

Service Quality and Revisit Intention in Nglanggeran Village: Role of Memorable Experience

Selvi Sisilia Margareta¹

¹ Management, Faculty of Economics and Business, Alma Ata University, Yogyakarta, Indonesia

Abstrak

Penelitian ini mengkaji pengaruh kualitas layanan terhadap niat berkunjung kembali ke Desa Wisata Nglanggeran, Yogyakarta, dengan pengalaman wisata berkesan sebagai variabel mediasi. Penelitian dilakukan dengan pendekatan kuantitatif melalui survei terhadap 150 wisatawan domestik yang pernah berkunjung ke Nglanggeran dalam satu tahun terakhir. Analisis data menggunakan Structural Equation Modeling (SEM) berbasis Partial Least Squares (PLS) melalui SmartPLS 4.0. Hasil penelitian menunjukkan bahwa kualitas layanan berpengaruh positif dan signifikan terhadap niat berkunjung kembali. Selain itu, pengalaman wisata berkesan terbukti memediasi secara signifikan hubungan antara kualitas layanan dan niat berkunjung kembali, sehingga memperkuat loyalitas wisatawan. Secara teoritis, penelitian ini berkontribusi pada kajian perilaku konsumen dan pariwisata dengan mengintegrasikan kualitas layanan dan pengalaman emosional wisata dalam kerangka Theory of Planned Behavior (TPB). Secara praktis, hasil penelitian menyarankan agar pengelola desa wisata tidak hanya meningkatkan standar layanan, tetapi juga menciptakan pengalaman yang unik, autentik, dan berkesan untuk mendorong kunjungan ulang. Kebaruan penelitian ini terletak pada pengujian bagaimana kualitas layanan di destinasi pariwisata berbasis masyarakat dan berkelanjutan dapat mendorong niat kunjungan ulang secara tidak langsung melalui pengalaman berkesan, memberikan wawasan baru bagi pengembangan pariwisata lokal.

Kata Kunci: Kualitas Layanan; Niat Berkunjung Kembali; Pengalaman Wisata Berkesan; Pariwisata Berbasis Masyarakat; Yogyakarta

Abstract

This study investigates the effect of service quality on revisit intention to Nglanggeran Tourist Village, Yogyakarta, with memorable tourism experience as a mediating variable. A quantitative survey was conducted involving 150 domestic tourists who had visited Nglanggeran within the last year. Data were analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) through SmartPLS 4.0. The findings reveal that service quality has a positive and significant effect on revisit intention. Moreover, memorable tourism experience significantly mediates the relationship between service quality and revisit intention, highlighting its role in strengthening tourists' loyalty. Theoretically, this study contributes to consumer behavior and tourism literature by integrating service quality and emotional tourism experience into the Theory of Planned Behavior (TPB) framework. Practically, the results suggest that managers of tourist villages should not only focus on improving service standards but also create unique, authentic, and memorable experiences to encourage repeat visits. The novelty of this research lies in examining how service quality in a

Correspondence:

Selvi Sisilia Margareta,
Manajemen, Fakultas
Ekonomi dan Bisnis,
Universitas Alma Ata
wijayantiernanur@gmail.com

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community-based and sustainable tourism destination can indirectly foster revisit intention through memorable experiences, providing new insights for tourism development in local contexts.

Keywords: Service Quality; Revisit Intention; Memorable Tourism Experience; Community-Based Tourism; Yogyakarta

Introduction

Tourism has grown rapidly and become a leading sector that contributes significantly to economic growth in Indonesia (Wirata Laksmi et al., 2024). This development is marked by an increase in the competitiveness of the national tourism sector which can be seen from the increase in Indonesia's ranking in the Travel and Tourism Development Index (TTDI) 2024 which acts as an indicator of measuring the competitiveness and development of a country's tourism sector from 36th to 22nd position out of 119 countries (Badan Pusat Statistik 2024). This achievement cannot be separated from the strategic role of tourist attraction objects in creating quality and sustainable tourism (Fadilla, 2024). However, tourism development is also faced with the dynamics of changing global traveler preferences. Recent phenomena show a shift in tourist tastes that increasingly prioritize authentic and sustainable experiences. (Scuttari et al., 2023).

