

Destination image, unforgettable traveling experience, and revisit intention: Viewpoint from tourists visiting cultural attraction

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Abstract

Bandung is recognized as a flower city because of its beauty. Besides, it provides several destinations for tourists. One is Saung Angklung Udjo (SAU), oriented to Sundanese culture. For the tourism business, the revisiting intention of tourists becomes valuable for its sustainability. Therefore, this study reveals the determinant of revisiting intent. According to previous research, they are a destination image and an unforgettable traveling experience. In other words, this study aims to check and analyze three effects. The first and second are the influence of destination image on revisiting intention and unforgettable traveling experience. The third is the impact of the memorable touring experience on this intention. Then, to achieve this purpose, it employs 169 domestic tourists visiting SAU as the sample and the covariance-based structural equation model with its feature to examine three hypotheses formulated. After investigating them, this study concludes destination image positively affects revisit intention and unforgettable traveling experience. Similarly, this positive sign exists for the relationship between this experience and intention.

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Bandung, destination image, revisit intention, the tourism industry, tourist attraction, unforgettable travel experience

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Abstrak – Bandung dikenal sebagai kota kembang karena keindahannya. Selain itu, kota ini menyediakan banyak objek wisata. Salah satunya yaitu Saung Angklung Udjo (SAU), yang berorientasi pada budaya Sunda. Bagi bisnis wisata, minat kunjungan kembali dari para turis sangatlah bernilai untuk keberlangsungannya. Oleh karena itu, studi ini bermaksud untuk mengungkapkan alasan minat kunjungan tersebut. Berdasarkan hasil penelitian terdahulu, faktor terkaitnya yaitu citra destinasi dan pengalaman wisata yang berkesan. Dengan kata lain, studi ini bertujuan untuk menguji dan menganalisis tiga dampak. Pertama dan kedua yaitu pengaruh citra destinasi terhadap kunjungan kembali dan pengalaman wisata yang berkesan. Ketiga yaitu pengaruh pengalaman wisata yang berkesan terhadap minat kunjungan ini. Selanjutnya, untuk mencapai tujuan ini, studi ini memakai 169 turis domestik sebagai sampel dan model persamaan struktural berbasis kovarian dengan fiturnya untuk menguji tiga hipotesis tersebut. Setelah menginvestigasinya, studi ini menyimpulkan citra destinasi berpengaruh positif terhadap minat kunjungan kembali dan pengalaman wisata yang berkesan. Tanda positif ini terjadi untuk hubungan antara pengalaman dan minat kunjungan ini.

Kata kunci: Bandung, citra destinasi, minat berkunjung kembali, industri pariwisata, objek wisata, pengalaman wisata yang berkesan

Introduction

As an industry, tourism is one of the potential contributors to national economic growth. This industry creates an occupation for local people around tourist attractions (Naseem, 2021); consequently, it upsurges their living standards (Cheng & Chen, 2022; Nguyen-Viet et al., 2020) and lifestyle (Cheng & Chen, 2022). It also helps the other sectors to sustain (Nguyen-Viet et al., 2020), for instance, hospitality (accommodation and restaurant), transportation (airlines and car rental), and travel facilitation and information (tour operators, travel agents, and tourist information centers) and attractions and entertainments (heritage sites and theme, national, and wildlife parks) (Encyclopedia, 2023).

Bandung has fascinating tourist destinations in its city area (Februadi et al., 2019). The first is the historical buildings, i.e., *Gedung Sate* (Purike et al., 2023; Widiyanti et al., 2021), *Gedung Merdeka* (Purike et al., 2023), *Indonesia Menggugat*, and Asia-Africa conference (Kautsar, 2020). The second is the monuments, such as Simpang Lima (Indonesia Public Art Archive, 2020), the Bandung Great Fire (Kautsar, 2020), the Zero Kilometer (Fatonah, 2022), Hussein Sastranegara (Nugroho, 2023), and the Struggle of the People of West Java (Brilyana, 2022). The third is the museum, i.e., Asia-Africa (Jendela Dunia, 2022) and Sri Baduga (Febriansyah et al., 2022).

