

Influence of Memorability, Nostalgia, and Revisit Intention in Creative Tourism

Widi Dewi Ruspitasari

Asia Business and Technology Institute
Jl. Soekarno-Hatta Rembuksari No.1A
Malang, East Java, Indonesia
(+62341-478877)
wididewi@asia.ac.id

Mega Mirasaputri Cahyanti

Asia Business and Technology Institute
Jl. Soekarno-Hatta Rembuksari No.1A
Malang, East Java, Indonesia
(+62341-478877)
Mega_mc@yahoo.co.id

ABSTRACT

Creative tourism is a tourism activity where tourists can develop their creative potential through active participation in learning experiences of art, heritage or special characters from the places they are visiting. The condition of Covid 19 has decreased the number of tourists in East Java. The purpose of this study was to determine the effect of memorability and nostalgia on revisit intention on creative tourism visiting the city of Batu. The sample in this study was 100 respondents as tourism, were examined using an online questionnaire on a 5-point Likert scale. The collected quantitative data were analysed using Partial Least Square analysis. The results in this study indicate that the memorability of travel experiences affects insignificantly tourists' return visit intentions over time. Memorability from previous travel experiences increase the intention of revisiting through nostalgia. This study provides valuable insights for destination practitioners in terms of designing and implementing effective strategies to manage past tourist's expectations and promote their return visit intentions.

Keywords: Memorability, Nostalgia, Revisit Intention.

1. INTRODUCTION

The development of tourism in Indonesia is directed at increasing the role of tourism in economic activities through investment in the tourism sector which can create jobs with the aim of increasing people's income and foreign exchange earnings (Basiya R & Rozak, 2012). The positive contribution of the tourism sector to an area has implications for all parties involved in the tourism service industry to manage professionally so that the tourism objects owned generate profits for those concerned (Putu & Mahendra, 2016). Tourism is one of the sectors most affected by the COVID-19 pandemic. Based on BPS data (2021), there is a decrease in the number of tourists, both local and foreign tourists. Total foreign tourist visits to Indonesia in 2020 amounted to 4.02 million visits. When compared to 2019, the number of foreign tourists decreased by 75.03 percent.

The current tourism industry competition is indeed very competitive, all destinations, both international and local, offer advantages that are able to attract tourists to visit, and have succeeded in creating a destination with an amazing experience. Today's tourist destinations do not only rely on the splendor of a building, monument and natural beauty, but more towards synergizing art and culture. This art and culture will be integrated into tourism development strategies and urban planning and is known as creative tourism.

The tourism industry still has to maintain quality so that tourists always want to come back to these tourist attractions. In addition, the tourism industry must also compete with similar tourism industries, not only relying on natural nuances but the tourism industry must be more creative to create a visiting experience. With increasingly fierce competition, there is growing awareness for the tourism industry that destinations must create and provide memorable tourist experiences to visitors to increase competitiveness (Neuhofer, Buhalis, & Ladkin, 2012, 2015). The tourist experience plays an important role when tourists are enjoying the trip and contributes to long-term memories to be remembered by tourists (Yin, Poon, & Su, 2017). When tourists reminisce about a pleasant experience, the memory process affects the decision making of tourists in the future. (Campos, Mendes, Valle, & Scott, 2016). Travel experience will affect the memory of tourists which will affect

the formation of emotional bonds of tourists, so that it will trigger feelings of nostalgia from time to time (Christou, 2020). In this study, it is proposed that memories from previous travel experiences encourage repeat visits by evoking nostalgia.

Batu City is a tourist visit area which is one of the destinations for local and foreign tourists, where Batu City is an area that is rich in natural panoramas. Batu City is a highly considered tourist destination in East Java Province because it has various popular tours, including Cangar hot spring tourism, Selecta nature tourism, East Java Park, Transport Museum, Agro Kusuma and Songgoriti tourism.

Songgoriti is a tourist area in the Mount Hills in Batu City, East Java. Songgoriti has several tours that offer a mountainous atmosphere. Various interesting tourist objects can be enjoyed by tourists, including swimming pools, water rides, hot springs, temple tours, jaranan attractions, paragliding, and the Songgoriti tourist market which serves a variety of special foods and souvenirs. Not only that, there is also a historical tour of the Songgoriti Temple which is a relic of the Majapahit kingdom. Every holiday there are cultural tourism attractions such as mask dances, or jaranan.