Table 1. Percentage of foreign and domestic visitors by type of tourist attraction

NO	Type of tourist attraction	Domestic Visitors (%)	Foreign Visitors (%)
1	Nature Attraction	58,34%	56,42%
2	Cultural Attraction (Artificial Attraction)	10,21%	22,22%
3	Cultural Attraction	19,95%	7,75%
4	Amusement/Theme Park (Amusement/ Recreation)	2,74%	1,3%
5	Tourism Area	2,10%	5,85%
6	Water Attraction	6,66%	6,46%

Source: (Indonesian Central Bureau of Statistics, 2024)

The data in table 1. shows that domestic visitors prefer natural tourism 58.34% and 19.95% artificial tourism. Meanwhile, foreign visitors choose nature tourism 56.42% and 22.22% choose cultural tourism. Overall, nature tourism remains the main attraction for both groups of tourists. Travelers now tend to seek connection with local culture, natural tranquility, and the positive impact of local communities (Gryshchenko et al., 2022). This change encourages tourism actors to continue to innovate in the development of tourist attraction objects in accordance with the latest trends (Ahmad et al., 2024). Changes in tourist preferences have also encouraged various regions in Indonesia to adapt, including the Special Region of Yogyakarta.

Yogyakarta is an area rich in natural, cultural and historical tourism potential Kinasih, (2025). Based on data from the Yogyakarta Tourism Office, there are more than 286 tourist villages and several categories of tourist attractions spread throughout the region, including nature tourism, geotourism, culture and history, religion, museums,

artificial, special interest, and tourist villages. This diversity and number of destinations shows that Yogyakarta has a broad and diverse tourism ecosystem. (Nugraha et al., 2023). This makes Yogyakarta a national tourist magnet.

Table 2. National and Foreign Tourist Visit Data in Yogyakarta

Indicator	Time span	Data and Trends
Domestic tourists	Jan-Oct 2024	Reached 31,40 million travel
Archipelago travelers	Jan-Mar 2025	Became 10,24 million travel
Foreign tourists	December 2024	11,338 visits
Foreign tourists	Jan-Mar 2025	96,630 visits

Source: (DIY Central Bureau of Statistics, 2024)

Table 2. shows the increasing trend of tourist visits to Yogyakarta. In January-October 2024, there were 31.40 million trips made by domestic tourists, and in the first three months of 2025 it has reached 10.24 million trips, showing high enthusiasm. Meanwhile, foreign tourist arrivals went from 11,338 in December 2023 to a total of 96,630 by early 2025. This data reflects Yogyakarta's strong appeal to both domestic and foreign tourists. By increasing flexibility and responsiveness through creative processes, tourist destination managers can adapt to changing tourist visitation trends and face tourism market challenges more effectively (Wibisono et al., 2024).

One destination that has successfully capitalized on this opportunity is Nglanggeran tourism village located in Kapanewon Patuk, Gunungkidul Regency, Yogyakarta. This village is a successful example of community-based and sustainable tourism development and has made several international achievements that are evidence of recognition of the village's success.

Table 3. List of International Awards achieved by Nglanggeran Tourism Village

Year	Award	Organizer	Category/Description
2017	ASEAN Community Based Tourism (CBT) Award	ASEAN Tourism Forum	Recognition for the development of Community-based tourism in Nglanggeran Village
2018	ASEAN Sustainable Tourism Award (ASTA)	ASEAN Tourism Forum	Awarded for developing sustainable tourism products in rural areas
2021	Best Tourism Vilage	United Nations World Tourism Organization (UNWTO)	Recognition as one of the world's best tourism villages

(Source: Nglanggeran Tourism Village, 2024)

Table 3. shows several awards that have been achieved by Nglanggeran Tourism Village. One of the main factors behind this achievement is the service quality provided to tourists, both in terms of comfort, facilities, hospitality, and professional and participatory tourism management (Nurdiyanto et al., 2023). This tourist village is classified as advanced, which is characterized by continuous tourist visits (Rini et al., 2022).