Another tourist destination in Bandung is *Saung Angklung Udjo* (SAU). It offers the show of *Angklung*, a Sundanese cultural heritage musical instrument, and lessons to play it well. Also, various presentations exist related to the angklung show, such as the orchestra and the strains of a bamboo grove, a three-dimensional wooden puppet played by a puppeteer, and a *Helaran* ceremony, as well as a traditional dance wearing a mask and peacock related to costumes (Prianti et al., 2022). Besides, SAU provides the cafeteria *Dapoer Angklung* with delicious Sundanese foods and beverages (Nugraha, 2023; Rivan, 2021), a shop selling souvenirs (Rivan, 2021), a parking area, restrooms, and an Islamic praying room (Setiawan et al., 2021).

Like other tourist destinations in Indonesia (Verawati et al., 2022), *Saung Angklung Udjo* (SAU) provides a considerably declining number of visitors during the COVID-19 pandemic (Prianti et al., 2022). According to Taufik Hidayat Udjo, the chief of SAU, before the pandemic in 2020, SAU received a visitation of around 2,000 guests and performed more than three daily shows. During the pandemic, two visitors were challenging to reach. Instead, the live-streaming on YouTube was performed. After the pandemic, SAU innovated one of the shows with the modified name: *Topeng Rehe*. Indeed, this name adds a new feature to the mask dance, i.e., humorous dialogue (Sopamen, 2022).

A company managing a tourist destination must offer unique value (Utama et al., 2021) to ensure visitors intend to visit it (Yacob et al., 2019). If numerous interesting tourists exist, the company can reduce marketing promotion costs. Besides, it can create profit and sustainable business (Abbasi et al., 2021). Therefore, the factors behind it should be considered. Several researchers successfully identify the determinant of revisit intention (RI), like destination image (DI) (Ahsanah & Artanti, 2021; Atmari & Putri, 2021; Johari & Anuar, 2020; Rasoolimanesh et al., 2021; Rismawati & Sitepu, 2021; Tasia & Yasri, 2021; Yang et al., 2020). Also, earlier scholars effectively prove the significant association between DI and unforgettable traveling experiences (UTE) (Abbasi et al., 2021; Ahsanah & Artanti, 2021; Candra et al., 2020; Johari & Anuar, 2020; Natasia & Tunjungsari, 2021; Rasoolimanesh et al., 2021; Tasia & Yasri, 2021). Meanwhile, others find the impact of UTE on RI (Ahsanah & Artanti, 2021; Atmari & Putri, 2021; Candra et al., 2020; Febriyanti & Yusuf, 2022; Johari & Anuar, 2020; Natasia & Tunjungsari, 2021; Tasia & Yasri, 2021; Torabi et al., 2022).

Based on this theoretical evidence, this study examines and analyzes three effects based on the perspective of tourists visiting *Saung Angklung Udjo* (SAU) in Bandung. The first and second are the influence of destination image on revisit intention and unforgettable traveling experiences (UTE). The third is the impact of UTE on this intention. Theoretically, this study strengthens the previous research evidence. Practically, it recommends some significant things to the SAU as the destination promoting the Sundanese culture.

Theoretical framework and hypotheses

According to Jebbouri et al. (2022), the destination image comes from the individual perspective of the tourists, containing impressions, beliefs, and feelings about a specific environmental setting provided by the company managing the destination. Because of this image, the visitors will have the visiting intention to the tourist attraction, as proven by Yang et al. (2020), Ahsanah and Artanti (2021), Rasoolimanesh et al. (2021), Rismawati and Sitepu (2021), Atmari and Putri (2021), and Tasia and Yasri (2021), and Johari and Anuar (2020). Based on these explanations, the first hypothesis is like this:

H1: The destination image positively affects the revisit intention.