Tourists who visit Songgoriti tourism are very diverse, ranging from local and foreign tourists. Every tourist who visits must have a first impression on the tourist attractions they visit, this first impression must be used by tourist attractions providers so that tourists have a positive impression. A positive impression can stimulate a sense of wanting to return to visit. The positive impression experienced by tourists will always be remembered in the minds of tourists, so when remembering these tourist attractions, tourists will remember the old memories and want to repeat this is called nostalgia.

2. Literature Review

2.1 Memorability

The growing interest in tourism experiences is accompanied by a growing regional economy (Pine & Gilmore, 1998), where tourists seek unforgettable travel experiences that combine sensation, engagement, fun, and affective feelings (Hosany & Witham, 2010). Offering memorable and valuable travel experiences to tourists is generally considered very important to build a distinctive and competitive advantage for tourist destinations (Kim, 2010; Pine & Gilmore, 1998). A memorable tourism experience is defined as “a tourism experience that is positively remembered and remembered after the event has occurred” (Kim et al., 2012, p. 13). The literature has shown that an unforgettable travel experience includes many components. Kim and colleagues identified the following dimensions of memorable travel experiences: hedonism, novelty, local culture, refreshment, meaningfulness, engagement, and knowledge (Kim & Ritchie, 2014; Kim et al., 2012). Components of a memorable travel experience may also vary based on the nature of the travel activity; for example, explorer experiences feature education, entertainment, aesthetics, and escape (Hosany & Witham, 2010). For tourists participating in creative tourism experiences (e.g., pottery-making activities at a destination), participants' sense of accomplishment, unique learning, escape and recognition, peace of mind, unique engagement, and interactivity (i.e., interaction with instructors) have been identified as components from that experience (Hung et al., 2016; Wang et al., 2020).

Nostalgia is defined as one's longing for the past or longing for yesterday, a variable considered to be related to memories of previous travel experiences and intention to revisit. Nostalgia is a negative feeling and is considered a hardened emotion, consisting of sadness and feelings of loss (Sedikides & Wildschut, 2016), which may cause psychological problems. However, today's experts tend to frame nostalgia as a pleasant sentimental reflection of one's past (Verma & Rajendran, 2017). This construction has even been recognized as a hedonistic and a pleasure function in many contexts (Triantafyllidou & Siomkos, 2014), such as in museums and heritage sites (Goulding, 2001). Positive emotions, including gratitude, warmth, joy, innocence, and compassion, can also be found in nostalgia (Holak & Havlena, 1998).

The word nostalgia comes from the Greek (Liddell and Scott, 1958, pp. 467, 31): (pronounced *nosto*) to return home and (pronounced *algia*) a painful condition. Thus, nostalgia is a longing to return home or a longing. Equating nostalgia with homesickness has over time resulted in several classes of theory. In chronological order, nostalgia includes: (1) physiological and anatomical theories, (2) environmental theories, (3) mental (or psychological theories), (4) instinct theories, and (5) combined physical and mental theories (Holak and Havlena, 2011)

As in previous centuries, until late 20th century nostalgia was still considered a form of melancholy or depression associated with homesickness (McCann, 1941). However, as the terms were "demedicalized" and "demilitarized" the meaningless nostalgia turned into a general longing for the past (Davis, 1979). Doctors and psychologists' studies were no longer treated as a disease condition, the occurrence was no longer confined to the military and it was used in everyday conversation by the 1950s. In a survey of college students, by Davis (1979), nostalgia was identified with words such as "warmth, the past, childhood and longing" rather than longing. Thus, nostalgia was re-conceived to refer to any longing for the past (Davis, 1979).

2.3 Revisit Intention

Revisit intention is the desire of tourists to repeat activities by revisiting a destination (Baker and Crompton in Chung-Hsien Lin, 2012). The decision to return to a tourist destination is a complex decision that involves many interrelated factors. Huang et al (2015) argue that revisit intention is the willingness of tourists to revisit the same destination. Meanwhile, Stylos et al (2016) define revisit intention as the desire to visit the same destination for the second time within a certain period of time. Intention to visit or re visit could be define as someone intention to visit some store (Turrban et al, 2000). Sometime visitor stop at any store and entering those store any particular time, but in other time that visitor bring another visitor to re visit the store.

