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# From sensory impressions to revisit intention: Multisensory tourism experiences in East Java's tourism villages

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**Abstract**

The increasing shift toward experiential tourism highlights the importance of understanding how sensory elements influence tourists' perceptions and behavioral intentions, particularly in village-based destinations that emphasize authenticity and immersion. This study aims to examine the roles of sight, sound, taste, smell, and touch in shaping memorable tourism experiences and influencing revisit intention in tourism villages in East Java, Indonesia. The population of this study consisted of tourists who had visited selected tourism villages in East Java, and data were collected from 300 respondents using an online questionnaire. A purposive sampling technique was applied to select visitors who had experienced one of the identified tourism villages within the previous two years. The proposed relationships were analyzed using partial least squares structural equation modeling (PLS-SEM), including measurement model assessment to evaluate reliability and validity, followed by structural model evaluation and mediation analysis through bootstrapping. The findings indicate that auditory and tactile dimensions have the strongest influence on the formation of memorable tourism experiences, followed by visual and taste-related dimensions, while olfactory factors do not demonstrate a significant effect on either memorable tourism experiences or revisit intention. These results suggest that sensory elements involving stronger visitor engagement, particularly sound and touch through natural soundscapes, traditional music, and hands-on cultural activities, are more effective in creating lasting impressions, while visual and taste-related elements play a supportive role in shaping tourists' overall experience. From a practical perspective, this study highlights the importance for destination managers and local tourism stakeholders to prioritize the development of sensory-rich offerings that emphasize sound and touch in order to enhance destination appeal and encourage repeat visits. Theoretically, this research contributes to the multisensory tourism literature by clarifying the relative importance of sensory dimensions in shaping meaningful tourism experiences within village-based and experience-oriented destinations.

## Introduction

Tourism is a strategic sector that contributes significantly to national and regional economic growth (Fafurida et al., 2023). One form of tourism development that has received increasing attention is the concept of *desa wisata* (tourist villages). These destinations offer a unique appeal by providing experiences closely connected to local communities. The natural beauty, cultural traditions, distinctive culinary offerings, and unspoiled environments make tourist villages stand out compared to more mainstream destinations such as amusement parks, city centers, or crowded

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beaches. In East Java, the number of tourist villages has grown rapidly. According to data from the Ministry of Tourism and Creative Economy, as of October 2024, there were 603 registered tourist villages in the province, making East Java one of the regions with the highest number of such destinations in Indonesia (Candra, 2024). This growth reflects a strong commitment among stakeholders to promote community-based tourism rooted in local wisdom.

However, alongside this rapid expansion a key challenge emerges in creating truly memorable experiences that encourage tourists to return. Offering scenic views or cultural performances alone is no longer sufficient, as destinations must foster emotional engagement that leaves a lasting impression. In this context, experiences that involve the five senses (sight, sound, taste, smell, and touch), have become increasingly important for establishing emotional bonds between tourists and the places they visit (Agapito et al., 2017; Liu & Minamikawa, 2024). Previous studies further suggest that emotionally engaging tourism experiences can strengthen visitors' behavioral intentions (Nanggong & Mohammad, 2024).

A growing body of literature suggests that integrated sensory stimuli can create powerful and pleasant tourism memories (Agapito et al., 2017; Liu & Minamikawa, 2024). The experience economy concept introduced by Pine and Gilmore (1998) also highlights that the success of a destination depends on its ability to deliver unforgettable experiences. Since all interactions between tourists and destinations occur through sensory channels such as visual, auditory, taste, olfactory, and tactile, sensory experiences play a vital role in shaping tourists' perceptions, emotions, and evaluations of a place (Hosany et al., 2022). In other words, a memorable tourism experience (MTE) is not solely determined by what is seen or consumed but by how a destination is holistically perceived through the senses. When emotional engagement is triggered by sensory stimulation, the resulting memories tend to be more vivid and lasting, which can influence tourists' future revisit intentions.

Building on this experiential perspective, the integration of the stimulus–organism–response (S-O-R) framework and sensory marketing theory provides a coherent theoretical foundation for understanding how multisensory stimuli shape memorable tourism experiences. Within the S-O-R perspective, sensory cues function as environmental stimuli that activate internal cognitive and affective processing, which subsequently influence behavioral responses (Bai & Lai, 2025; Bai et al., 2026; Li, 2021). Sensory marketing theory further explains that different sensory modalities engage distinct perceptual and emotional pathways (Krishna, 2012). According to Guzel and Dortyol (2016), visual stimuli tend to play a dominant role in shaping emotional responses within memorable experiences, as elements such as design, lighting, and color are closely associated with feelings of relaxation, joy, fascination, and excitement. Taste-related experiences also contribute meaningfully to emotional evaluation, often being linked to positive affective reactions. Auditory cues, including ambient sounds and music, support the creation of a pleasant and peaceful atmosphere, while olfactory stimuli are less frequently articulated despite their sensory presence. Overall, the findings suggest that different sensory dimensions vary in salience, yet collectively contribute to the emotional foundation of memorable tourism experiences.

Empirical evidence further supports the mediating role of memorable tourism experience in linking sensory stimuli to behavioral intention. A recent study by Zhenbin et al. (2024), examining rural tourism contexts, demonstrates that sensory experiences influence tourists' behavioral intention primarily through the formation of memorable tourism experiences rather than through direct effects. Their findings suggest that multisensory engagement enhances cognitive and emotional evaluation, which is then consolidated into memorable experiences that shape future behavioral decisions. This perspective reinforces the S-O-R logic, in which sensory stimuli operate as environmental triggers, memorable tourism experience represents the internal organismic state, and behavioral intention emerges as a response mediated by experiential memory formation. Accordingly, positioning MTE as a mediating mechanism provides a theoretically grounded explanation of how sensory engagement in tourism villages is transformed into revisit intention.

