


The influence of memorable tourism experiences, place attachments and place identity in enjoying local culinary food on the revisit intention the old city of Semarang

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Article Info	ABSTRACT
Keywords: Memorable Tourism Experiences, Place Attachment, Place Identity, Revisit Intention	The study investigates influence of memorable tourist experiences, place attachment, and place identity local culinary delights while revisit intention the Old City of Semarang. The type of data used is primary data is data obtained directly from sources or respondents. The sample in this study were tourists in the Old City of Semarang 186 respondent. The sampling technique is convenience sampling. Where the target population meets the criteria. The research results show that a memorable tourist has a positive revisit intention. Place attachment has a positive effect on revisit intention. Place identity has a positive effect on the revisit intention.
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INTRODUCTION

Memorable Tourism Experiences, Place Attachment, Place Identity, Revisit Intention. Plays a role as a means of developing socio-cultural activities and promoting the nation's image abroad. Tourist experiences is an important thing in the tourism industry which must be managed and paid attention to properly by tourism actors so that tourists get an optimal experiences when traveling. Several tourist attractions have emerged because they utilize the resources around them as tourist attractions, such as the surrounding natural environment, culture, history, local food, and even a monument can become an attraction. Tourism to create a positive tourist experiences. So everyday experiences becomes an event or moment experiences in a person's life or we as humans during our daily life when living life. It could be said that the core product of the tourism industry is experiences. Tourism experiences have an internal response from consumers who demand direct or indirect contact with the company. A memorable tourist experiences is one of the factors that influences revisit intention (Lim & Jeong, 2017). Travel experiences offers an experiences concept that must be created and managed by the company.

The influence of memorable experiences on the revisit intention shows different results (Lin & Kuo, 2016). Research conducted by determined that on-site experiences had a positive effect on revisit intention. In previous tourist experiences has a positive effect on the revisit intention a destination, which means. This is in line with research conducted

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(Ming, 2021). Place attachment complies (Nogueira & Carvalho, 2022) and attachment results in a place to which a person has emotional ties and the person associates place-related meanings with the social interactions that occur within that place. With them connected directly emotional relationship between place attachment as a value and level of identification. Some people have reasons for visiting certain places that make them come to that place again and again.

Apart from place attachment, other factors influence and play a role in determining tourists' revisit intention, namely place identity is a consideration that is emotionally connected to a place, identifying with a place or feeling that they are part of that place. Previous research according to suggests that identity has a positive effect on revisit intention. This is different from research conducted by showing that social identity hurts the revisit intention. Based on this conclusion, it states that the influence of tourism experiences, place attachment, place identity has a positive influence on the revisit intention.

Literature Review

Memorable Tourism Experiences

Memorable tourism experiences are events that occur selectively and are formed from tourism experiences based on individual assessments of their personal experiences. Based on (Pantelidis, 2017) tourism is a trip undertaken to provide entertainment. So this activity must have preparations made for this activity. Identified that tourism is a personal experiences gained from visiting certain tourist attractions outside of everyday life.

Place Attachment

Place attachment is an affective bond or relationship between a person and a particular place to measure a person's involvement in the place they visit. On the other hand, place attachment is the affective and emotional relationship that individuals form toward a particular place. According to (Stylos, 2017) people develop and maintain strong relationships with places. Because places are connected in a complex way with certain conditions.

Based on research according to (Shang, 2020), place attachment has a characteristic in the form of places that are connected by feelings. From attachment to a place the effects that arise are social psychological. So the process of giving meaning to a place requires a process through which feelings are formed to like that place. According to (Song, 2017), place attachment is a psychological feeling, based on accumulated experiences with a place. From several theories above, place attachment is an experiences related to a place that refers to an unforgettable memory through the emotional connection that people feel towards a location.

Place Identity

Place identity is an area or area that reflects cultural complexity that is different from other places to changes in the physical environment to maintain attachment and a sense of pride in a place. Meanwhile, According (Dimache et al., 2017) place identity is in the process of change also due to the element of continuity, thus allowing someone to talk

about feelings towards a place. To promote an image of place identity that is uncomplicated, easy to communicate, and easy to consume or put it all aside.

Place identity is a research theme that can improve current thematic trends by using an experiential perspective to place identity. According to (Shaolian, 2017) one of the main concepts for building meaning, intention, or value for someone is a role in social identification. Each person needs to be positioned as a well-identified place from the group, place is a source of identity. Based on research (Pritchard & Morgan, 2017) identity refers to knowledge about self-perception of an individual's social role in a particular place.