Besides affecting the revisit intention, the destination image can give the tourists an unforgettable experience. In their investigation, Candra et al. (2020), Ahsanah and Artanti (2021), and Abbasi et al. (2021) affirm the positive relationship between destination image and this experience. Additionally, Natasia and Tunjungsari (2021), Rasoolimanesh et al. (2021), and Tasia and Yasri (2021) document similar evidence. Separating the destination image based on two dimensions: cognitive and affective, to be associated with this experience, Johari and Anuar (2020) confirm two positive signs. Based on these explanations, the second hypothesis is like this:

H2: The destination image positively affects the unforgettable visit experience

The memorable visiting experience describes the tourist assessments after the interaction with the destination visited (Coelho et al., 2018). Exploratively, Coelho et al. (2018) reveal twelve codes compressed into three aspects related to this experience, i.e., (1) environment and culture, (2) interpersonal relationships, and (3) physiological emotions. The first aspect has four codes: natural attraction, building, cultural attraction, and culture. The second contains three principles: travel planning, interpersonal interaction, and travel companionship. The third consists of five codes: travel purposes, lived emotions, dreams, novelty, and expectation. In their research, Johari and Anuar (2020), Candra et al. (2020), Ahsanah and Artanti (2021), Atmari and Putri (2021), and Tasia and Yasri (2021) exhibit a positive association between memorable visiting experience and coming-back intention. This positive tendency is also proven by Natasia and Tunjungsari (2021), Febriyanti and Yusuf (2022), and Torabi et al. (2022). Based on these explanations, the third hypothesis is like this:

H3: The unforgettable visit experience positively affects revisit intention.

Based on three hypotheses, the research model is obtainable in the first figure. Because of the latent variable, destination image, revisit intention, and unforgettable traveling experience are in the oval.

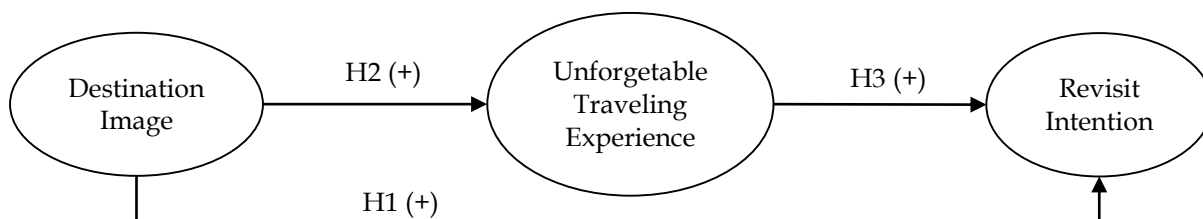


Figure 1.

Research Model

Source: Hypotheses Development

Methods

Research design

This study adopts a quantitative design. According to Sugiyono (2019), it aims to verify the hypothesis. Theoretically, this study proposes a positive influence of destination image on revisit intention and unforgettable traveling experience as the first and second hypotheses. Thirdly, a positive effect of memorable traveling experiences on coming-back intent occurs.

Population and samples

The population of this study is the visitors of *Saung Angklung Udjo*. Unfortunately, their total and name are unavailable. Therefore, this study employs snowball sampling, as Pandjaitan et al. (2021) utilize. To apply it, we communicate with some relevant visitors through this technique to join the online survey. Then, we ask for their assistance in telling their co-workers and family members to do the same thing. As a result, 169 respondents exist as the sample.

Data analysis procedures

Because of hypothesis testing, this study insists on using a structural equation model based on covariance. This reason mentions Ghazali (2021). According to the first figure, two equations can be formulated as follows.

$$RI = \gamma_1 DI + \beta_1 UTE + \zeta_1 \quad (1)$$

$$UTE = \gamma_2 DI + \zeta_2 \quad (2)$$

Note: RI = revisit intention, UTE = unforgettable traveling experience, DI = destination image.

Before examining γ_1 , γ_2 , and β_1 , the validity and reliability of the responses are needed to test. As the benchmark, the response is convergently valid if all loading factors exceed 0.5 (Hair Jr. et al., 2019). Meanwhile, a consistent answer happens if the Cronbach Alpha exceeds 0.7, as composite reliability does (Hair Jr. et al., 2019). Besides, discriminant validity to differentiate one construct from others must be detected. It is done by comparing the square root of the average variance extracted (AVE) with the correlation between latent variables. This validity is attained well if the square root of AVE is higher than the correlations (Baharum et al., 2023).