Within this theoretical context, research on tourism experiences has grown considerably; however, much of the existing literature focuses on popular destinations such as cultural cities, amusement parks, or commercial tourist zones (Tsaur et al., 2007). Moreover, revisit intention is

commonly linked to variables such as satisfaction, service quality, destination image, or perceived value (Carrascosa-López et al., 2021; Carvalho, 2022; Huang et al., 2019; Jiang et al., 2017; Prayag et al., 2015). In contrast, the direct relationship between multisensory experiences and revisit intention remains underexplored, particularly in the context of tourist villages, which offer a more natural, participatory, and culturally distinctive environment (Obradović et al., 2023; Zhang et al., 2018). However, tourist villages possess significant potential to deliver rich sensory experiences, including the aroma of traditional food, the sound of local musical instruments, the texture of handmade crafts, and the serenity of natural landscapes, which may become deeply embedded in tourists' memories and influence their desire to return.

Given this empirical gap, limited empirical studies have simultaneously examined the relative contribution of visual, auditory, taste, olfactory, and tactile dimensions within a single integrative framework to explain the formation of memorable tourism experiences and their subsequent influence on revisit intention, particularly in rural tourism settings in developing countries. Therefore, consistent with the S-O-R perspective, this study explicitly positions memorable tourism experience as a mediating psychological mechanism that links multisensory stimuli to revisit intention. Through this approach, the study seeks to provide a more theoretically grounded explanation of how sensory engagement is transformed into behavioral intention within the context of tourism villages.

## Literature Review and Hypotheses Development

### Visual experience and memorable tourism experience

In tourism, multisensory experiences have gained considerable attention due to their ability to foster strong emotional engagement between tourists and the destinations they visit (Soebandhi et al., 2023). Multisensory experiences involve various forms of sensory stimulation, including sight, sound, smell, taste, and touch, which work together to shape tourists' perceptions and memories. A study by Agapito et al. (2017) highlights that this rich sensory engagement can lead to more deeply embedded tourism experiences, increasing the likelihood of repeat visits. In this study, multisensory experience is conceptualized through five interrelated elements: visual, auditory, taste, olfactory, and tactile. Each of these elements uniquely contributes to the construction of a holistic perception of a destination.

Among these, visual experience is vital in shaping positive tourist memories. Visual stimuli, such as decorations, architectural design, lighting, and color schemes, have been shown to capture attention and evoke emotional responses, thereby leaving lasting impressions (Elvekrok & Gulbrandsøy, 2022; Guzel & Dortyol, 2016). In tourism, the visual experience encompasses perceptions of natural beauty, traditional architecture, village spatial layout, and the dominant color palettes that create a destination's distinct atmosphere. When tourists are visually captivated by what they see, this sense of wonder often becomes a memorable part of their travel experience (Filieri et al., 2021; Zhenbin et al., 2024). Therefore, visual experience is believed to contribute positively to MTE formation. Based on this rationale, the following hypothesis is proposed:
H1: Visual experience has a positive effect on memorable tourism experience.

### Auditory experience and memorable tourism experience

Auditory experience refers to tourists' perceptions of the sounds encountered during their visit, such as the trickling of water, birdsong, and traditional music played at the destination. These sounds create a more vibrant and pleasant atmosphere and can evoke emotions and foster emotional connections with the place being visited (Bai et al., 2024). Research has shown that harmonious sounds that align with the context of the destination can elevate mood and strengthen the formation of positive memories (Jiang & Yan, 2022; Zhenbin et al., 2024).

Furthermore, the pleasant feelings elicited by auditory elements help establish deeper emotional connections, which in turn contribute to the development of MTE (Zhenbin et al., 2024). This is consistent with findings by Agapito et al. (2017), who emphasized that auditory

experience is an integral part of the multisensory experience that influences tourist satisfaction and memory formation. Based on this rationale, the following hypothesis is proposed:
H2: Auditory experience has a positive effect on memorable tourism experience.

### Taste experience and memorable tourism experience

The taste experience reflects tourists' satisfaction with the local culinary offerings enjoyed during their trip. Traditional dishes with authentic flavors not only please the palate but also reinforce a tourism village's identity and distinctive character. A study by Zhenbin et al. (2024) highlights that the enjoyment of local cuisine is a key component in shaping memorable and meaningful tourism experiences.

Beyond the quality and taste of the food itself, the atmosphere in which the food is consumed also influences tourists' post-visit behaviors (Chamoun et al., 2019; Guedes et al., 2023; Schifferstein et al., 2022). In some cases, dining establishments can evoke emotional satisfaction that positively affects the intention to recommend the experience or revisit the destination (Horng & Hsu, 2021; Silaban et al., 2023). Based on this explanation, the following hypothesis is proposed:
H3: Taste experience has a positive effect on memorable tourism experience.

### Olfactory experience and memorable tourism experience

Unlike other senses, the sense of smell cannot be fully controlled. We can close our eyes, block our ears, or refuse to taste something, but we cannot stop smelling, as the olfactory system is directly linked to breathing (Shao & Lin, 2021). Due to its strong ability to evoke memories and emotions, scent is often used in marketing to shape perceptions and strengthen brand image (Chang, 2020; Nugraha et al., 2025).

The olfactory experience is crucial in creating emotional associations between tourists and destinations in tourism. Distinctive scents, such as the earthy smell after rain, the aroma of traditional food being prepared, or the fragrance of local flowers wafting through the air, can trigger memories and foster deep emotional connections with the places visited (Krishna & Elder, 2021). As olfactory stimuli tend to persist in memory longer than other sensory cues, they have the potential to enhance and deepen MTE. Based on this explanation, the following hypothesis is proposed:
H4: Olfactory experience has a positive effect on memorable tourism experience.