Table 4. Number of Tourist Visits in Nglanggeran Tourism Village

No	Year	Ancient Volcano		Nglanggeran Embung		Package	Total
		Domestic	Overseas	Domestic	Overseas		
1	2019	40.923	951	67.112	290	10.271	119.547
2	2020	20.851	134	38.737	18	1.910	61.650
3	2021	13.980	1	35.658	-	2.210	51.759
4	2022	22.359	238	43.058	-	6.844	72.499
5	2023	19.732	648	37.250	423	12.623	70.676

(Source: Pokdarwis Nglanggeran Tourism Village, 2024)

Table 4. shows data on tourist visits in Nglanggeran tourism village in recent years which shows inconsistency. The number of visits peaked in 2019 at 119,547 but experienced a significant decline in the following years, from 63,650 in 2020 to 52,759 in 2021 and a spike to 70,676 visits in 2023. This decline indicates a problem in maintaining tourist loyalty on an ongoing basis and inconsistent service standards provided to tourists, which has the potential to reduce comfort and positive impressions (Budiatiningsih, 2024).

As a result, the tourist experience that should be memorable becomes less than optimal. When the experience does not meet expectations, the likelihood of tourists returning decreases, which in turn shows that repeat visit intentions and the tourist experience are influenced by service quality (Nurdiyanto et al., 2023).

Service quality is the ability of a destination or tourist service provider to meet visitor expectations through the provision of good, responsive, empathetic services, and supported by adequate facilities (Arevin, 2024). Service quality is reflected in the extent to which the service is able to meet or exceed customer expectations. This concept is important because good service quality can increase customer satisfaction and loyalty, but also plays a role in shaping interest in visiting again (Salamah et al., 2022).

Revisit interest is the desire of tourists to revisit a destination in the future, which arises as an evaluation of positive experiences and perceived satisfaction (Apriani et al., 2023). This satisfaction is a factor that influences the decision-making process of tourists to return and recommend the place to others (Lin, 2024). Success in the tourism sector is not only measured by the number of initial visits, but also by the extent to which tourist destinations are able to create satisfying experiences.

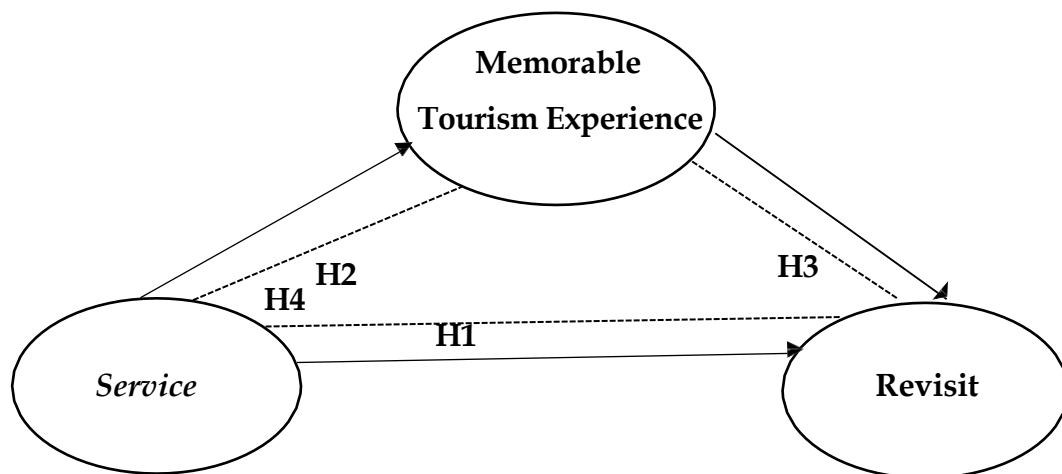
A satisfying experience can increase tourist satisfaction and encourage revisit intention. This experience is created through memorable tourism experience, which is the emotional, physical, and social involvement of tourists with destinations that are intentional during the trip and are remembered after the visit ends (Nasirudin & Subarjo, 2025). Memorable tourism experience is defined as a tourist experience that is easy to remember and can create lasting memories that are not forgotten, as a result of the accumulation of all tourist experiences during the trip (Torabi et al., 2022).