Then, the model fit measurements are essential to be spotted, such as Chi-Square/DF, the goodness of suitable index (GSI), and root mean of squared error approximation (RMSEA) (Hair Jr. et al., 2019), comparative fit index (CFI) (Baharum et al., 2023; Hair Jr. et al., 2019), and Tucker Lewis index (TLI) (Dash & Paul, 2021; Hair Jr. et al., 2019). After that, the path coefficients: γ_1 , γ_2 ,

and β_1 are examined to prove the first, second, and third hypotheses by comparing the probability of critical ratio with a 5% significance level. Each hypothetical statement is acceptable if this value is below this level (Hair Jr. et al., 2019).

Variable Measurement

Revisit intention (RI) and destination image (DI) are measured by indicators of Abbasi et al. (2021). Meanwhile, the indicators to measure unforgettable traveling experience (UTE) refer to Zhou et al. (2022). Furthermore, this study treats RO and UTE as endogenous variables and DI as exogenous ones, as demonstrated in the first figure. Only the relevant and suitable indicators for this research context are selected, as displayed in Table 1.

Table 1.

The operational definition of revisit intention and destination image

Variable Position	The name of the Variables	Indicators	Source
Endogenous variable	Revisit intention	I will return to <i>Saung Angklung Udjo</i> (SAU) in the future (RI1).	Modified from Abbasi et al. (2021)
		I will regularly visit SAU again in the future (RI2)	
		If given some choices, I prioritize going to SAU again (RI3).	
	Unforgettable traveling experience	I enjoy visiting SAU (UTE1).	Modified from Zhou et al. (2022)
		While visiting SAU, I can refresh myself (UTE2).	
		I have a new experience while visiting SAU (UTE3).	
Exogenous variable	Destination image	I can feel cultural sensations while visiting SAU (UTE4).	Modified from Abbasi et al. (2021)
		I can learn something from visiting SAU (UTE5).	
		The situation around SAU is secure (DI1).	
		SAU offers cultural shows (DI2).	
		The weather around the SAU comforts me (DI3).	
		SAU offers good value for money (DI4)	

Results and discussion

The profiles of the respondents

The survey in this study was conducted between July and September 2020 and collected 169 visitors of *Saung Angklung Udjo*, classified based on gender, age, and province where the visitors come from. Furthermore, the results are depicted in the second table. In this table, the dominant is male based on gender (66.80%), followed by the female (43.20%). Based on age, respondents between 21 and 25 are the largest (36.09%). Then, it is traced by the group from 26 to 30 (25.44%), above 31 (24.85%), and under 20 (13.61%). By denoting the province, most respondents come from West Java (68.05%), the Special Capital Region of Jakarta (20.71%), Central Java (4.14%), and Banten (4.14%). The rest are from Bali (1.18%), Maluku (1%), East Java (1%), and South Sulawesi (1%).

Table 2.
 Respondent profiles

Feature	Sub-feature	Total	Portion
Gender	Male	96	56.80%
	Female	73	43.20%
Age	Under 20	23	13.61%
	Between 21 and 25	61	36.09%
	Between 26 and 30	43	25.44%
	Above 31	42	24.85%
Province	Maluku	1	0.59%
	Bali	2	1.18%
	Banten	7	4.14%
	Special Capital Region of Jakarta	35	20.71%
	West Java	115	68.05%
	Central Java	7	4.14%
	East Java	1	0.59%
	South Sulawesi	1	0.59%

Source: Survey data processed

The testing result of validity and reliability

From the first confirmatory factor analysis from the output of AMOS, the loading factor (LF) of UTE3 is below 0.5: 0.343. Thus, this indicator is invalid and removed. After that, no LF is lower than 0.5 (see Table 3). The LF for DI1 until DI4 is: 0.631, 0.727, 0.745, 0.743. For UTE1, UTE2, and UTE4, each value is 0.546, 0.974, and 0.653. Meanwhile, LF for RI1, RI2, and RI3 is 0.749, 0.609, and 0.792. Therefore, the respondents answered the questions accurately and in a convergent way. Based on Cronbach Alpha from the output of IBM SPSS, its value is higher than 0.7: 0.712 for DI, 0.753 for UTE, and 0.760 for RI. Similarly, the composite reliability achieves this situation, reflected by 0.805 for DI, 0.781 for UTE, and 0.762 for RI. Therefore, a reliable answer to these indicators exists.