### Tactile experience and memorable tourism experience

Tactile experience refers to the physical sensations directly felt by tourists, such as touching the texture of locally woven fabrics, handling handicrafts, or feeling the coolness of rural air. Touch is one of the most sensitive human senses and plays a crucial role in shaping perception and emotional connection due to its direct and physical nature (Krishna et al., 2024; Peck & Childers, 2003). In tourism, travelers' interaction with their surroundings, such as participating in craft-making activities or physically engaging with culturally specific objects, can foster a more personal and meaningful experience.

Previous studies have shown that perceptions of texture, temperature, and shape can influence consumer behavior and evaluations (Fakfare et al., 2021). Tourism activities that incorporate interactive elements, such as touchable art installations, hands-on exhibitions, or craft workshops, enrich the tactile experience and strengthen tourists' engagement with the destination (Guo et al., 2021). Based on this conceptual foundation, the proposed hypothesis is:
H5: Tactile experience has a positive effect on memorable tourism experience.

### Memorable tourism experience and revisit intention

Numerous studies have highlighted the pivotal role of MTE in shaping tourists' future behavior. In marketing literature, memory is identified as a key mediator in consumer decision-making processes, including the decision to revisit a destination (Tung & Ritchie, 2011). Empirical research in tourism further supports that MTE significantly influences revisit intentions, word-of-mouth recommendations, and the desire to relive similar experiences (Adongo et al., 2015; Kim & Ritchie, 2014; Rasoolimanesh et al., 2021; Tsai, 2016). Tourists are more likely to return to destinations that

evoke profound and positive memories (Hidayat et al., 2024; Marschall, 2012; Yu et al., 2019), often shaped by sensory experiences such as the taste of local cuisine or the distinctive ambiance of a place (Soebandhi et al., 2023; Zhenbin et al., 2024).

Beyond empirical support, the tourism consumption system theory can also explain the relationship between tourism experiences and revisit behavior. This theory posits that tourists' evaluations of their experiences contribute to an overall assessment of the destination, influencing behavioral decisions (Woodside & Dubelaar, 2002). In other words, the stronger and more enjoyable the memory of the experience, the greater the likelihood of behavioral loyalty, including the intention to revisit.

A memorable tourism experience is not merely about temporary enjoyment but also involves emotional engagement embedded in long-term memory. When tourists encounter something personally and emotionally impactful, they are more likely to form an affective attachment to the destination (Zhenbin et al., 2024). Therefore, creating memorable experiences becomes a critical strategy for fostering tourist loyalty. Based on this theoretical and empirical foundation, the following hypothesis is proposed:

H6: Memorable tourism experience has a positive effect on revisit intention.

**Mediating role of memorable tourism experience**

Memorable tourism experience (MTE) plays a crucial role in transforming tourism encounters into lasting psychological impressions that influence future behavioral intentions. In rural tourism settings, sensory encounters often trigger cognitive and emotional responses that are subsequently consolidated into memorable experiences. From a theoretical perspective, the stimulus–organism–response (S-O-R) framework explains that environmental stimuli, such as sensory cues, influence behavioral outcomes through internal organismic states rather than through direct effects. Within tourism contexts, MTE represents this internal cognitive–affective state through which sensory impressions are interpreted, evaluated, and encoded into memory before shaping behavioral responses (Bai & Lai, 2025; Bai et al., 2026; Li, 2021).

Building on this theoretical perspective, recent empirical studies also support the mediating role of memorable tourism experiences in linking sensory stimuli to behavioral intentions. Zhenbin et al. (2024), for instance, found that sensory experiences in rural tourism environments influence tourists' behavioral intentions primarily through the formation of memorable tourism experiences. Their findings indicate that multisensory engagement strengthens emotional involvement and experiential meaning, which subsequently contributes to the development of behavioral intentions such as revisit intention. These results suggest that sensory cues do not directly determine future behavior; instead, they first shape how tourists interpret and remember their experiences.

In the context of tourism villages, where visitors encounter rich sensory environments—including visual landscapes, local sounds, traditional cuisine, environmental aromas, and tactile interactions with local culture—these sensory stimuli are likely to influence revisit intention indirectly through memorable tourism experiences. When tourists perceive these sensory elements as meaningful and emotionally engaging, they are more likely to develop strong experiential memories that guide their intention to revisit the destination. Therefore, memorable tourism experience is expected to mediate the relationship between each sensory dimension and revisit intention. Accordingly, the following hypotheses are proposed.

H7: Memorable tourism experience mediates the relationship between visual experience and revisit intention.

H8: Memorable tourism experience mediates the relationship between auditory experience and revisit intention.

H9: Memorable tourism experience mediates the relationship between taste experience and revisit intention.

H10: Memorable tourism experience mediates the relationship between olfactory experience and revisit intention.

H11: Memorable tourism experience mediates the relationship between tactile experience and revisit intention.