Research on the relationship between service quality and revisit intention has been widely conducted and shows mixed results. Research by Manyangara et al., (2023) states that consistent service quality can increase tourist loyalty and encourage repeat visit intentions. Tourist loyalty is formed through experience in using, using, or buying a product or service (Ningrum et al., 2022). This finding is in line with the results of Zheng et al.'s research (2024) which revealed that perceptions of service quality have a direct effect on tourists' intention to visit again, where emotional intimacy is a mediator. Similarly, research by Damanik & Yusuf, (2022) also confirms that service quality and satisfaction also influence repeat visit intentions in cultural heritage destinations. However, not all research studies support these findings. According to Juwanda & Widyastuti's research, (2023) the level of satisfaction with the tourist experience offered is not always in line with the perceived service quality. Nguyen Huu et al., (2024) in their research even found that service quality and the search for novelty had a negative effect on revisit intention to the city of Can Tho, Vietnam.

The inconsistency of findings in these studies indicates a conceptual gap in the literature, especially regarding the effectiveness of service quality in shaping revisit intention. One of the reasons is that the role of emotional tourism experiences in this relationship has not been considered. Therefore, this study aims to empirically examine the effect of service quality on revisit intention by considering memorable tourism experience as a mediating variable. Memorable tourism experience is considered capable of bridging this relationship because it involves emotional involvement, inner satisfaction and positive memories that can strengthen tourists' desire to visit the same tourist destination again (Sitepu & Rismawati, 2021).

Based on the explanation above, it is known that there is a phenomenon correlation between service quality and revisit intention, this research is expected to make a theoretical contribution in the development of consumer behavior studies in the field of tourism, as well as a practical contribution for tourist village managers in formulating strategies to improve service quality that can encourage tourist satisfaction and loyalty on an ongoing basis. From the background explanation above, the author raises the title 'The Effect of Service Quality on Revisit Intention to Nglanggeran Tourism Village, Yogyakarta mediated by Memorable Tourism Experience'.

RESEARCH FRAMEWORK



H1 service quality has a positive and significant effect on Revisit intention

H2 service quality has a positive and significant effect on memorable tourism experience

H3 Memorable tourism experience has a positive and significant effect on Revisit intention

H4 service quality has a positive and significant effect on Revisit intention when mediated by memorable tourism experience

METHODS

The type of research used is quantitative research. Quantitative methods were chosen to obtain the main data source, while information was collected from respondents through questionnaires. Quantitative research is research that uses deductive reasoning, formulates temporary hypotheses and tests them empirically in the field (Hair et al., 2021). The population in this study were all tourists who had visited the Nglanggeran tourist village, Yogyakarta within the last 1 year. The sample used in this study was purposive sampling using Hair's sampling method by multiplying the indicators by 5 to 10, these indicators totaled 15 indicators, so 15 x 10, the total number of respondents needed in this study was 150 respondents.

The analysis method used in this research is Structural Equation Model (SEM) based on Partial Least Square (PLS) using smartPLS 4.0 software, SEM-PLS was chosen because it has strong statistical capabilities and can detect significant effects in data derived from populations with general factor models. The research process to be carried out includes the approval of the outer model which functions as a link between all indicators and the latent variables that represent them (Hair et al., 2019).

RESULTS AND DISCUSSION

Testing the outer model

The evaluation that will be carried out on the outer model includes several aspects, namely indicator loading (factor loading), Construct Reliability as measured by Cronbach's alpha and Composite Reliability, as well as Construct Validity which includes convergent validity through Average Variance Extracted (AVE) and discriminant validity using the heterotrait-monotrait ratio (HTMT). The next step in testing the Inner model is to analyze the relationship between latent variables that have been designed based on the path model built.