Table 3.
 Loading Factor, Cronbach Alpha, and Composite Reliability

Indicator	Loading factor**	Cronbach Alpha*	Composite Reliability**
DI1	0.631	0.712	0.805
DI2	0.727		
DI3	0.745		
DI4	0.743		
UTE1	0.546	0.753	0.781
UTE2	0.974		
UTE4	0.653		
RI1	0.749	0.760	0.762
RI2	0.609		
RI3	0.792		

Source: The output of IBM SPSS* and AMOS**

For discriminant validity, the result is in the fourth table. In this table, the square root of AVE (SR_AVE) for DI is 0.713 (see the italics), greater than the correlation between DI and UTE of 0.212 and DI and RI of 0.316. Similarly, the SR_AVE for UTE is 0.747 (see the italic), higher than the correlation between UTE and DI of 0.212 and UTE and RI of 0.294. Equally, the SR_AVE for RI is 0.721 (see the italic), exceeding the correlation between RI and DI of 0.316

and RI and UTE of 0.721. Accordingly, discriminant validity is attainable. In other words, DI, UTE, and RI are verified as independent constructs.

Table 4.

The discriminant validity detection result

Construct	DI	UTE	RI
DI	0.713		
UTE	0.212	0.747	
RI	0.316	0.294	0.721

Source: The adjusted output of AMOS

The goodness-of-fit detection result

Table 5 presents the goodness of fit detection result based on the output of IBM SPSS AMOS. The first is CMIN/DF of 1.734, less than two as the obligatory cut-off point; therefore, the model fits the data. The second, third, and fourth are GSI, CFI, and TLI of 0.939, 0.945, and 0.922, above the required 0.9; thus, the model is suitable for the data. The last is RMSEA of 0.066, available in the required range between 0.03 and 0.08; hence, the data supports the model.

Table 5.

The goodness of fit-detecting result

The measurement	Result	Obligatory cut-off point	Description
CMIN/DF	1.734	Less than 2 (Hair Jr. et al., 2019)	The data empirically support the model.
GSI	0.939	Above 0.90 (Hair Jr. et al., 2019)	
CFI	0.945	Above 0.90 (Baharum et al., 2023)	
TLI	0.922	Upper than 0.90 (Dash & Paul, 2021)	
RMSEA	0.066	From 0.03 to 0.08 (Hair Jr. et al., 2019)	

Source: The adjusted output of AMOS

Model estimation result

Once complying with the goodness of fit measurements, the model estimation based on the output of IBM SPSS AMOS gets performed, and the result can be seen in Table 6. In this table, the probability of critical ratio for hypotheses one (DI → RI), two (DI → UTE), and three (UTE → RI) is 0.013, 0.035, and 0.012, respectively, with positive coefficients. Therefore, the first and second hypotheses are acceptable: Destination image positively affects revisit intention (RI) and unforgettable traveling experience (UTE). Also, the third one gets acknowledged: UTE positively influences RI.

Table 6.

The estimation result of the structural equation model based on covariance

Hypothesis	Causal relationship	Unstandardized Coefficient	Standard error	Critical ratio	Probability
One	DI → RI	0.275	0.110	2.489	0.013
Two	DI → UTE	0.170	0.081	2.110	0.035
Three	UTE → RI	0.306	0.022	2.522	0.012

Source: The adjusted output of AMOS

Discussion

Based on the first hypothesis testing, destination image positively affects revisit intention. Based on this evidence, this study confirms Yang et al. (2020) studying the behavior of Chinese tourists in New Zealand and Ahsanah and Artanti (2021) learning the behavior of the tourists visiting

Yogyakarta, Indonesia. Besides, it affirms Rasoolimanesh et al. (2021), Rismawati and Sitepu (2021), Atmari and Putri (2021), and Tasia and Yasri (2021) document a positive effect of destination image on the revisit intention of tourists to the Iranian UNESCO-listed heritages in Kashan, the Indonesian tourist attractions in Medan, the Indonesian Sanggaluri Park in Purbalingga, and the Indonesian *Air Manis* Beach in Padang, respectively. Although Johari and Anuar (2020) utilize cognitive and affective dimensions of destination image to be associated with this coming-back intention to Melaka, our study keeps confirming their study because two positive relationships occur.