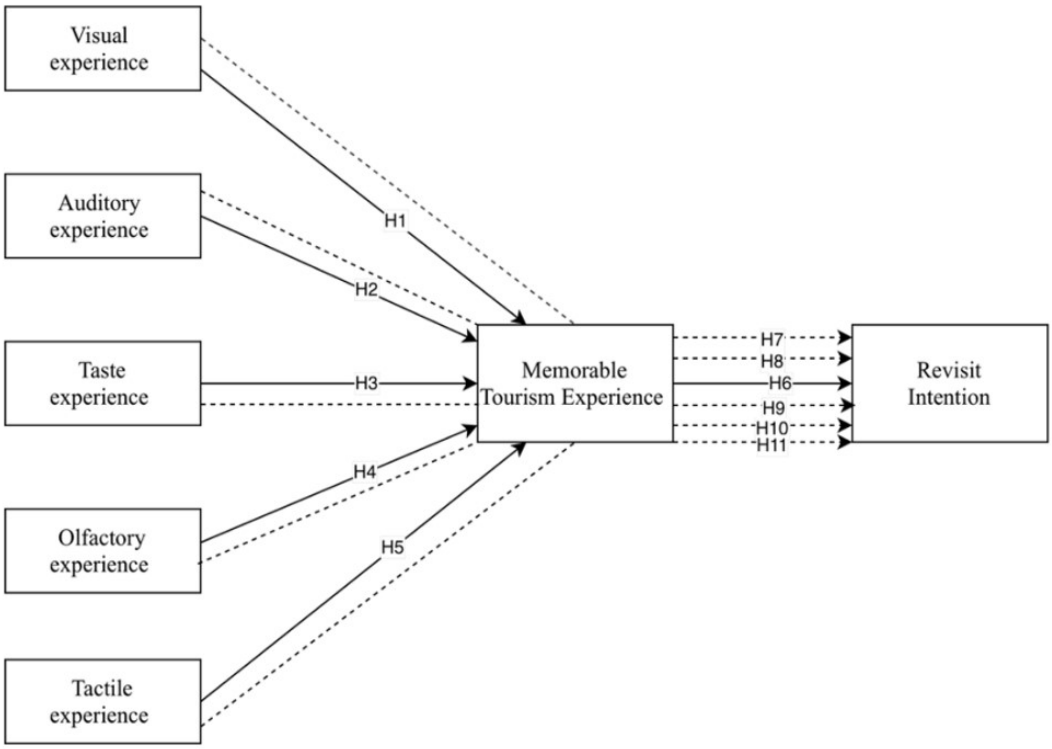


**Figure 1.** Research Framework

## Research Methods

### Data collection and sampling

This study employed a quantitative approach using a survey method. Data were collected through an online questionnaire distributed to tourists who had visited one of the ten most popular tourist villages in East Java within the past two years. This inclusion criterion was established to ensure that the measured tourism experiences remained fresh in respondents' memory and relevant for the assessment. A recall period of up to two years was considered methodologically appropriate because tourism experiences are often stored as episodic memories that can remain relatively stable over time, particularly when the experiences are emotionally engaging and memorable (Kim et al., 2012; Larsen, 2007; Tung & Ritchie, 2011). Limiting the recall window also helps reduce potential memory decay while allowing the inclusion of a sufficiently diverse sample of visitors who may not have visited the destination very recently. Therefore, the two-year timeframe represents a reasonable balance between recall accuracy and sample coverage in tourism survey research. To confirm the eligibility of participants, the questionnaire began with a screening question: "Have you visited a tourist village in the past two years?" Only respondents who answered "Yes" were allowed to proceed with the rest of the survey, ensuring the validity of their responses.

Prior to the main data collection, a pilot survey was conducted with 60 respondents using several tourist villages nominated for the Anugerah Desa Wisata (Tourism Village Awards) in 2023 and 2024 (Gema Media Kota Mojokerto, 2024; Dinas Kebudayaan dan Pariwisata Jawa Timur, 2023). However, many of these villages were relatively unfamiliar to respondents, which made it difficult for them to recall their experiences accurately. Therefore, the survey instrument was subsequently refined and redistributed by referring to more widely recognized and frequently visited tourist villages in East Java. These included Desa Wisata Kampung Heritage Kajoetangan (Malang City), Desa Wisata Edelweiss Wonokitri (Pasuruan Regency), Desa Wisata Kebangsaan Wonorejo (Situbondo Regency), Desa Wisata Duren Sari Sawahan (Trenggalek Regency), Desa Wisata Ketapanrame (Mojokerto Regency), Desa Wisata Bira Tengah (Sampang Regency), Desa Wisata Bowele (Malang Regency), Desa Wisata Ranupani (Lumajang Regency), Desa Wisata Sendang (Pacitan Regency), and Desa Wisata Pujon Kidul (Malang Regency).

The sample size was determined by applying the general rule of five to ten observations per indicator used in the measurement model. With 21 indicators used in this study, the minimum required sample ranged from 105 to 210 respondents. To obtain respondents who met the research criteria, a purposive sampling technique was applied, in which participants were deliberately selected based on their prior visitation to the selected tourist villages. Before analysis, the dataset was screened to remove incomplete responses. After this screening process, a total of 300 valid responses were collected during the data collection period from May to June 2025. The data were then analyzed using structural equation modeling (SEM) with the partial least squares (PLS) approach, which is suitable for complex models and non-normally distributed data (Hair et al., 2022).

