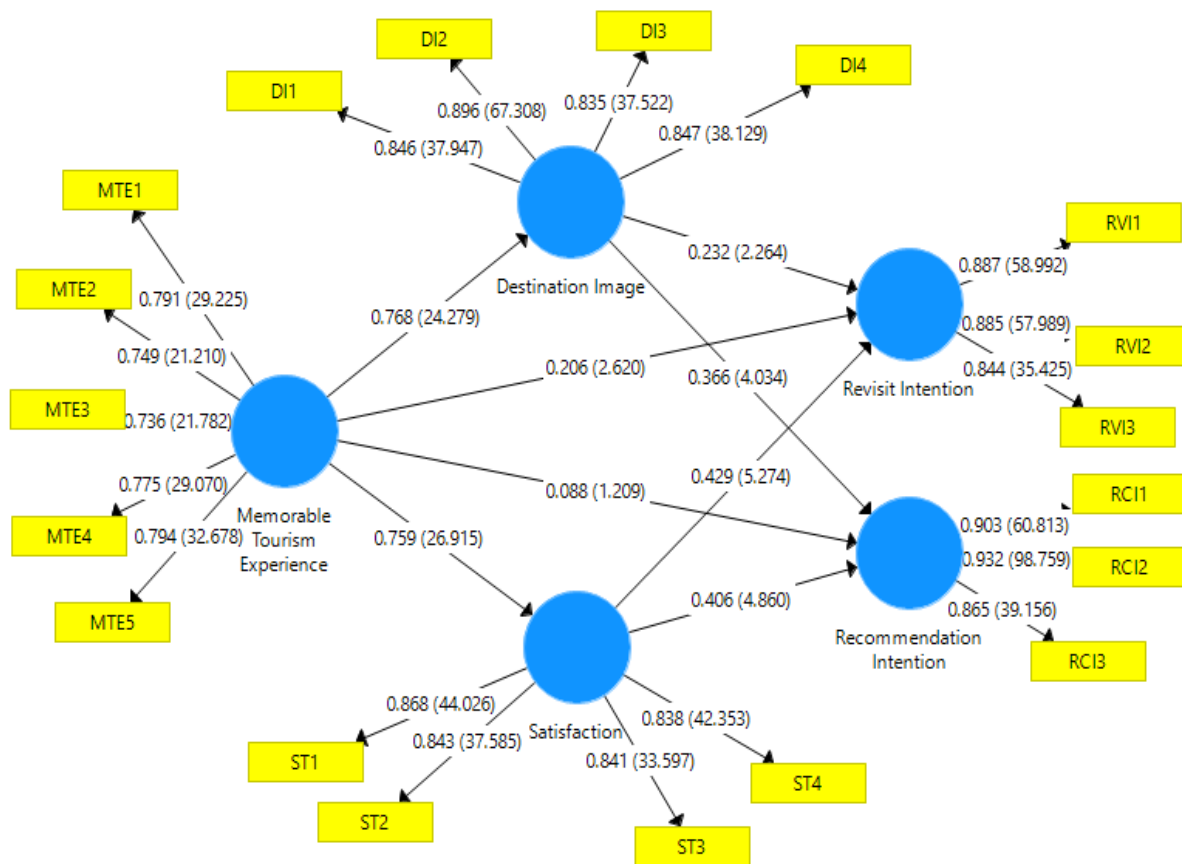| Path	Original Sample	T Stat	P Value	Decision
Memorable Tourism Experience → Destination Image → Revisit Intention	0.178	2.209	0.028	Partial Mediation
Memorable Tourism Experience → Destination Image → Recommendation Intention	0.281	3.857	0.000	Fully Mediated
Memorable Tourism Experience → Satisfaction → Revisit Intention	0.326	5.205	0.000	Partial Mediation
Memorable Tourism Experience → Satisfaction → Recommendation Intention	0.308	4.760	0.000	Fully Mediated

Figure 3. SEM Model

The study explores the interplay among memorable tourism experience, destination image, satisfaction, and tourist behavior regarding revisit and recommendation intentions in Kebondalem Kidul Cultural Tourism Village, Klaten, Central Java, Indonesia. It reveals a positive and significant mediation effect of destination image and satisfaction between memorable tourism experience and tourists' revisit and recommendation intentions. These findings underscore the crucial role of destination image and satisfaction in influencing tourist behavior, particularly in historical tourism and local food experiences.