From the second hypothesis testing, destination image (DI) positively influences memorable traveling experience (MTE). According to Coelho et al. (2018), this experience describes the tourist assessments after the interaction with the destination visited. Exploratively, Coelho et al. (2018) reveal twelve codes compressed into three aspects related to this experience, i.e., (1) environment and culture, (2) interpersonal relationships, and (3) physiological emotions. The first aspect has four codes: natural attraction, building, cultural attraction, and culture. The second contains three principles: travel planning, interpersonal interaction, and travel companionship. The third consists of five codes: travel purposes, lived emotions, dreams, novelty, and expectation. Based on this positive indication of DI on MTE, this study aligns with Candra et al. (2020) when studying the visitors of Batik Trusmi in Cirebon. Besides, this propensity is confirmed by Ahsanah and Artanti (2021), showing a positive relationship between city image and the MTE of the tourists visiting Yogyakarta. This tendency is demonstrated by Abbasi et al. (2021) after investigating the perspective of tourists visiting Penang Hill, Malaysia. Also, this study affirms Natasia and Tunjungsari (2021), Rasoolimanesh et al. (2021), and Tasia and Yasri (2021) document a positive effect of DI on the MTE of tourists visiting Singapore, the Iranian UNESCO-listed heritages in Kashan, and the Indonesian *Air Manis* Beach in Padang, respectively. Additionally, this study confirms Johari and Anuar (2020), showing a positive relationship between each dimension of DI: cognitive and affective, and the MTE of visitors to Melaka, Malaysia.

From the third hypothesis examination, this study proves the positive impact of unforgettable traveling experiences on revisit intention. Based on this fact, this study affirms Johari and Anuar (2020) exhibiting a positive association based on the perception of tourists visiting Melaka in Malaysia. In their research, Candra et al. (2020) support this positive tendency when studying the visitors of Batik Trusmi in Cirebon. Also, this propensity gets confirmed by Ahsanah and Artanti (2021), Atmari and Putri (2021), and Tasia and Yasri (2021) after studying the tourists going to Yogyakarta, the Indonesian Sanggaluri Park in Purbalingga, and the Indonesian *Air Manis* Beach in Padang, respectively. Also, this tendency gets verified by Natasia and Tunjungsari (2021) and Febriyanti and Yusuf (2022) when studying the viewpoint of tourists traveling to Singapore and the Indonesian Cigentis Fall in Karawang Regency one-to-one. Likewise, this study affirms Torabi et al. (2022) after investigating the Iranian visitors to the Grand Bazaar, Abbas Abad Recreational and Cultural Complex, Sa'dabad Complex, and museums in Tehran.

Practically, based on this evidence, this study recommends that SAU utilize Instagram, TikTok, and its website to introduce and promote its unique destination image. By delivering it, the previous tourists, who have already visited, can remember their experience and share it with others. Additionally, SAU is expected to add English subtitles to the Indonesian content on its social media and create a dual-language website to attract foreign tourists.

Limitations

Theoretically, this study only uses three variables. Therefore, the next scholars can add satisfaction and loyalty as other endogenous variables to our model. For the next agenda, they are expected to utilize the origin of tourists: domestic or foreign, as the moderating variable based on the sub-group analysis.

Conclusion

Indonesia has numerous tribes distributed from Sabang to Merauke. Indeed, they have their culture. As one of the cultural preservers in Indonesia, *Saung Angklung Udjo* (SAU) always presents Sundanese culture to its customers, such as the show of traditional musical instruments, dance, and wooden puppets. This study takes 169 domestic tourists visiting SAU from July to September 2021 as the sample to prove and analyze three influences. Firstly and secondly, the impact of destination image on revisiting intention (RI) and unforgettable traveling experience. Thirdly, the effect of this experience on RI. After testing their response, this study concludes that a positive sign exists for these three causal associations.

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