

The Role Of Memorable Tourism Experience As Mediating The Effect Of Tourism Components On Revisit Intention With Need For Uniqueness Moderating Variables At Blue Diamond Beach

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Abstract:

Background: *Tourism is a series of related phenomena that arise from interactions that occur related to culture, economics, and social phenomena by domestic and foreign tourists, business stakeholders, government, and host communities in the process of visiting tourists. Indonesia has very abundant natural wealth due to geographical conditions, which include mountains, tropical rain forests, beaches, and oceans which can be utilized as one of the sectors that play a role in economic growth. The geographical location of Jember Regency makes the beach one of the tourist destinations chosen by tourists from within and around Jember Regency; with the many choices available, there are several beaches that are tourist destinations, namely Papuma Beach, Payangan Beach, and Watu Ulo Beach. This study aims to examine the effect of the tourism components consisting of Attraction, Accessibility, Amenities, and Ancillaries on Revisit Intention. Furthermore, this study also examines the role of the intervening variable, namely Memorable Tourism Experience, in relation to revisit intention using the need for uniqueness as a moderating variable.*

Methods: *This research is explanatory research using a quantitative approach through survey methods. The population in this study is Blue Diamond Beach tourism visitors, which include Papuma Beach, Watu Ulo Beach, and Payangan Beach, who have traveled 2 or more times. The number of samples was 130 people with a sampling technique in the form of purposive sampling. This study uses the inferential statistical method of structural equation modeling – partial least squares (SEM-PLS) using SmartPLS version 3.3.9 software.*

Results: *The results of this study have answered the objectives previously described, namely to obtain empirical evidence of the effect of attraction, accessibility, amenities and ancillaries either directly or indirectly on memorable tourism experiences. The attraction has an effect on a memorable tourism experience; this influence shows that a destination that has attractions or various attributes in tourism will have more impact in shaping the experience that tourists have. Findings about the effect of memorable tourism experiences on revisit intention, as well as revisit intention moderated by the need for uniqueness, also have or describe the results of the research that has been done. The results of the study state that a memorable tourism experience is able to form revisit intention.*

Key Word: *Attraction, Accessibility, Amenities, Ancillaries, Memorable Tourism Experience, Revisit Intention, Need For Uniqueness*

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I. Introduction

Blue Diamond Beach is the designation of 3 beaches, namely Papuma Beach, Watu Ulo Beach, and Payangan Beach, based on research conducted by Suryaningsih et al. (2020). These three beaches are triangular diamond areas that can generate cash inflow with optimal regional development, especially for coastal communities. This phenomenon is interesting for further research using the tourism component, as said by Karmilah (2014) and Sugiyama (2013). Tourism development in tourist villages contributes positively to poverty alleviation, employment, and increased income, and has created Attraction, Accessibility, Amenities, and Ancillaries. The general description that occurs in destinations for Attractions is that tourists can enjoy seafood provided by stalls on Papuma Beach, views of the beach from the top of the hill on Payangan Beach, and views of long rocks resembling snakes on Watu Ulo Beach.

Tourist attractions can be in the form of nature, cultural uniqueness, and special attractions Hiransomboon (2017); Andrianto and Sugiyama (2016); Dewi et al., (2017). A good attraction is an attraction that can provide benefits to the surrounding community, companies and the government. Accessibility is the infrastructure that

includes roads, bridges, bus stations, train stations, and airports in terms of accessibility to tourist attractions considered a necessary component to attract more tourists Jamaludin and Kadir (2017). Amenities (facilities) are additional attributes that complement the wishes of tourists in making tourist visits, as said by Dewi et al. (2017). Amenities include accommodations, restaurants, information tours, and other supporting infrastructure. Ancillaries (additional) understand and communicate the significance of the success of the party's destination management in management and its contribution to effective business practice Connell et al., (2014) and Leask (2016).