## Instrument

**Table 1**. Measurement Items

| Constructs | Items | Sources |
|---|---|---|
| Visual Experience | The natural scenery at this destination is visually appealing and enhances the overall experience.<br>The vibrant colors of the surroundings, such as plants and traditional buildings, contribute to an aesthetically pleasing atmosphere.<br>The cleanliness and organization of the location positively impacted my comfort during the visit. | (Liu & Minamikawa, 2024; Wu & Zhao, 2023) |
| Auditory Experience | Natural sounds, like flowing water or birdsong, create a relaxing and soothing environment.<br>Music or cultural performances at this location enhance the enjoyment of the visit.<br>The absence of disruptive noise allows for a more enjoyable and peaceful experience at the destination. | |
| Taste Experience | This destination's local food and drinks have distinct and delightful flavors.<br>The taste of local cuisine encourages me to revisit and try it again in the future.<br>The food reflects the area's authentic culture, providing a deeper connection to the local heritage. | |
| Olfactory Experience | The unique scents at this destination, such as flowers, spices, or traditional foods, enhance my impression of the place.<br>I can distinguish this destination from others based on its distinct aromas.<br>The refreshing smells of the environment contribute to my overall comfort during the visit. | |
| Tactile Experience | I appreciate the sensation of touching natural elements like soil, water, or traditional building textures at the destination.<br>Activities that involve touch, such as crafting, cooking local dishes, or playing traditional instruments, deepen the significance of my experience.<br>Directly interacting with the environment through touch strengthens my connection to the destination. | |
| Memorable Tourism Experience | My experience at this destination is unique and unlike any other I have had.<br>The visit provided valuable insights into the culture and daily life of the local community.<br>I felt emotionally engaged with the tourism activities at this destination. | (Obradović et al., 2023) |
| Revisit Intention | I intend to revisit this destination in the future.<br>I would recommend this destination to friends or family.<br>This tourist village would be my top choice for experiencing rural culture in the future. | (Kristiningsih et al., 2023; Lin, 2024) |

Each construct in this study was measured using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." The indicators for each construct were adapted from

previous studies and adjusted to the context of tourist villages, as shown in Table 1. Operationally, visual experience is defined as the experience related to what tourists see during their visit, including natural landscapes, colorful local ornaments, and the design of the village environment. Auditory experience refers to the sounds encountered in the tourist village, such as nature sounds, traditional music, or local community activities. Taste experience captures the sensation of tasting local food and beverages, which serve as a means of cultural interaction between tourists and the destination. Olfactory experience pertains to the scents perceived in the village environment, such as the fragrance of flowers, the distinct aroma of local cuisine, or natural environmental smells. Tactile experience relates to physical sensations through touch, such as handling handicrafts, wearing traditional clothing, or walking on unpaved village roads. Collectively, these multisensory experiences contribute to forming a MTE, which refers to an experience perceived as highly impressive and easy to recall. Ultimately, such memorable experiences are expected to influence revisit intention, which is defined as the tourist's intention or willingness to return to the same tourist village in the future. Table 1 summarizes the measurement items used in this study.

## Results and Discussion

### Respondent profile

A total of 300 valid respondents participated in this study, representing various regions in Indonesia. The majority were domiciled in Malang, Surabaya, Bondowoso, and Kediri. Most respondents were in the 26–35 age group, with a nearly equal gender distribution (50.3% male and 49.7% female). Regarding occupation, respondents were primarily students, entrepreneurs, professionals, private-sector employees, civil servants, and retirees. Detailed demographic characteristics are presented in Table 2.

**Table 2.** Demographic Data

| Demographic | Description | Frequency | Percentage |
|---|---|---|---|
| Ages | 18-25 | 30 | 10.0% |
| | 26-35 | 108 | 36.0% |
| | 36-45 | 68 | 22.7% |
| | 46-55 | 55 | 18.3% |
| | 56-65 | 16 | 5.3% |
| | >66 | 23 | 7.7% |
| Gender | Male | 151 | 50.3% |
| | Female | 149 | 49.7% |
| Employment | Student | 66 | 22.0% |
| | Civil Servant | 44 | 14.7% |
| | Private Sector Employee | 46 | 15.3% |
| | Entrepreneur | 53 | 17.7% |
| | Professional | 52 | 17.3% |
| | Retiree | 39 | 13.0% |
| | Other | 0 | 0.0% |
| Domicile | Situbondo | 25 | 8.3% |
| | Tulungagung | 28 | 9.3% |
| | Bondowoso | 32 | 10.7% |
| | Malang | 34 | 11.3% |
| | Kediri | 32 | 10.7% |
| | Pasuruan | 28 | 9.3% |
| | Surabaya | 33 | 11.0% |
| | Trenggalek | 22 | 7.3% |
| | Banyuwangi | 22 | 7.3% |
| | Lumajang | 18 | 6.0% |
| | Jakarta | 10 | 3.3% |
| | Bandung | 6 | 2.0% |
| | Semarang | 6 | 2.0% |
| | Yogyakarta | 4 | 1.3% |

**Outer model evaluation**

Before evaluating the structural model, the potential influence of common method variance was assessed using a full collinearity test. As shown in Table 3, the variance inflation factor (VIF) values for all constructs were below the recommended threshold of 3.3, indicating that common method bias was unlikely to be a significant concern in this study (Kock, 2015). After confirming that common method bias was not a major issue, the reliability and validity of the measurement model were assessed to ensure that the constructs were measured accurately. The results presented in Table 4 show that all factor loadings exceeded the recommended threshold of 0.70, ranging from 0.799 to 0.885, indicating that the indicators adequately represent their respective constructs.

**Table 3**. Full Collinearity Test (VIF)

| | VIF |
|---|---|
| X1.1 | 1.844 |
| X1.2 | 1.997 |
| X1.3 | 2.109 |
| X2.1 | 2.030 |
| X2.2 | 1.881 |
| X2.3 | 1.832 |
| X3.1 | 2.144 |
| X3.2 | 1.917 |
| X3.3 | 2.169 |
| X4.1 | 1.793 |
| X4.2 | 1.547 |
| X4.3 | 1.593 |
| X5.1 | 1.887 |
| X5.2 | 1.731 |
| X5.3 | 1.986 |
| Y.1 | 1.928 |
| Y.2 | 1.947 |
| Y.3 | 2.165 |
| Z.1 | 2.077 |
| Z.2 | 2.142 |
| Z.3 | 2.118 |