Convergent Validity Test Results

Measurement of factor loading is used to consider and evaluate the value of construct validity. The results of a higher validity value indicate that the variable indicators have a close relationship with other constructs. The standard value used for factor loading assessment is 0.7, but according to research conducted by Hair (2019), a value of 0.6 is sufficient to indicate that the factor loading assessment is said to be reliable or valid.

Table 5. Factor Loading

Instrument	Service Quality (X)	Memorable Tourism Experience (Z)	Revisit intention (Y)
KL1.1	0.743		
KL1.2	0.738		
KL2.1	0.773		
KL2.2	0.720		
KL3.1	0.756		
KL3.2	0.824		
KL4.1	0.733		
KL4.2	0.789		
KL5.1	0.829		
KL5.2	0.837		
MTE1.1		0.720	
MTE1.2		0.728	
MTE2.1		0.644	
MTE2.2		0.686	
MTE3.1		0.753	
MTE3.2		0.736	
MTE4.1		0.697	
MTE4.2		0.702	
MTE5.1		0.697	
MTE5.2		0.814	
MTE6.1		0.715	
MTE6.2		0.624	
MTE7.1		0.690	
MTE7.2		0.676	
NBK1.1			0.637
NBK1.2			0.904
NBK2.1			0.933
NBK2.2			0.922
NBK3.1			0.870
NBK3.2			0.881

Source: Primary Data Processed, 2025

Based on the table above, it can be seen that each indicator of the research variable has a lot of outer loading > 0.60. This shows that these statements are feasible and valid for use in research and can be analyzed further.

Discriminant Validity Test Results

This metric measures the extent to which a construct is empirically different from other constructs in the structural model. As a better alternative, the heterotrait-monotrait ratio (HTMT) of correlations is used to assess discriminant validity (Hair et al., 2021).

For conceptually similar constructs, HTMT < 0.90, For constructs that are conceptually different, HTMT < 0.85

Table 6. HTMT

Variable relationships	Heterotrait-monotrait ratio (HTMT)
Memorable Tourism Experience → service quality	0.770
Revisit intention → service quality	0.834
Revisit intention → Memorable Tourism Experience	0.782

Source: Primary Data Processed, 2025

Based on the analysis of the HTMT (Heterotrait-Monotrait Ratio) value between the constructs of memorable tourism experience and service quality of 0.770, as well as between Revisit intention and service quality of 0.834, and between Revisit intention and memorable tourism experience of 0.782. The three HTMT values are < 0.90 for conceptually similar constructs, and also < 0.85 for conceptually different constructs (Hair et al., 2021). This shows that each construct in the model has a difference with each other, so it can be said that this research model has met the discriminant validity requirements.

Construct Reliability Test and Average Variance Extracted (AVE)

Table 7. Construct Reliability Test and Average Variance Extracted

Variable	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
service quality (X)	0.926	0.932	0.601
Revisit intention (Y)	0.929	0.941	0.946
Memorable Tourism Experience (Z)	0.923	0.924	0.500

Source: Primary Data Processed, 2025

To ensure that the variables in the study meet the established criteria, it can be seen from the results of Cronbach's alpha, composite reliability value, and assessing Average Variance Extracted (AVE). In this study, the Cronbach's alpha value for service quality is 0.926, for Revisit intention is 0.929, and for memorable tourism experience is 0.923. Because all of these variables have values above 0.7, this study is considered to meet the criteria based on the Cronbach's alpha value.

The composite reliability value of service quality is 0.932, the Revisit intention variable is 0.941, and the memorable tourism experience variable is 0.924. Where the value of 0.7 is the minimum limit which indicates that the variable has met the requirements when viewed through the composite reliability value. In the AVE calculation, this study resulted in a value on the service quality variable of 0.601, on the Revisit intention variable of 0.946, and on the memorable tourism experience variable of 0.500. Where the minimum acceptable AVE value requirement is 0.50 (Hair et al., 2021). From the results of the tests that have been carried out, the AVE value shows that all constructs have sufficient reliability value when further testing is carried out.