This means the extent to which destinations or beaches that enter Blue Diamond Beach are able to maximize availability, such as variations of natural and artificial attractions offered to tourists, availability of infrastructure to get to destinations as a form of accessibility, availability of accommodation facilities to stay as well as restaurants or stalls to eat and drink as a form of Amenities and the availability of an organization and people who take care of the destination or beach form of Ancillaries.

Memorable tourism experience are felt by tourists based on individual assessments as well as fun and interesting experiences because improving and developing the Blue Diamond Beach destination requires an understanding of what tourists want when visiting destinations for sustainability and existence. Therefore, to find out what tourists want, it is very important to understand the concept of a memorable tourism experience experienced by tourists so that they visit the beach that is included in the Blue Diamond Beach in the future. According to McCormick (2012), the study of memorable must be included in tourism experience studies because tourist experiences tend to occur at certain times, such as during school holidays, so this makes the tourism experience an experience that is stored in a long-term memory that will give memories, happy feelings, and will be reflected repeatedly by individuals.

Revisit intention is formed when a tourist's experience is positive in terms of the tourism component of the destination because when a tourist makes a repeat visit, it can be fulfilled by a tourist destination that is managed in a sustainable manner. According to Zeithaml et al. (2018) define revisit intention as a form of customer behavior or desire to come back, give a positive word of mouth, stay longer than expected, and shop more than expected. With the large number of tourists who come to enjoy the products or services offered by the destination, the manager of the beach that enters Blue Diamond Beach, will achieve the expected benefits.

The need for uniqueness is a variable that moderates Revisit Intention because individual tourists have different tastes from one another. Kauppinen-Räsänen, Hannele, et al. (2018) argues that regarding the need for uniqueness, states need to be related to expressing one's self to be different by wearing items that seem unique and not marketable. In this case, tourists who have views of products or facilities that are different from other people when traveling on Blue Diamond Beach can be represented by these tourist destinations.

Previous research has found a research gap that this research is located on three beaches which are used as research objects which have differences in terms of aspects of the tourism component on each different beach. This relates to whether tourists' tourist memories remain positive when visiting the three beaches, which consist of Papuma Beach, Watu Ulo Beach, and Payangan Beach, to be able to make another visit. The discrepancy that occurs in the research by Suryaningsih et al. (2020) regarding the blue diamond beach, there is participation in the empowerment of the surrounding community in managing the destination and collaboration among stakeholders such as the government or related organizations whose purpose is in the decision-making process related to destination planning and development.

With the number of foreign tourists visiting Indonesia in December 2021 totaling 163,619 people while 895,121 people occurred in December 2022, the increase that occurred increased by 447.08%, which is a positive signal with a total number of visits in 2022 of 5,471,277 foreign tourists. Based on the gaps and problems found in this phenomenon, this study aims to develop previous research. This study focuses on whether the tourism component consisting of Attraction, Accessibility, Amenities, and Ancillaries is able to increase Revisit Intention to Papuma Beach, Watu Ulo Beach, and Payangan Beach, through the role of the intervening variable, namely Memorable Tourism Experience with the need for uniqueness as a moderating variable.

II. Literature Review

Relationship of Attraction on Memorable Tourism Experience

Attraction is used as a tool in efforts to develop Leask (2016) destinations because the development carried out by destinations must be in line with the types of tourism presented. Chang and Lai (2009) explain attachment that attraction is a psychological phenomenon; this is a force that makes one object approach another object. Variations or attractions owned by destinations are able to give an impression to every tourist who comes for a tour, this is a form of memorable tourism experience as said by Chen and Rahman (2018), and Dwyer et al. (2019) stated about memorable tourism experience that places attachment is also influenced by experiences that shape feelings of pleasure or well-being.