Hwang (2013) found that as long as service quality is maintained, the intention to come back consists of three items, namely continuing to come and eat at the restaurant, eating at the restaurant in the future and bringing friends, and liking to return to the restaurant at another time. Limbu (2012) found that the intention to come back consisted of two items, namely the tendency to visit this site in the near future, and being motivated to visit the site in the near future.

3. Research Methodology

This research is a field research conducted using a quantitative approach. The population of the object of this study is not known for certain because the number of tourists visiting Songgoriti tourism cannot be counted with certainty. So that the sampling was done by accidental sampling and purposive sampling methods. Accidental sampling and purposive sampling methods are part of non-probability sampling, namely sampling techniques by finding tourists who visit Songgoriti tourism who are met directly and accidentally, then consumers are given questionnaires and the respondents have criteria that are considered by researchers, namely: (1) are willing to be respondents, (2) have at least 1 (one) visit to Songgoriti tourism and (3) tourists come from outside the city of Batu and its surroundings.

The number of samples taken in this study were 98 respondents. This is in accordance with Wibisono's calculations in Akdon (2013) for an unknown population. The collected data is finally analyzed using Partial Least Square (PLS) analysis in order to achieve a more in-depth analysis that is up to the indicator level.

Tabel 1. Indikator and Item Variabel

Variabel	Indikator	Item
Nostalgia (X1)	Feel nostalgic	thinking about this experience makes me feel nostalgic
	Memories	thinking about this experience brings back my good memories
	Quite memories	I am feeling quite nostalgic
	Fond memories	I am immersed in fond memories
Memorability (Y1)	Special	The experience was special to me
	Memorable	The experience was memorable to me
	Valuable	The experience was valuable to me
	Meaningful	The experience was meaningful to me
Revisit Intention (Y2)	Return for traveling	I would return to this place for traveling
	Intend to revisit	I intend to revisit this place

	Willing to revisit	I willing to revisit this place
	Go to this place again	If I could, I would go to this place again

4. Result and Discussion

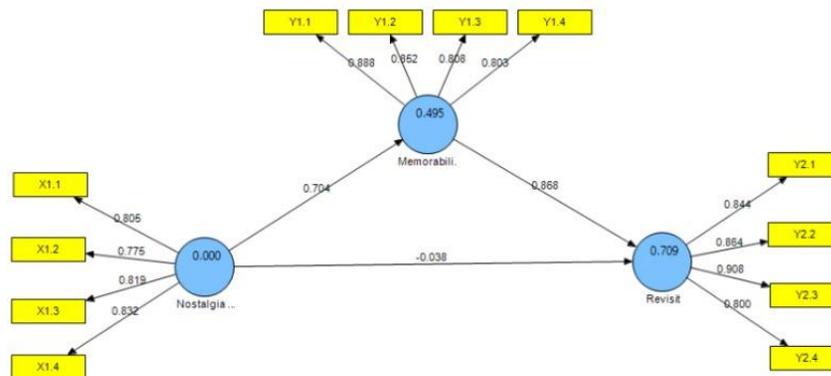
4.1 Result

In total, 100 respondents as tourists in Songgoriti went through a questionnaire, 98 questionnaires were filled out and returned (response rate: 98%). Questionnaires from respondents who failed to answer either attention check correctly were removed. Of this number, the majority of respondents are women (62.1%). The average age of the respondents was 20 to 30 years, and 72% of the respondents had an undergraduate degree.

Based on the respondents' responses, nostalgia can bring tourists back to remember the past. This can be seen from the mean thinking about this experience brings back my good memories, which is 3.62 which can be categorized as good. So that it can be interpreted that nostalgia is a memory of the past that is always remembered either positive or negative memories, therefore at a certain time someone always wants to repeat those memories.

The results of respondents' responses to the memorability variable were also rated moderate by tourists with a variable mean of 3.94. This shows that tourists visit Songgoriti tourist attractions because they are memorable. While the results of respondents' answers for the revisit intention variable were also rated moderate by songgoriti tourists, namely 3.97. This means that tourists always want to visit Songgoriti tourist attractions because there are things that attract tourists besides the attractions and sights offered, namely beautiful memories.