Memorable Tourism Experience on Revisit Intention

The study supports hypothesis 1 (H1) that memorable tourism experience positively impact tourists' intention to revisit the Kebondalem Kidul Cultural Tourism Village, especially regarding historical tourism and local food. This finding is consistent with previous research by Hidayat et al. (2023); Vada et al. (2022). The analysis highlights that meaningfulness and refreshment significantly influence revisit intention, emphasizing the importance of providing meaningful and refreshing experiences to enhance tourist satisfaction and desire to return. Thus, strategic planning should prioritize these aspects to promote repeat visits and improve the destination's appeal.

Memorable Tourism Experience on Recommendation Intention

This study found no significant direct effect between memorable tourism experience and recommendation intention (H2 rejected), contrasting with prior literature such as Hidayat et al. (2023); Kim (2018), which emphasizes the strong influence of local culture on recommendation intention. However, the mediating roles of destination image and satisfaction are crucial to consider. Although insignificant, this indicates the potential indirect contribution of destination image and satisfaction to recommendation intention through the positive experiences of memorable tourism experience.

Although the hypothesis test results were insignificant, evaluating dimensions with relatively high regression coefficients is crucial as they may indicate the potential for significant influence if increased. Meaningfulness and hedonism dimensions had notably high coefficients on recommendation intention. Enhancing these aspects of the tourism experience at Kebondalem Kidul Cultural Tourism Village could increase tourists' likelihood of recommending the destination. Strengthening experiences providing deep meaning and enjoyable satisfaction may boost the desire to recommend the destination. Hence, efforts to improve the quality and relevance of meaningfulness and hedonism-related experiences can effectively enhance the recommendation and attractiveness of Kebondalem Kidul Cultural Tourism Village for tourists.

Memorable Tourism Experience on Destination Image

The study confirms hypothesis 3 (H3), revealing a positive and significant impact of memorable tourism experience on destination image. Memorable tourism experience significantly enhance the destination image for tourists visiting Kebondalem Kidul Cultural Tourism Village for historical tourism and local food enjoyment. This finding aligns with prior research by Sharma and Nayak (2019); Sthapit (2018), emphasizing the positive influence of memorable tourism experience on destination image.

The researchers emphasize enhancing specific dimensions like meaningfulness and hedonism to improve the image of Kebondalem Kidul Cultural Tourism Village. Prioritizing experiences that offer visitors deep meaning and hedonic satisfaction can elevate the destination's appeal. Strengthening local culture, involvement, and refreshment can further enhance the destination's overall image. By implementing a comprehensive strategy to strengthen various dimensions of memorable tourism experience, Kebondalem Kidul Cultural Tourism Village's attractiveness and reputation among tourists can be significantly improved.

Memorable Tourism Experience on Satisfaction

The study confirms hypothesis 4 (H4), indicating a significant positive effect of memorable tourism experience on satisfaction among tourists visiting Kebondalrm Kidul Cultural Tourism Village for historical tourism and local food enjoyment. This finding is consistent with prior research (Sharma & Nayak, 2019). Additionally, Lončarić et al. (2021) demonstrate the positive impact of memorable tourist experiences on satisfaction. Factors such as satisfying dining experiences and social interaction while sampling local cuisine create an unforgettable overall experience (Sthapit, 2018).

The study explores how different dimensions of memorable tourism experience influence satisfaction in Kebondalem Kidul Cultural Tourism Village, focusing on historical tourism and local cuisine. Drawing on psychology and consumer behavior theories, it finds that aspects like meaningfulness and local culture enhance satisfaction by improving perceptions of service quality and cultural integration. Similarly, involvement, refreshment, and hedonism positively contribute to satisfaction by enhancing visitors' experiences. However, these influences are shaped by the village's unique context. Further research is needed to understand how these dimensions affect satisfaction in this setting fully.

Destination Image on Revisit Intention

The study confirms hypothesis 5 (H5), revealing a positive and significant relationship between destination image and revisit intention in tourists who visited Kebondalem Kidul Cultural Tourism Village for historical tourism and local food. This aligns with prior research on local cuisine by Lai et al. (2020), which found that the image of a region's exceptional food significantly influences tourists' interest in returning. Similarly, studies by Nazir et al. (2021) that tourists are more likely to revisit destinations with a positive perceived image.