H1: Attraction has a significant effect on Memorable Tourism Experience

Relationship of Accessibility on Memorable Tourism Experience

Accessibility is the infrastructure that includes roads, bridges, bus stations, train stations, and airports in terms of accessibility to tourist attractions considered a necessary component to attract more tourists Jamaludin and Kadir (2017). Darcy and Buhalis (2011) said, accessibility is a contemporary tourism issue. Research conducted by Gillovic and McIntosh (2020) states that accessibility ensures the development of products, services, and environments that allow everyone to use and benefit from them. According to McCormick (2012), the concept of measuring tourist experience has and always experiences evolution, starting from the concept of experience. Memorable tourism experience describes tourism experiences that have a significant impact on a consumer. Memorable tourism experience provides a positive mood and feelings of happiness that play an important role in someone's life Jong-Hyeon, (2017)

H2: Accessibility has a significant effect on Memorable Tourism Experience

Relationship of Amenities on Memorable Tourism Experience

Amenities refer to basic facilities that can be used by tourists at tourist destinations with the aim of providing comfort, as stated by Nawangsari et al. (2018). Amenities also state as temporary residences, such as hotels, inns, guesthouses, and other places. Nurbaeti et al., (2021). Memorable tourism experience, according to Adhikari and Bhattacharya (2014), revealed that tourists are willing to spend a certain amount of money to carry out tourism activities with the aim of gaining experience as well as memories and beautiful impressions during a tourist visit. Zolfani et al. (2015) stated from research conducted that tourist destinations can compete in the tourism market if tourist destinations are able to provide an unforgettable tourism experience for tourists.

H3: Amenities have a significant effect on Memorable Tourism Experience

Relationship of Ancillaries on Memorable Tourism Experience

Ancillaries can be classified as an additional part of tourism services Tait and Mazibuko (2011), including tour guides, information centers, electricity, etc. Suwena and Widyatmaja (2017), banks, hospitals, telecommunication Setyanto and Pangestuti (2019). Ancillaries are intended to enhance the comfort and enjoyment of the travel experience. Tait and Mazibuko (2011). Therefore the existing memorable tourism experience studies show many benefits for tourism service providers to foster unforgettable experiences Stone et al., (2018). For example, tourists with positive memorable experiences are more likely to revisit destinations Coudounaris and Sthapit (2017), develop attachments to destinations Tsai (2016): Vada et al., (2019a), and experience subjective well-being Stapit and Coudounaris (2018): Stapit et al., (2019).

H4: Ancillaries have a significant effect on Memorable Tourism Experience

Relationship of Memorable tourism experience on revisit intention

Memorable tourism experience, as said by Sotiriadis (2017), when a person gets the four dimensions of experience, the experience becomes not easily forgotten and continues to be remembered by that person for a long time, the experience becomes not easily forgotten. This is then referred to as a memorable experience. Kim (2017) defines memorable tourism experience (MTE) as tourists' impressions of tourist destinations that are continuously remembered after the visit is over. Zolfani et al. (2015) stated that tourist destinations can compete in the tourism market if tourist destinations are able to provide an unforgettable tourism experience for tourists; when tourists already have the tourism experience, they have the opportunity to come to do tours for the second or even more so. intended destination. Mittal (2012) said that one indication of the success or failure of a product is the amount of tourist interest in buying the product or service in question. From the results of the hypothesis test conducted by Utama, A. Z. (2019), it can be seen that all memorable tourism experience variables have a positive relationship to revisit intention.

H5a: Memorable Tourism Experience has a significant effect on Revisit Intention

H5b: Memorable Tourism Experience acts as a mediating variable for Revisit Intention

Relationship of Need for Uniqueness on Revisit Intention

Tourists who have a high need for uniqueness perceive a high level of similarity as a threat to the identity of the associated tourist, so it is advisable to increase activities that bring out their uniqueness. Xu et al. (2012). Research related to the need for uniqueness and revisit intention conducted by Shrestha, S. K., and Shrestha, Bikash (2021) shows that the impact of perceptions that tourists have with the similarities of other tourists influences the service experience that occurs. Shrestha, S. K., and Shrestha, Bikash (2021) also concluded that destinations must engage in activities that make their identities more attractive to potential tourists and tourists who have previously visited destinations, it is important for destinations to make decisions that benefit all parties and this can work as an emotionally appealing point for tourists to revisit a destination