As for the results of the PLS analysis, the structural model formed is presented in Figure 1. below:



Tabel 1. Structural Model

Based on Figure 1. Structural Model, for the outer model, it is known that each item that measures the valid latent construct, can be seen from the loading factor value which shows the correlation between the indicator and its construct mostly above 0.70 (Sarwono, 2015). However, this value can still be tolerated up to 0.50 and if the loading factor value is below 0.50 then the indicator must be dropped from the analysis (Ghozali, 2015), because indicators with low loading values indicate that the indicator does not work on the model. the measurement. If viewed from the inner model, it is known that the R-Square value is . This means that 85.3% of tourists' revisit intentions in Songgoriti tourism are explained by memorability and nostalgia.

As for the rest, 14.7% was explained by other exogenous constructs which were not considered in the study. The main structural models formed are as follows:

$$Y = 0,868X1 + 0,704X2 + \varepsilon$$

Based on this model, it is known that the path coefficient for the memorability variable is 0.868 units in the positive direction. That is, the higher the tourist memorability, the higher the desire to visit Songgoriti again. The increase in each unit of memorability will increase revisit intention by 0.868 units. It is also known that the path coefficient for the nostalgia variable is 0.704 units in the positive direction. That is, the higher the nostalgia felt by tourists, the higher the desire to visit Songgoriti tourism. The increase in each nostalgia unit will increase revisit intention by 0.704 units

It is known that the t-statistics value of the effect of memorability on revisit intention is 3.784 which is greater than the normal Z-score for = 0.05 of 1.96 ($14.539 > 1.96$), meaning that the effect of memorability on revisit intention is significant. . The t-statistics value of the effect of nostalgia on memorability is 16,428 which is greater than the normal Z-score for = 0.05 of 1.96 ($16,428 > 1.96$), meaning that the effect of nostalgia on memorability is significant. Likewise, the t-statistics value of the effect of nostalgia on revisit intention is 0.478 which is smaller than the normal Z-score value for = 0.05 of 1.96 ($0.778 < 1.96$), meaning that the effect of nostalgia on revisit intention is not significant

If examined at the level of items that reflect latent constructs, the item that most strongly (the largest t-statistic value) reflects nostalgia is fond memories (X14). While the weakest (items that have the smallest t-statistic value) are memories (X12). The item that most strongly reflects memorability is special (Y11), while the item that is the weakest is meaningful (Y14). Meanwhile, the strongest revisit intention is willing to revisit (Y23), and the weakest item is go to this place (Y24).

4.2 Discussion

1. Nostalgia and Memorability

Nostalgia is a tourist perception that occurs when tourists visit Songgorit tourism in Batu City will be able to treat the longing of the past that has been experienced by tourists. The results of the study show that nostalgia has an important role in strengthening the memorabilia of tourists. The stronger the nostalgia of tourists, the stronger the memorability felt by tourists visiting Songgoriti tours. The results of this study support the findings of Hu et al (2021) and Gu et al. (2018) which reveals that memorability can be significantly increased if feelings of nostalgia are embedded in the hearts of tourists. Nostalgia has a big role in the emergence of memorability, positive nostalgia experienced by tourists will also have a positive impact on tourist memorability.

According to Davis (1979) in psychological science nostalgia is a longing to recall past memories, but over time nostalgia can be used for marketing research. Nostalgia is one of the consumer behaviors that is often associated as a preference (general desire, positive attitude, or favorable affect) towards objects (people, places, or objects) in the past (Holbrook, 1993). Nostalgia is one of the things that tourists consider when visiting Songgoriti tourism in Batu City.

Nostalgia affects memorability because of previous travel experiences that form a sense of happiness so that it can evoke individual nostalgia to improve (Verma & Rajendran, 2017). Similar to the recommendations of Barnes et al. (2016), nostalgic travelers will most likely expect to relive a memorable trip. Therefore, a personal nostalgia advertising strategy targeting past travelers can promote repeat visits.

2. Memorability and Revisit Intention

The results showed that memorability had an effect on revisit intention. The better the memorability felt by tourists, the stronger the intention to visit again in Songgoriti tourism. Memorability is a memorable and valuable travel experience that is felt by tourists is generally considered very important to build a distinctive and competitive advantage for a tourist destination.