Revisit Intention

Individuals are more likely to engage in a behavior when they have a positive evaluation of it (Putra et al., 2022) According to (Savila & Tjahjaningsih, 2023) revisit intention is a group of tourists who carry out repeat visit activities in accordance with the selected tourist attraction to enjoy the tourist trip. Revisit intention becomes an expectation of a particular form in a particular environment and can be operated as a possibility for action. Which is the willingness or desire of tourists to visit again, or recommend a tourist destination to others. Therefore, it means that in the future you will visit tourist attractions. Revisit intention is the most important indicator of the success of a marketing strategy as agreed by some marketers. According (Sihotang & Putra, 2023) to the definition of consumer revisit intention, it contains cognitive factors, emotional factors and intentional factors. It can be concluded that revisit intention is an action or tendency that may be influenced by the target attitude. According to, attitude targets are the main point in revisit intention and influence tourist satisfaction in enjoying a tourism visit.

Development Hypothesis

If we refer to the concept, there are four variables used for hypothesis testing aimed at finding out the influence of the independent variable Memorable Tourist Experiences on the experiences of visiting tourists who always have a happy experiences and visit, therefore tourists feel fulfilled in terms of desire and curiosity to feel again, place attachment can be felt if tourists have the intention to find out the contents of tourism in the old city of Semarang by searching on the internet and other social media, place identity can determine tourists attitudes in assessing existing places by carrying out tourist activities and trying new things so that you can (Qian et al., 2022) have your own enjoyment, on the dependent variable revisit intention. According to ,stating that hypothesis development has a positive influence on revisit intention. It can be concluded that three researchers gave positive results and one researcher gave negative results on the influence of memorable tourist experiences on revisit intention.

H1: Memorable tourism experiences have a positive effect on revisit intention.

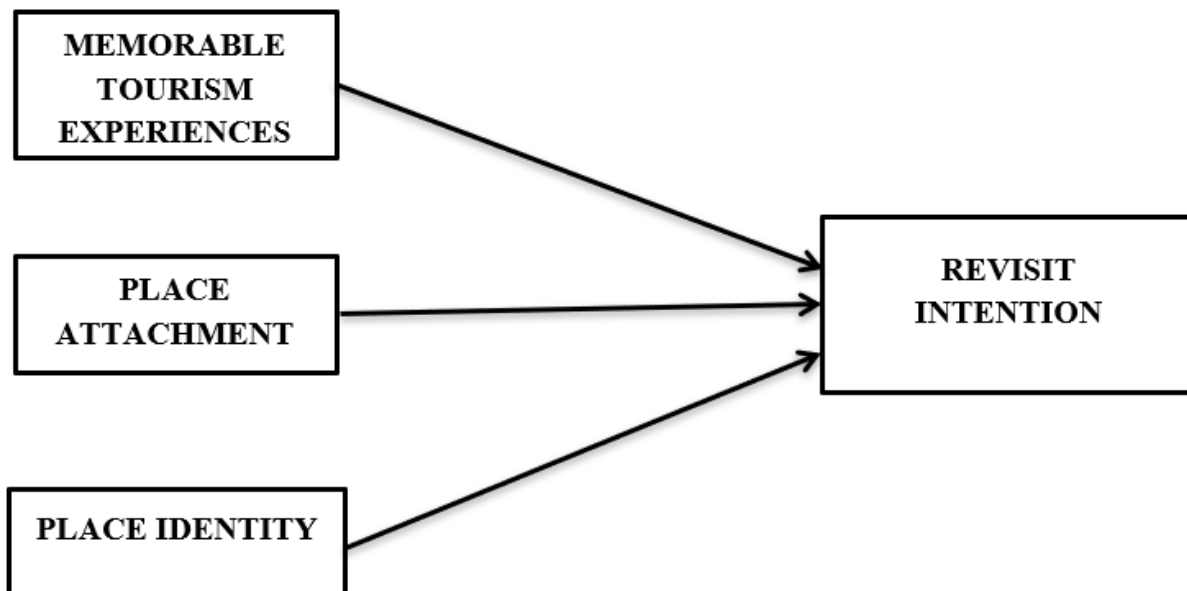
On the other hand, memorable tourist experiences have an attachment, namely an attachment to a place that influences the revisit intention again, so that (Dang & Weiss, 2021), stated that hypothesis development has a positive influence on revisit intention. It can be concluded that four researchers gave positive results on the influence of place

attachment on revisit intention. Attachment can occur due to the influence of place identity on revisit intention, whereas, states that place identity has a positive influence regarding revisit intention. It can be concluded that two researchers gave positive results and two researchers gave negative results on the influence of place identity on revisit intention.