H6: Need for Uniqueness moderates Revisit Intention

III. Method

This type of research is explanatory research using a quantitative approach using survey methods. The population in this study as a whole is all tourists who are visiting Blue Diamond Beach, which consists of 3 beaches, namely Papuma Beach, Watu Ulo Beach, and Payangan Beach. The size of the population is not known with certainty, and the opportunity for each member of the population to be selected as a sample is not the same. The sampling technique used in this study was non-probability sampling in the form of accidental sampling. Based on the unknown number of population, then to determine the sample size, this study uses statements that assume that the sample size assumes $n \times 5$ observed variables (indicators) up to $n \times 10$ observed variables (indicators) Hair et al. (2019). In this study, the number of items was 25 statement items used to measure 7 variables, so the number of respondents used in this study ranged from 125 people (25 statement items \times 5) to 250 people (25 question items \times 10). So that the number of samples in this study was 130 people. The data in this study were collected using questionnaires and documentation. This study used the SEM-PLS (Structural Equation Model - Partial Least Square) data analysis tool using SmartPLS Student Version Software Partial Least Square Version 3.3.9.

IV. Result

Goodness of Fit is done by using an evaluation of the outer model and inner model as follows:

Outer Model

The outside model in this study was measured using data convergent validity, discriminant validity, and composite reliability. In convergent validity, the validity level or non-validity level of the indicator can be seen based on the loading factor value. One of the criteria used is the loading factor value ≥ 0.70 . In the early stages of development, the loading value is 0.50 to 0.60 is considered sufficient Ghozali (2018)

Table 1. Convergent Validity Test Results

Variables	Indicators	Loading Factor	cut off	Information
Attraction	X1.1	0.822	0.5	Valid
	X1.2	0.828	0.5	Valid
	X1.3	0.886	0.5	Valid
Accessibility	X2.1	0.836	0.5	Valid
	X2.2	0.809	0.5	Valid
Amenities	X3.1	0.814	0.5	Valid
	X3.2	0.739	0.5	Valid
	X3.3	0.799	0.5	Valid
Ancillaries	X4.1	0.772	0.5	Valid
	X4.2	0.735	0.5	Valid
	X4.3	0.713	0.5	Valid
Memorable Tourism Experience	Y1.1	0.519	0.5	Valid
	Y1.2	0.820	0.5	Valid
	Y1.3	0.894	0.5	Valid
	Y1.4	0.830	0.5	Valid
	Y1.5	0.883	0.5	Valid
	Y1.6	0.910	0.5	Valid
	Y1.7	0.792	0.5	Valid
Need for Uniqueness	M1.1	0.826	0.5	Valid
	M1.2	0.631	0.5	Valid
	M1.3	0.668	0.5	Valid
Revisit Intention	Y2.1	0.812	0.5	Valid
	Y2.2	0.845	0.5	Valid
	Y2.3	0.919	0.5	Valid
	Y2.4	0.789	0.5	Valid

Based on the table above, it shows that the loading factor value (convergent validity) of each indicator is greater than 0.5, so each indicator on the variable attraction, accessibility, amenities, ancillaries, memorable tourism experience, need for uniqueness and revisit intention is said to be valid.

Discriminant validity testing can be seen from the Average Variant Extracted (AVE) value. The requirement to fulfill discriminant validity is if the AVE value of each variable is more than 0.5. Following are the results of discriminant validity testing through Average Variant Extracted (AVE).

Table 2. Test Results Discriminant Validity and Composite Reliability

Variable	Discriminant Validity		Composite Reliability	
	AVE	Information	Cronbach's Alpha	Information
Attraction	0.716	Valid	0.801	Reliable
Accessibility	0.667	Valid	0.524	Reliable
Amenities	0.616	Valid	0.690	Reliable
Ancillaries	0.548	Valid	0.603	Reliable
Memorable Tourism Experience	0.667	Valid	0.912	Reliable
Need for Uniqueness	0.509	Valid	0.528	Reliable
Revisit Intention	0.710	Valid	0.863	Reliable

Based on the table above, the Average Variant Extracted (AVE) value of each item is greater than 0.5, so each item in the variable attraction, accessibility, amenities, ancillaries, memorable tourism experience, need for uniqueness and revisit intention is said to be valid. Based on the table above, the Cronbach's alpha and composite reliability values of each item are greater than 0.6, so each item in the variable attraction, accessibility, amenities, ancillaries, memorable tourism experience, need for uniqueness and revisit intention is said to be reliable.