This study identifies two theoretical boundary conditions of the positive influence of memorability on tourists' perceived revisit intention, and the rate of change in a tourist destination. Consistent with previous literature (Michalko et al., 2015), this study empirically shows that because nostalgia memorability is personally idiosyncratic and idealized, these memories can increase tourists' expectations and concerns regarding destinations. These findings support the theory of memorability, which states that people tend to

protect memories of special experiences. They avoid re-consumption if they anticipate any effect on their precious memories, such as revisiting a memorable place with different people (Marschall, 2014; Zauberman et al., 2009).

Experts have defined an unforgettable tourist experience as a complex construction with many components (e.g., Kim & Ritchie, 2014; Kim et al., 2012). Studies have also identified the effect of a memorable tourism experience and its sub-components on the memory of an experience (eg, Hung et al., 2016; Wang et al., 2020). However, exactly how memory affects tourists' revisit intentions over time is still under-researched. This study provides empirical insight into the influential mechanisms of such effects and underscores nostalgia as the theoretical basis for linking recall with revisiting intentions. Personal nostalgia, a complex positive feeling or emotion generated by reflecting on an idealized and pleasant autobiographical memory (Holak & Havlena, 1998; Lin, Huang, & Ho, 2020), represents a core process by which memory influences revisit intentions. This finding is in line with the literature (Tung et al., 2017) and adds empirical confirmation that unforgettable travel experiences go beyond the field of tourism to become part of a traveler's holistic memory and shape their identity (Marschall, 2012, 2014; Yin et al. . , 2017). Personal nostalgia stems from good memories and triggers post-trip decisions, such as repeat visits and positive word of mouth. Uncovering nostalgia as the reason why tourists revisit a destination is invaluable for advancing our understanding of traveler expectations, psychology and behavior regarding repeat travel.

3. Nostalgia and Revisit Intention

Nostalgia is a consumer choice in consuming a product, so that consumers can feel something pleasant or not after consuming a product. Pleasant and unpleasant feelings after consuming this product can lead to feelings of nostalgia or wanting to repeat the incident when consumers consumed the product. Behavioral intention is a consumer's desire to behave in a certain way in order to own and use a product or service (Mowen, 2009). Behavioral intentions encourage consumers to seek information, and buy certain products or services so that consumers can decide to have an intention to buy.

Nostalgia has no effect on Revisit Intention, meaning that nostalgia does not affect the intention of tourists to revisit Songgoriti tourism in Batu City. This proves that there are other factors that influence revisit intention, the other factor is the memorability variable. Nostalgia directly has no effect on revisit intention, because nostalgia or the feeling of remembering past events that have been experienced does not occur continuously but suddenly, besides that feeling does not directly encourage someone to have the intention of visiting Songgoriti tourism again because nostalgia is easy to forgotten if you don't touch someone's feelings.

Nostalgic feelings arise where a person recalls past events that suddenly appear later will arise emotions, both positive emotions and negative emotions. Positive emotions and negative emotions that arise in a person are what can make individuals want to repeat past events that they experienced by revisiting Songgoriti tours.

The results of this study are in accordance with previous research conducted by Hwang (2012) which states that nostalgia does not directly affect the intention to revisit. Nostalgia is a personal emotion caused by consumers' life experiences that affect the products or services used (Hwang, 2012). This shows that nostalgia can affect the intention to visit again if the nostalgia causes an emotional response, so that it can encourage consumers to visit again. This is not the same as the research of Goulding (2001), Marchegiani (2010), and Bing Chen (2013) which found that nostalgia had an effect on revisit intentions

5. Conclusion

Based on the results of the analysis and discussion that has been carried out, several conclusions can be drawn, including: (1) nostalgia has a major influence on the memorability of profitable tourists from Songgoriti tourism in Batu city. The more positive the feeling of nostalgia experienced by tourists, the stronger the perceived memorability. The strongest factor in this feeling of nostalgia is fond memories; (2) memorability has a major influence on revisit intention in Songgoriti tourism, Batu city. The higher the perceived memorability, the stronger the desire for revisit intention in Songgoriti tourism in Batu City. The strongest factor in the memorability variable is special, which means that a tourist place has something special so that tourists always want to visit the place again; (3) Nostalgia has a significant but not significant effect on revisit intention. Suggestions for further research is to investigate further in depth the factors that influence revisit intention in addition to memorability and nostalgia. Because the factors that influence revisit intention

besides nostalgia and memorability are emotions, attitudes, values, beliefs and many other variables that can be developed.

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