Inner Model Testing

Inner Model is a measurement model that shows the estimate between latent variables or constructs (Hair et al., 2021). This Inner Model forms a cycle between the path, total effect coefficient, and indirect effect coefficient. The bootstrap procedure is used for path coefficient estimation. The evaluation stages in this study are as follows:

Test Results Coefficient of determination (R²). Coefficient of determination is used to measure the extent to which the independent variable is able to explain the variation in the dependent variable. The R² value ranges from 0 to 1, R² which has a value of 0.75 is considered substantial, a value of 0.50 is considered moderate, and a value of 0.25 is considered weak (Hair et al., 2019).

Table 8. R-Square Test Results

Variable	R-square
Memorable Tourism Experience (X)	0.519
Revisit intention (Y)	0.671

Source: Primary Data Processed, 2024

Table 8. shows that the R-square on the latent variable memorable tourism experience as mediation is influenced by the Revisit intention variable 0.519 or 51.9%. This result explains that Revisit intention has an influence of 51.9% on memorable tourism experience as a mediating variable, while 48.1% is influenced by other factors not explained in this study. Furthermore, the R-square value on the Revisit intention variable is 0.671, this indicates that the Revisit intention variable can be explained by 67.1% by the variables in the model. While the remaining 32.9% is explained by other variables not included in this study.

After calculating the R-square, the next step is testing the T-statistic value for other hypotheses. The value of the T-statistic is obtained from the bootstrapping calculation in the SmartPLS software application.

Hypothesis Test and Path Coefficient Test

Table 9. Path Coefficient Bootstrapping

Hypothesis	Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
H1	KL -> NBK	0.554	0.547	0.093	5.976	0.000
H2	KL -> MTE	0.720	0.719	0.067	10.686	0.000
H3	MTE -> NBK	0.325	0.331	0.092	3.546	0.000

Source: Data Processed SmartPLS 4.1, 2025

This test is carried out by comparing the t-count value (T Statistics) with the t-table, with a t-table value of 1.96 at 5% significance. If the t-count value > t-table or significance value < 0.05, then H₀ is rejected and H_a is accepted. Then the Path Coefficient test usually ranges between -1 and +1, with a coefficient closer to -1 indicating a strong negative relationship and closer to +1 indicating a strong positive relationship.

Based on table 8, the partial hypothesis test results can be concluded as follows:

Hypothesis 1, namely the effect of service quality on revisit intention, has a coefficient value of 0.554, more than +1, t-count of 5.976 (> 1.96) and a p-value of 0.000 (< 0.05), meaning that service quality has a positive and significant effect on revisit intention or H₁ is accepted.

Hypothesis 2, namely the effect of service quality on memorable tourism experience, has a coefficient value of 0.720, closer to +1, a t-count value of 10.686 (> 1.96) and a p value of 0.000 (< 0.05), meaning that service quality has a positive and significant effect on memorable tourism experience or H₂ is accepted.

Hypothesis 3, namely the effect of memorable tourism experience on Revisit intention, has a coefficient value of 0.325, a t-count value of 3.546 (> 1.96) and a p value of 0.000 (< 0.05), meaning that memorable tourism experience has a positive and significant effect on Revisit intention or H₃ is accepted.

Table 10. Inderect Effect

Hypothesis	Path	Original sample (O)	T statistics (O/STDEV)	P values	Conclusion
H4	KL(X)→ MTE(Z)→ NBK(Y)	0.234	3.198	0.001	Supported

Source: Data Processed SmartPLS 4.1, 2025

Based on table 10. the results of hypothesis 4 testing are accepted because memorable tourism experience can mediate service quality on revisit intention.