Inner Model

The inner model test or structural model is tested to see the relationship between the constructs, the significance value, and the R-square research model. Inner model evaluation can be done in three ways. The three ways are applied by looking at the R-square, Q-square, and goodness of fit.

Table 3. Test Results for the Coefficient of Determination (R2)

Variable	R2
Memorable Tourism Experience	0.528
Revisit Intention	0.675

Based on Table 3, shows that the R2 value in the memorable tourism experience variable is 0.528; this value proves that the memorable tourism experience variable can be explained by the attraction, accessibility, amenities, and ancillaries variable of 52.8% while the remaining 67.5% is explained, by other variables that are not part of the study. Furthermore, the R2 value on the variable of interest in revisiting is 0.675; this value indicates that the variable of revisit intention is able to be explained by the variable memorable tourism experience of 67.5%, while the remaining 32.5% is explained by other variables not examined in this study.

Predictive Relevance(Q2) is used to measure how well the value generated by the research model is used. The following is the calculation of Q2 in this study.

$$\begin{aligned}
 Q2 &= 1 - (1-R_1) (1-R_2) \\
 Q2 &= 1 - (1-0.528) (1-0.675) \\
 Q2 &= 1 - (0.471) (0.325) \\
 Q2 &= 1 - 0.153 \\
 Q2 &= 0.847
 \end{aligned}$$

The calculation above shows that this research model has a Q2 value of 0.847, where the variable of revisit intention can be predicted by attraction, accessibility, amenities, ancillaries. Memorable tourism experience and need for uniqueness of 84.7%, while the remaining 15.3% is a contribution from other variables which are not part of this research model.

The construction of the path diagram is obtained by combining the inner model and the outer models using SmartPLS Software, as shown in Figure 1 below

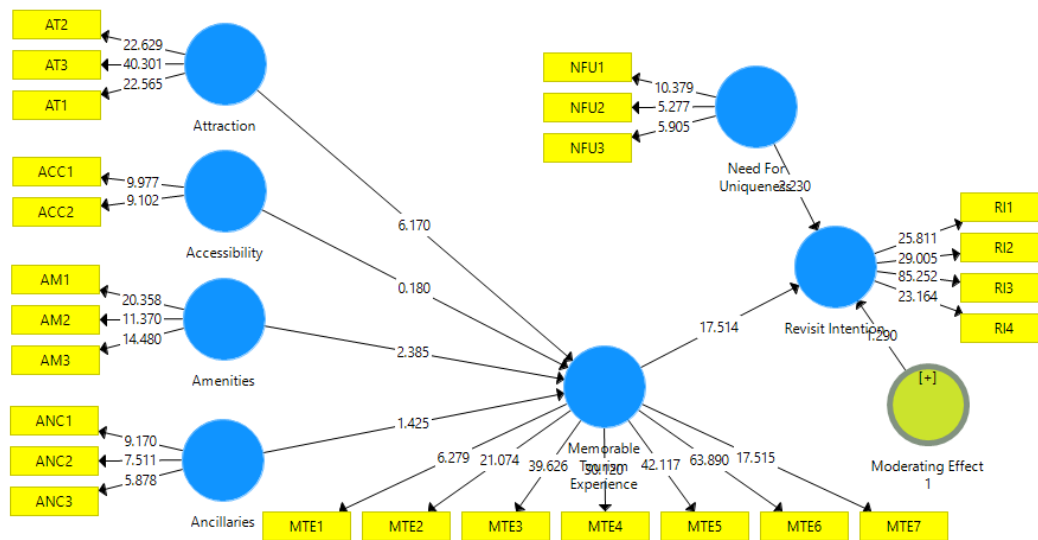


Figure 1. Path Diagram Construction

Furthermore, testing the hypothesis in this study is divided into two parts, namely testing the direct effect and testing the indirect or also known as testing with mediating variables. The results of testing the research hypothesis using SmartPLS 3.2.9 software use the results of the significance and relevance tests as follows.