The analysis suggests that dimensions such as service quality, variety of entertainments, variety of accommodations, and the exotic image of a destination significantly influence revisit intention at Kebondalem Kidul Cultural Tourism Village. These dimensions are crucial in shaping visitors' motivation, emotional attachment, and willingness to pay more to revisit the destination.

Service quality, exciting entertainment options, diverse accommodations, and an exotic destination image can create a satisfying experience, encouraging visitors to return. Strengthening these dimensions through management and promotion efforts can enhance revisit intention, positively impacting local tourism's sustainability and development.

Destination Image on Recommendation Intention

The study findings confirm hypothesis 6 (H6), indicating a positive and significant effect of destination image on recommendation intention among tourists who visited Kebondalrm Kidul Cultural Tourism Village for historical tourism and local food. This corresponds with prior research, highlighting the connection between destination image perception and the inclination to recommend destinations (Sharma & Nayak, 2019).

The analysis reveals that dimensions such as service quality, variety of entertainment, variety of accommodations, and exotic destination image significantly influence recommendation intention at Kebondalem Kidul Cultural Tourism Village. These dimensions enhance visitors' intent to share positive experiences and persuade others to visit the destination. Strengthening these aspects could boost visitors' willingness to recommend Kebondalem Kidul Cultural Tourism Village, fostering local tourism growth.

Satisfaction on Revisit Intention

The study confirms hypothesis 7 (H7), demonstrating a significant positive relationship between satisfaction and revisit intention among tourists who experienced historical tourism and local cuisine at Kebondalem Kidul Cultural Tourism Village. This finding is consistent with prior research indicating the link between tourist satisfaction and destination loyalty (Roux, 2020; Vareiro et al., 2019).

The discussion highlights the influence of satisfaction dimensions on revisit intention at Kebondalem Kidul Cultural Tourism Village. Dimensions such as service treatment, convenience, service quality, and value of products and services are crucial. These aspects positively impact visitors' motivation, emotional attachment, and willingness to revisit the destination. Enhancing these dimensions can strengthen visitors' emotional attachment to the destination and encourage them to return, thus contributing to the sustainability and attractiveness of local tourism.

Satisfaction on Recommendation Intention

Hypothesis 8 (H8) is confirmed, revealing a significant positive impact of satisfaction on recommendation intention among tourists who visited Kebondalem Kidul Cultural Tourism Village for historical tourism and local cuisine. This corroborates earlier research indicating that satisfaction with local cuisine can prompt recommendations to others (Kim & Choe, 2019).

The influence of satisfaction dimensions on recommendation intention at Kebondalem Kidul Cultural Tourism Village can be understood through consumer behavior and psychology theories. Service treatment and convenience increase visitors' willingness to share positive experiences and recommend the destination. Similarly, Service quality and the value of products and services also impact recommendation intention. Enhancing these dimensions can effectively promote and develop local tourism.

Mediating Effect of Destination Image and Satisfaction

This study confirms that destination image and satisfaction are vital mediators in the relationship between memorable tourism experience, revisit intention and recommendation intention. Positive experiences during travel contribute to favourable perceptions and satisfaction, encompassing factors like service quality, entertainment variety, accommodation, exotic destination image, service treatment, ease of access, and product and service value (Hidayat et al., 2023; Kim, 2018; Sharma & Nayak, 2019).

Destination image and satisfaction, in turn, will contribute positively and significantly to increasing revisit intention and recommendation intention. This shows that memorable tourism

experience influence revisit intention and recommendation intention through destination image and satisfaction (Hidayat et al., 2023; Kim & Choe, 2019; Lai et al., 2020; Nazir et al., 2021; Roux, 2020; Sharma & Nayak, 2019; Vareiro et al., 2019). Positive perceptions and satisfaction are derived from destination image, and satisfaction significantly influences tourist behavior. This leads tourists to intend to revisit and recommend their travel experiences to others. These findings highlight the crucial role of understanding the psychological mechanisms behind revisit and recommendation intentions in tourism marketing, especially in historical and local food contexts.