**Table 4.** Measurement Model Results

| Construct | Indicator | Factor Loading | Cronbach's alpha | Composite reliability | Average variance extracted (AVE) |
|---|---|---|---|---|---|
| Visual Experience (X1) | X1.1 | 0.853 | 0.838 | 0.903 | 0.756 |
| | X1.2 | 0.870 | | | |
| | X1.3 | 0.884 | | | |
| Auditory Experience (X2) | X2.1 | 0.875 | 0.830 | 0.898 | 0.746 |
| | X2.2 | 0.858 | | | |
| | X2.3 | 0.859 | | | |
| Taste Experience (X3) | X3.1 | 0.885 | 0.849 | 0.908 | 0.768 |
| | X3.2 | 0.864 | | | |
| | X3.3 | 0.880 | | | |
| Olfactory Experience (X4) | X4.1 | 0.868 | 0.780 | 0.872 | 0.694 |
| | X4.2 | 0.831 | | | |
| | X4.3 | 0.799 | | | |
| Tactile Experience (X5) | X5.1 | 0.854 | 0.823 | 0.894 | 0.738 |
| | X5.2 | 0.847 | | | |
| | X5.3 | 0.877 | | | |
| Memorable Tourism Experience (Z) | Z1 | 0.877 | 0.854 | 0.911 | 0.774 |
| | Z2 | 0.881 | | | |
| | Z3 | 0.882 | | | |
| Revisit Intention (Y) | Y1 | 0.877 | 0.842 | 0.904 | 0.759 |
| | Y2 | 0.862 | | | |
| | Y3 | 0.874 | | | |

Internal consistency was supported by Cronbach's Alpha and composite reliability values. Cronbach's Alpha ranged from 0.780 to 0.854, while composite reliability ranged from 0.872 to 0.911. These values exceed the minimum acceptable level of 0.70, demonstrating strong internal reliability across all constructs. Convergent validity was supported by average variance extracted (AVE) values, which ranged from 0.694 to 0.774—well above the threshold of 0.50. This suggests that each construct explains more than half of the variance in its indicators. Discriminant validity was examined using the heterotrait-monotrait (HTMT) ratio (Table 5). All HTMT values were below the conservative cut-off of 0.85, with the highest being 0.848, confirming that the constructs are empirically distinct from one another. These findings indicate that the measurement model meets the required criteria for reliability and validity. Therefore, the analysis can proceed to the structural model and examine the hypothesized relationships among constructs (Hair et al., 2019).

**Table 5.** Heterotrait-Monotrait (HTMT) Method

| | VE | AE | TsE | OE | TcE | MTE | RI |
|---|---|---|---|---|---|---|---|
| Visual Experience | | | | | | | |
| Auditory Experience | 0.824 | | | | | | |
| Taste Experience | 0.848 | 0.845 | | | | | |
| Olfactory Experience | 0.663 | 0.657 | 0.637 | | | | |
| Tactile Experience | 0.775 | 0.824 | 0.781 | 0.699 | | | |
| Memorable Tourism Experience | 0.806 | 0.830 | 0.800 | 0.602 | 0.811 | | |
| Revisit Intention | 0.797 | 0.786 | 0.824 | 0.608 | 0.786 | 0.714 | |

**Inner model evaluation**

The structural model was evaluated by examining the coefficient of determination ($R^2$), path coefficients, and their statistical significance using the bootstrapping procedure. In addition, the predictive relevance of the model was assessed using the Stone–Geisser $Q^2$ value obtained through the blindfolding procedure. The results show that the $Q^2$ values for memorable tourism experience ($Q^2 = 0.468$) and revisit intention ($Q^2 = 0.276$) are greater than zero, indicating that the model has adequate predictive relevance.

The $R^2$ values presented in Table 6 indicate the explanatory power of the model for the endogenous constructs. The memorable tourism experience (MTE) construct has an $R^2$ value of 0.619, indicating that approximately 61.9% of its variance is explained by the five dimensions of multisensory experience: visual, auditory, taste, olfactory, and tactile. This reflects a moderate to substantial level of explanatory power. Meanwhile, revisit intention shows an $R^2$ value of 0.371, suggesting that 37.1% of its variance is explained by MTE, which indicates moderate explanatory capability (Hair et al., 2022).

The results of the path coefficient analysis are presented in Table 7 and illustrated in Figure 1. Overall, five out of six hypothesized direct relationships are statistically supported. Visual experience ($\beta = 0.213$; $p = 0.003$), auditory experience ($\beta = 0.244$; $p = 0.001$), taste experience ($\beta = 0.188$; $p = 0.011$), and tactile experience ($\beta = 0.245$; $p < 0.001$) have significant positive effects on MTE, supporting H1, H2, H3, and H5, respectively. Among these predictors, tactile experience shows the strongest influence on MTE.

In contrast, olfactory experience does not significantly affect MTE ($\beta = 0.016$; $p = 0.718$), leading to the rejection of H4. This finding suggests that olfactory stimuli may be less salient or less memorable within the tourism experiences examined. Furthermore, MTE has a strong and significant effect on revisit intention ($\beta = 0.609$; $p < 0.001$), supporting H6 and highlighting the important role of memorable tourism experiences in shaping tourists' behavioral intentions.

To examine the mediating role of MTE, the specific indirect effects were tested using bootstrapping, and the results are presented in Table 8. The findings indicate that visual experience ($\beta = 0.130$; $p = 0.004$), auditory experience ($\beta = 0.149$; $p = 0.001$), taste experience ($\beta = 0.114$; $p = 0.014$), and tactile experience ($\beta = 0.149$; $p < 0.001$) exert significant indirect effects on revisit intention through MTE, supporting H7, H8, H9, and H11. These results suggest that these sensory experiences influence tourists' revisit intentions primarily by enhancing their memorable tourism experiences.