DISCUSSION

Based on the results of the research that has been conducted, the following hypotheses can be concluded:

The effect of service quality (X) on Revisit intention (Y)

Based on the test results that have been carried out hypothesis 1, in table 8 the hypothesis test on the service quality variable with the original sample (O) has a value of 0.554 which states that the direction of this study shows a positive direction, with a T-statistics value greater than the T-table or (1.96) and its P value <0.05 . So H1 is accepted, the result is service quality has a positive and significant effect on Revisit intention. Then H1 is accepted, the result is that service quality has a positive and significant effect on Revisit intention. This is in line with research (Zheng et al., 2024), which states that service quality has a positive and significant effect on revisit intention among foreign tourists visiting Pakistan. The study shows that service quality makes a significant contribution to the process of building relationships between tourists and destinations. Therefore, this study highlights the importance of providing services and improving service quality at tourist sites.

This study shows that the better the services provided in terms of facilities, comfort, and interaction with visitors, the higher the intention of tourists to make repeat visits. This highlights the importance of managing tourist villages consistently by providing and improving service quality. Improving service quality not only affects momentary tourist satisfaction, but is also important for building tourist loyalty and maintaining the sustainability of tourist destinations.

Based on the adapted TPB (Theory Planned of Behavior), good service quality plays a role in shaping tourists' positive attitudes towards tourist destinations, which in turn affects their intention to visit again. When tourists are satisfied with the services received, visitors' perceptions of the benefits and convenience of the visit increase, thereby strengthening the intention to repeat the behavior in the future. In addition, the perception of control, namely the belief that a return visit can be made easily and pleasantly, is strengthened by the service quality received. Thus, service quality is one of the factors in shaping Revisit intention through attitudes, subjective norms, and perceptions of control described in Theory Planned of Behavior (TPB).

The effect of service quality (X) on memorable tourism experience (Z)

Based on table 6, it can be seen that the original sample is 0.720 with a T-statistic value greater than the T-table of 10.686, with a p-value smaller than alpha ($0.000 < 0.05$). So, it can be obtained that H1 is accepted. The results showed that service quality has a direct effect on memorable tourism experience. This is in line with the research of Sieww et al. (2022) which states that service quality has a positive and significant effect on memorable tourism experience. This research shows that if a tourist destination provides good service quality, visitors will feel a memorable and unforgettable tourist experience.

This shows that when a tourist destination is able to provide good service, tourists tend to feel a memorable experience. The service quality provided by Nglanggeran tourist village such as clean facilities, friendly service, maintained security, and interesting activities contribute to the creation of a positive experience that is imprinted in the memory of tourists.

From the adapted TPB theory, it proves that service quality can influence memorable

tourism experience. Based on TPB, a positive attitude arises from an assessment of the experience received. Good service quality in Nglanggeran tourist village forms a positive attitude of tourists, this positive attitude is what produces a memorable tourism experience.

The effect of memorable tourism experience (Z) on Revisit intention (Y)

Based on table 6 above, it can be seen that the original sample value is 0.325 with a T statistics value greater than the T-table ($3.546 > 1.96$) with a p value smaller than alpha ($0.000 < 0.05$), it can be obtained that H3 is accepted. The results of this study indicate that memorable tourism experience has a positive and significant effect on revisit intention. This is in line with the research of Torabi et al., (2022), which states that memorable tourism experience has an effect on revisit intention. In this study, it expands the existing literature by exploring new models to improve memorable tourism experience on revisit intention using smart tourist destinations in the city of Tehran.

This shows that memorable tourism experience has an important role in encouraging tourists' Revisit intention to Nglanggeran tourist village. Tourists who have a memorable tourism experience during a tourist visit have a higher tendency to return to visit the destination (Tsai et al., 2022).

Based on the TPB theory used in this study, it explains how memorable tourism experience influences Revisit intention based on attitudes, subjective norms, and also the behavioral control that tourists have. With the increase in memorable tourism experience, tourists tend to develop positive attitudes towards Nglanggeran tourist village such as pleasant interactions, authentic experiences, or interesting activities, this is what creates a positive assessment of the destination. This positive attitude, in accordance with TPB, encourages the formation of an intention to return to visit Nglanggeran tourist village.