This mediating effect aligns with the existing literature that emphasizes the perceived positivity aspect of tourism consumer behavior. Several studies in the tourism sector have examined the views of destination image and tourist satisfaction, where researchers have observed the influence of destination image and satisfaction on behavioral tendencies, both directly and indirectly having a positive effect (Dat et al., 2024; Hidayat et al., 2023; Sharma & Nayak, 2019; Wang et al., 2021; Zhu et al., 2023).

Destination image and satisfaction are pivotal in shaping tourist behavior in local history and food tourism. They enhance positive perceptions and emotional satisfaction with travel experiences, directly impacting revisit and recommendation intentions. The mediating effects of destination image and satisfaction elucidate the intricate processes underlying the relationship between memorable tourism experiences and revisit/recommendation intentions. To effectively manage historical tourism and local food, Kebondalem Kidul Cultural Tourism Village managers should prioritize understanding tourist preferences, fostering positive perceptions, creating enriching visit experiences, and enhancing service quality.

Implication and Conclusion

This research contributes significantly to understanding memorable tourism experience, particularly in the context of Rajamangsa cuisine cultural heritage tourism at Kebondalem Kidul Cultural Tourism Village. The study reveals that creating memorable tourism experiences positively influences revisit intention, destination perception, and overall tourist satisfaction. These findings are consistent with previous research (Bruzzi & Benevolo, 2022; Lončarić et al., 2021; Sharma & Nayak, 2019; Sthapit, 2018). However, this study shows a negative correlation between memorable travel experiences and the intention to recommend Kebondalem Kidul Cultural Tourism Village. The findings in this study do not support previous research that shows a positive relationship between memorable tourism experiences and recommendation intention (Hidayat et al., 2023; Kim, 2018; Vada et al., 2022). Despite insignificant hypothesis test results, assessing dimensions with high regression coefficients is vital, hinting at their potential significant influence upon enhancement. Mainly, meaningfulness and hedonism shows notable coefficients on recommendation intention. Elevating experiences that offer profound meaning and enjoyable satisfaction can boost the inclination to recommend the destination. In addition to the direct influence of memorable tourism experiences, the findings demonstrate a direct and positive association between destination image, satisfaction, intention to revisit, and intention to recommend, and this association is statistically significant. These results are consistent with earlier studies conducted by (Hidayat et al., 2023; Sharma & Nayak, 2019).

This study confirms that destination image and satisfaction mediate the influence of memorable tourism experience on revisit and recommendation intentions. Tourists form perceptions of destination image and satisfaction during their travels, influenced by factors such as service quality, entertainment variety, accommodation, and an exotic destination image. These perceptions significantly contribute to increased revisit and recommendation intentions, aligning with existing literature on tourism consumer behavior. Destination image and satisfaction act as catalysts, enhancing positive perceptions and emotional satisfaction with tourist experiences in historical and local food tourism. This mediating role highlights the sequential processes influencing the relationship between memorable tourism experiences and intentions. To enhance historical and local food tourism, managers can consider understanding tourist preferences, fostering positive perceptions, creating positive visit experiences, and improving service quality.

This research contributes significantly to understanding and investigating memorable tourism experience in Rajamangsa cuisine and cultural heritage tourism at Kebondalem Kidul Cultural Tourism Village. It finds that these experiences positively influence revisit intention, destination perception, and tourist satisfaction. Meaningfulness and hedonism notably affect recommendation intention. Destination image and satisfaction mediate the impact of memorable experience on intention. The findings underscore the importance of enhancing satisfaction and promoting positive destination images to boost revisit and recommendation intentions. Collaboration among stakeholders is crucial for creating enriching travel experiences.

Limitations and Future Direction

This study, while offering valuable insights, has certain limitations to consider. Firstly, it focuses solely on Rajamangsa culinary cultural heritage tourism in Kebondalem Kidul Cultural Tourism Village, limiting the generalization of findings beyond this context. Secondly, data collection via online surveys may introduce response bias. Moreover, its cross-sectional nature prevents establishing definitive cause-and-effect relationships among variables. Future research could broaden geographical coverage, employ diverse data collection methods, and adopt longitudinal designs for more robust validation. Exploring additional factors like cultural, social, or economic influences on memorable tourism experience and travellers' intention and examining their interactions would offer deeper insights into culinary heritage tourism.

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