Conversely, olfactory experience does not demonstrate a significant indirect effect on revisit intention through MTE (β = 0.010; p = 0.719), leading to the rejection of H10. This finding is consistent with the non-significant relationship between olfactory experience and MTE, indicating that olfactory stimuli may play a relatively limited role in shaping memorable experiences and subsequent revisit intentions in the tourism contexts examined.

**Table 6.** Coefficient of Determination Results

| Endogenous Latent Variables | R-square | R-square adjusted |
|---|---|---|
| Memorable Tourism Experience | 0.619 | 0.612 |
| Revisit Intention | 0.371 | 0.369 |

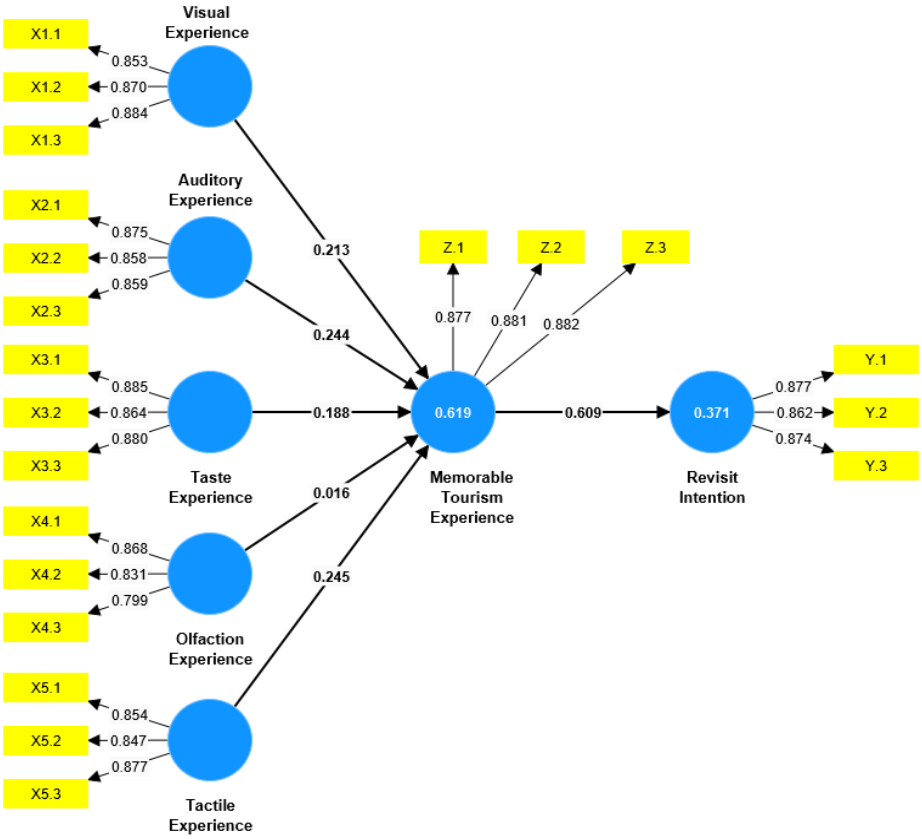


**Figure 2.** Path Model Result

**Table 7.** Path Relationship

| Relationships | Beta | Error | T statistics | P values | Results |
|---|---|---|---|---|---|
| Visual Experience → MTE (H1) | 0.213 | 0.071 | 2.975 | 0.003 | Supported |
| Auditory Experience → MTE (H2) | 0.244 | 0.073 | 3.328 | 0.001 | Supported |
| Taste Experience → MTE (H3) | 0.188 | 0.073 | 2.559 | 0.011 | Supported |
| Olfactory Experience → MTE (H4) | 0.016 | 0.045 | 0.361 | 0.718 | Not Supported |
| Tactile Experience → MTE (H5) | 0.245 | 0.059 | 4.126 | 0.000 | Supported |
| MTE → Revisit Intention (H6) | 0.609 | 0.042 | 14.597 | 0.000 | Supported |

**Table 8.** Specific Indirect Effects

| Relationships | Beta | T statistics | P values | Results |
|---|---|---|---|---|
| Visual Experience → MTE → Revisit Intention (H7) | 0.130 | 2.874 | 0.004 | Supported |
| Auditory Experience → MTE → Revisit Intention (H8) | 0.149 | 3.312 | 0.001 | Supported |
| Taste Experience → MTE → Revisit Intention (H9) | 0.114 | 2.446 | 0.014 | Supported |
| Olfactory Experience → MTE → Revisit Intention (H10) | 0.010 | 0.360 | 0.719 | Not Supported |
| Tactile Experience → MTE → Revisit Intention (H11) | 0.149 | 3.793 | 0.000 | Supported |

## Discussion

Among the five sensory dimensions examined, tactile and auditory experiences appear to play a particularly central role in shaping memorable tourism experiences. From an experiential and embodied cognition perspective, sensory stimuli that involve physical engagement and emotional arousal tend to be encoded more deeply in memory. Tactile interactions, such as participating in traditional crafts or directly engaging with local materials, transforming tourists from passive observers into experiential participants. Similarly, auditory elements such as traditional music, communal performances, and natural soundscapes can evoke strong affective responses, reinforcing emotional attachment to place. These findings resonate with prior work emphasizing the importance of multisensory integration in experience formation (Agapito et al., 2017; Krishna & Elder, 2021), while also reflecting the Indonesian tourism context, where community-based performances and hands-on cultural activities are integral to destination identity.