The effect of service quality on Revisit intention mediated by memorable tourism experience

From table 6 above, it can be seen that the original sample value is 0.234 with a statistical value greater than the t-table or ($3.198 > 1.96$) with a p value smaller than alpha ($0.000 < 0.05$), so it can be obtained that H4 is accepted. The results of this study indicate that memorable tourism experience is able to mediate the effect of service quality on revisit intention.

This research is in line with research conducted by Laela, (2024), which shows that memorable tourism experience mediates the relationship between service quality and revisit intention. The study states that the importance of improving service quality, tourist destinations must also consider aspects that can enhance the experience to be memorable and can optimize their potential to increase tourist visits and create a memorable tourism experience for tourists in order to have a positive impact on the tourism industry.

Good service quality in Nglanggeran tourism village not only has a direct impact on tourist satisfaction, but also indirectly forms a strong memorable tourism experience. When tourists experience friendly service, well-maintained facilities, and authentic activities, the experience becomes a positive memory that sticks. This experience then encourages tourists to visit again. Therefore, Nglanggeran tourism village managers need to not only focus on improving service aspects, but also creating unique and memorable experiences in order to strengthen tourist loyalty and increase repeat visits in a sustainable manner.

Based on the TPB theory adopted in this study, it explains how service quality influences revisit intention through memorable tourism experience as a mediating variable. In TPB theory, attitude towards behavior is one of the main factors that influence intention. The better the service quality provided by the Nglanggeran tourism village, the greater the likelihood of tourists getting a memorable tourism experience, which then encourages tourists' intention to visit Nglanggeran tourism village again.

CONCLUSIONS AND SUGGESTIONS

Conclusion is the final part of writing this research. In this section, it will contain the final results of the findings in this study conducted to answer how the effect of service quality provided by the manager of the Nglanggeran tourist village to visitors on Revisit intention to the Nglanggeran tourist village with memorable tourism experience as a mediating variable. Based on the results and discussions that have been carried out through data analysis techniques that have been carried out in this study, conclusions can be drawn Service quality has a positive and significant effect on revisit intention to Nglanggeran tourist village, Yogyakarta. Service quality has a positive and significant effect on memorable tourism experience, Memorable tourism experience has a positive and significant effect on revisit intention to Nglanggeran tourist village, Yogyakarta, Service quality has a positive and significant effect on revisit intention to Nglanggeran tourist village, Yogyakarta mediated by memorable tourism experience

SUGGESTIONS AND RECOMMENDATIONS

Based on the results of the research that has been carried out, the discussion and conclusions that have been obtained, there are several suggestions to parties related to this research so that it is useful and can be used as a reference. The following are suggestions from this research:

For Nglanggeran Tourism Village Managers

To maintain consistency in providing services and creating memorable tourism experiences, managers are advised to maintain the quality of services provided by ensuring that all public facilities such as toilets, rest areas, places of worship, and information boards are available, clean, and functioning properly. Nglanggeran Tourism Village managers need to standardize services through periodic training for all tourism actors, both in terms of service and hospitality. Nglanggeran tourism village managers also need to regularly update tourist activities and programs, so that the experiences offered remain relevant to trends in tourist interests, and develop participatory tourism programs that involve tourists directly, such as nature exploration activities and cultural interactions. This aims to keep the tourist experience positive, authentic and memorable.

Future Researchers

This research has several limitations in various aspects including: This research was only conducted with a sample of less than 200 respondents., The research was only conducted in one destination, namely Nglanggeran tourist village., There is no in-depth segmentation based on tourist characteristics, The approach used is only quantitative. So the suggestions that researchers can provide for future researchers are as follows Add other variables such as tourist satisfaction, destination image, or perceived value to gain a deeper understanding of the factors that influence

revisit intention. Conduct research on other tourist attractions or compare several destinations to test model consistency and expand findings. Segmenting tourists, for example based on domicile or type of tourism such as education, nature and culture. Apply mixed methods so that quantitative data can be complemented with richer qualitative insights through in-depth interviews or direct observation.

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