H2: Place attachment has a positive effect on revisit intention.

Place identity manifests in the form of emotional, symbolic or identity-related attachment to a particular place (Cater et al., 2019), place identity refers to the idea that people or tourists can identify places in a unique way. The more unique the identity of a tourist attraction, the more it will influence a tourists revisit intention. It can be concluded that two researchers gave positive results and two researchers gave negative results on the influence of place identity on revisit intention.

H3: Place identity has a positive effect on revisit intention.



Picture 1. Framework Study

METHODS

Determination Sample And Collection Data

The research used is quantitative research using a questionnaire method, measuring the influence of memorable tourist experiences, place attachment, place identity in enjoying local culinary delights on the revisit intention the Old City of Semarang. The population of the study were tourists in the Old City of Semarang. The number of samples taken in this research was 186 tourists in the Old City of Semarang. The sampling technique uses *convenience sampling*. Questionnaires will begin to be distributed in December 2023.

Measurement

The measurement of items produced through this research can be seen through previous research which consists of 4 items, namely impressive memorable tourist experiences (Hsu & Scott, 2020) place attachment, place identity, and revisit intention (Ko & Cho, 2022) memorable tourist experiences were measured by asking participants about the culinary experiences they had on culinary tours in Old City Semarang. Place attachment was measured using a Likert scale and surveyed participants regarding their perceptions and dependence on places in the Old City of Semarang. Place identity is measured using a Likert scale with a value of strongly agree which states that tourists are dependent on places in the Old City of Semarang. Revisit intention was measured by asking subjects about their revisit intention and their willingness to recommend culinary tourism in the Old City of Semarang.

RESULT AND DISCUSSION

The data collection process was carried out in the old city by submitting a questionnaire directly and in early December with 186 respondents, 95 people were male, with a percentage of 51.4%. Meanwhile, the number of female respondents was 90 people with a percentage of 48.6%. In this case, tourists in the Old City of Semarang are dominated by mostly male visitors. Most of the respondents were dominated by those aged 21-30 years. This shows that the majority of productive age have a high revisit intention. The majority of tourists in the Old City of Semarang have a Bachelor's degree. Most tourists make tourist visits, and some do research. To achieve the productivity you want to achieve. Tourists in the Old City of Semarang are dominated by students. This shows that most tourists have a high interest in getting to know the history of the City of Semarang. Based on the data collection above, the technique used to obtain data through questionnaires is by distributing questionnaires in the form of a Google form. The data is filled in by respondents who meet the sampling criteria to match what the researcher wants. In the questionnaire there are several questions that must be filled in by respondents. questionnaire form in order to display research data in a *complex* and aggregate manner. The results of the analysis of respondent characteristics are presented in Table 1.

Table 1. Characteristics Respondent

Variable	Category	Frequency	%
Type Sex	Man	95	51.4
	Woman	90	48.6
Age	<20 Year	18	9.7
	21-30 Year	158	85.4
	31-40 Year	6	3,2
	41-50 Year	1	0.5
	>60 Years	2	1.1
Last education	SENIOR HIGH	72	38.9

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Variable	Category	Frequency	%
	SCHOOL	105	56.8
	BACHELOR DEGREE	8	4.3
	3 YEAR DIPLOMA		

Source: Data Primary (2023)

It can be seen that all indicators that measure their respective variables have valid status, this is because all *loading factor* have passed the limit of 0.6. Thus, it can be concluded that there is no convergent validity problem in the model tested. Validity tests are used to determine the quality of research instruments. An instrument is said to be valid if it can measure what it is supposed to measure. Validity testing is applied to all question items for each variable. The convergent validity test in Smart PLS with reflective indicators is assessed based on *factor loadings*, indicators used to measure different constructs should not be highly correlated. Parameters used as a comparison of a construct must have a higher correlation between latent variables. Based on the analysis results, the value of the composite variable reliability ranges from 0.945 to 0.972. Apart from that, it can be seen that Cronbach's alpha for the variables memorable tourist experiences, place attachment, place identity, and revisit intention is 0.912 to 0.968. From the calculation results above, it can be seen that all indicators are reliable in measuring latent variables. The results of the analysis of the validity test and the reliability results are presented in Table 2.