Although visual and taste experiences remain significant components of tourism encounters, their relatively less dominant role suggests that not all sensory inputs are equally internalized. Visual appreciation of landscapes and culinary enjoyment may involve stronger cognitive appraisal processes, whereas emotionally charged and embodied stimuli tend to create more enduring impressions. As highlighted by Stienmetz et al. (2021) and Yang et al. (2021), experiences that generate emotional intensity are more likely to be consolidated into long-term memory. In contrast, the olfactory dimension does not appear to meaningfully contribute to memorable experience formation. While prior studies acknowledge the powerful associative capacity of scent, its effectiveness depends on distinctiveness and contextual salience (Chatterjee & Saleh, 2024; Madzharov, 2022). In the setting of Indonesian tourist villages, sensory design is often centered on visual aesthetics, performances, and participatory activities rather than deliberately curated scent environments. Consequently, olfactory cues may lack the specificity required to become embedded in tourists' experiential narratives, suggesting that the impact of scent is contingent upon strategic integration into destination identity rather than universally transferable across contexts.

Taken together, these findings reinforce the central role of memorable tourism experiences as both a direct determinant of revisit intention and a conceptual bridge linking multisensory exposure to behavioral outcomes. The strong influence of MTE on revisit intention supports the experiential consumption perspective, which posits that tourists' future decisions are shaped by how experiences are remembered rather than by isolated service attributes. Consistent with Tung and Ritchie (2011), memorable experiences generate emotional attachment and personal meaning, which subsequently encourage intentions to return. In the context of Indonesian tourist villages, where encounters are community-based and culturally immersive, the memorability of the experience becomes a crucial factor influencing visitors' desire to revisit. This finding is further supported by the relatively strong explanatory and predictive capability of the model which suggest that memorable tourism experience plays a substantial role in explaining tourists' revisit intentions.

Beyond this direct relationship, the mediation findings further illuminate the underlying process through which multisensory experiences shape behavioral intention. Sensory stimuli do not inherently lead to revisit intention; rather, multisensory inputs influence future behavior through processes of emotional and cognitive internalization that are reflected in memorable tourism experiences. This interpretation aligns with experiential marketing and memory-encoding perspectives, which argue that stimuli must first be transformed into meaningful experiences before influencing subsequent behavioral responses (Zhenbin et al., 2024). In this light, the stronger mediated contribution of tactile and auditory dimensions underscores the importance of embodied interaction and emotionally evocative cues in generating lasting impressions that motivate return visits. Conversely, the absence of mediation for the olfactory dimension suggests that sensory elements that fail to contribute to memory formation are unlikely to influence tourists' intention to revisit. Overall, these findings position MTE not merely as a statistical mediator, but as a core psychological mechanism that translates multisensory engagement into revisit intention within the Indonesian tourism context.

## Conclusion and Implications

This study highlights the pivotal role of multisensory experiences in shaping MTE and revisit intention within Indonesian tourism villages. Grounded in the SOR framework, the findings demonstrate that sensory stimuli influence revisit intention primarily through the formation of memorable tourism experiences, confirming the mediating role of MTE in linking multisensory stimuli to tourists' behavioral intentions. In particular, tactile and auditory dimensions emerge as more influential in generating emotional engagement and experiential depth, underscoring the importance of embodied interaction and affective stimulation in culturally immersive, community-based destinations. These findings reinforce experiential consumption theory by emphasizing that tourists' future behavioral decisions are shaped not merely by sensory exposure, but by how those encounters are internalized as meaningful and emotionally resonant memories.

From a theoretical perspective, this study contributes to the tourism experience literature by clarifying the mechanism through which multisensory stimuli influence tourists' behavioral intentions. By empirically demonstrating the mediating role of MTE, the findings extend the SOR framework within the context of rural tourism. The results further suggest that different sensory dimensions contribute unequally to experience formation, with tactile and auditory stimuli playing a particularly prominent role in shaping memorability.

From a managerial perspective, the findings suggest that tourism village managers should adopt a strategically coordinated multisensory design rather than offering isolated experiential elements. Tactile engagement can be strengthened through participatory programs such as traditional craft workshops, agricultural activities, batik-making, or hands-on culinary preparation. Auditory dimensions may be enhanced through curated live performances, interactive music sessions, storytelling events, and preservation of authentic village soundscapes. Visual elements should be intentionally organized to reflect local identity through spatial design, thematic architecture, and interpretive storytelling. Culinary experiences can be deepened by highlighting the cultural narratives behind ingredients and preparation processes. Although olfactory elements were not found to significantly influence memorability, the selective integration of distinctive and culturally authentic scents may still contribute to destination identity when strategically managed. Overall, multisensory strategies should aim to foster emotional immersion, as memorability emerges as the key mechanism translating experience into revisit intention.

Despite these contributions, several methodological and contextual limitations should be acknowledged. First, the study relied on a cross-sectional survey design, collecting data at a single point in time. While appropriate for examining relationships among variables, this approach limits the ability to draw strong causal inferences or capture how memorable experiences and revisit intention evolve over time. Future research may therefore adopt longitudinal or mixed-method approaches to better understand the dynamic nature of multisensory tourism experiences. Second, the research focused exclusively on tourism villages in East Java, which operate within specific socio-cultural and institutional contexts. Consequently, the findings may not be directly generalizable to urban destinations or international tourism settings with different experiential characteristics. Third, the study included tourism villages across different stages of development—*Rintisan, Berkembang, Maju, dan Mandiri*—without differentiating their structural characteristics in the analysis. As these stages reflect varying levels of infrastructure readiness and experiential management capacity, future studies may consider examining development stages separately or incorporating stage classification as a moderating variable to generate more context-sensitive insights.

Overall, this study provides a more understanding of how multisensory design influences tourists' revisit intentions through MTE. Expanding future research across different cultural contexts, methodological approaches, and destination development stages will further strengthen both the theoretical robustness and practical relevance of multisensory tourism strategies.

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