Table 2. Results Validity *and Reliability Test*

Indicator	Loading factors	Cronbach's Alpha	Rho_A	Composite Reliability
Memorable Tourism Experiences	0.921	0.968	0.969	0.972
Memorable Tourism Experiences	0.899			
Memorable Tourism Experiences	0.872			
Memorable Tourism Experiences	0.883			
Memorable Tourism Experiences	0.875			
Memorable Tourism Experiences	0.888			
Memorable Tourism Experiences	0.887			
Memorable Tourism Experiences	0.894			

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Experiences				
Memorable Tourism	0.856			
Experiences				
Memorable Tourism	0.830			
Experiences	0.743			
Place Attachment	0.881		0.961	0.962
Place Attachment	0.867	0.955		
Place Attachment	0.800			
Place Attachment	0.860			
Place Attachment	0.909			
Place Attachment	0.887			
Place Attachment	0.891			
Place Attachment	0.873			
Place Attachment	0.916			
Place Identity	0.880			
Place Identity	0.932			
Place Identity	0.952		0.942	0.953
Place Identity	0.929	0.935		
Revisit Intention	0.894			
Revisit Intention	0.945		0.923	0.945
Revisit Intention		0.912		

Source: Data Primary (2023)

The SRMR value has met the criteria for the value of this category, it must be below 0.080, then the d_ULS value must be above 2,000, indicating that the model is fit to the data. The GFI value must be above 0.900, indicating that the descriptive model suitability measure of the data is acceptable and the fit can be concluded that the model is in harmony or the criteria for the relationship between the construct can be tested. NFI is above standard so that a high significance value is obtained. The results of the suitability test analysis are presented in Table 4

Table 4. Results Analysis Test Suitability

GOF	Results Analysis	Status
SRMR	41.5	Good
d-ULS	0.00	Good
dG	1,169	Good
Chi-Square	0.953	Good
NFI	0.60	Good

Source: Data Primary (2023)

Table 5. Results Path Coefficient

Connection Structural	Original Until (O)	Samples Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Memorable Tourism Experiences -> Revisit Intention	0.359	0.356	0.080	4,474	0,000
Place Attachment-> Revisit Intention	0.241	0.237	0.087	2,765	0.006
Place Identity-> Revisit Intention	0.273	0.279	0.100	2,734	0.006

Source: Data Primary (2023)

Discussion

Based on this research by (Brown, 2006) memorable tourist experiences become tourist attractions that are most popular among the public. Memorable tourism experiences must be managed and considered well by tourism actors so that tourists get an optimal experiences when traveling in an area or destination. Several tourist attractions have emerged because they utilize the surrounding resources as tourist attractions, such as the surrounding natural environment as a local attraction, culture, history, local food and even a monument can become a tourist attraction to create a positive experiences. This research supports research conducted by (Buonincontri et al., 2017), (Sthapit et al., 2022), and (Qian, 2022) which determined that memorable tourism experiences have a positive effect on revisit intention.

However, without attachment to the place, the experiences provided will be lacking and cannot produce an experiences that amazes tourists. Attachment results in a place to which a person has emotional ties and the person associates place-related meanings from the social interactions that occur within that place. With them connected directly emotional relationship between place attachment as a value and level of identification. Some people have reasons for visiting certain places that make them come to that place again and again. Someone's attachment to visiting a place can be caused because that person comes because they like that place. This research supports research conducted by (Ming, 2021), (Buonincontri, 2017), and (Dang, 2021), determining that place attachment has a positive effect on revisit intention.

In connection with the attractiveness of tourism provided based on place attachment, place identity is the main support in the recognition of a tourism place. Place identity is a consideration of being emotionally connected to a place, identifying with a place or feeling that they are part of that place. Therefore, an individual may have to value social interaction because it facilitates interpersonal relationships and fosters a sense of belonging to a group in order to build a good place identity. This research supports research conducted by (Bounincontri, 2017), (Dimache, 2017), and (Prichard & Morgan,

2017), determining that place identity has a positive effect on revisit intention. Place identity refers to the idea that tourists can identify places in a unique way.

CONCLUSION

Based on the test results, the researchers concluded that several findings including memorable tourist experiences had a positive influence on the revisit intention culinary tourism in the Old City of Semarang. Furthermore, place attachment has a positive influence on revisit intention. This indicates that memorable tourist experiences have a big influence on place attachment to attract more tourists. Place identity has the results of the analysis that has been carried out and the conclusion is that it has a positive influence on revisit intention, so it can be concluded that all variables have a positive and reliable. This is because there is a relationship mechanism between variables that we have not tested, thus affecting the results of ongoing research and the results of the analysis carried out. We conclude that this research can predictably explain revisit intention better in the future. By using newer applications or data processing systems.

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