Table 4. Hypothesis Test Results

Connection	Path Coef	t-Statistics	P-Value	Information
Attraction – Memorable tourism experience	0.507	6.170	0.000	Significant
Accessibility – Memorable tourism experience	0.012	0.180	0.857	Insignificant
Amenities – Memorable tourism experience	0.208	2.385	0.017	Significant
Ancillaries – Memorable tourism experience	0.107	1.425	0.155	Insignificant
Memorable tourism experience – Revisit intention	0.769	17.514	0.000	Significant
Moderating Effect – Revisit intention	-0.055	1.290	0.198	Insignificant
Need for Uniqueness – Revisit intention	0.130	2.230	0.026	Significant

Based on the table above, it shows H1 is accepted that attraction has a significant effect on memorable tourism experience, as evidenced by the path coefficient value of the effect of attraction on memorable tourism experience of 0.507 with a t-statistic value of 6.170 greater than 1.96 at the 0.05 level and a p-value of 0.000. Furthermore, H3 is accepted that amenities have a significant effect on a memorable tourism experience. It can be seen from the acquisition of the path coefficient value of the influence of amenities on memorable tourism experience of 0.208 with a t-statistic value of 2.385 greater than 1.96 at the level of 0.05 and p-value of 0.017. Then in H5, which states that memorable tourism experience has a significant effect on revisit intention, the path coefficient value is 0.769 with a t-statistic value of 17.514 greater than 1.96 at the 0.05 level and a p-value of 0.000, so H5 is accepted. H7 shows that the need for uniqueness on revisit intention has a significant effect with a path coefficient value is 0.130, so a t-statistic value of 2.230 is greater than 1.96 at the 0.05 level, and a p-value of 0.026, H7 is accepted.

Then, to find out the results of the mediating role of the variable of memorable tourism experience, this study used the Sobel test as follows

Table 5. Mediation Effect Test Results

Connection	Path Coef	Standard Error	Sobel Test Results
Attraction – Memorable tourism experience	0.507	0.082	9.805
Accessibility – Memorable tourism experience	0.012	0.065	
Amenities – Memorable tourism experience	0.208	0.087	
Ancillaries – Memorable tourism experience	0.107	0.075	
Memorable tourism experience – Revisit intention	0.769	0.044	

Based on the results of the Sobel test, it is known that the value of t count (9.805) < t table (1.96), so it can be concluded that memorable tourism experience is able to mediate the relationship between attraction, accessibility, amenities, ancillaries and revisit intention.

V. Discussion

The Effect of Attraction on Memorable Tourism Experience

The results of the study show that attraction has an effect on a memorable tourism experience. This influence shows that Papuma Beach, Payangan Beach, and Watu Ulo Beach have an attraction that has succeeded in providing a satisfying experience to tourists; the variations provided in various forms include artificial and natural ones that already exist on the three beaches included in the blue diamond beach. The goal is that attractions available at destinations are a tool in efforts to develop Leask (2016) destinations because the development carried out by destinations must be in line with the types of tourism presented. The more attractions provided by Blue Diamond Beach, the more tourists will stick to their memories of their tour. The results of this study strengthen with previous research conducted by Tukamushaba et al. (2016) that tourists' perceptions include attraction which influences the memorable tourism experience. The research conducted shows that there is a positive and significant effect of the attraction variable on the memorable tourism experience at Blue Diamond Beach.

The Effect of Accessibility on Memorable Tourism Experience

The results of the study show that accessibility has no effect on memorable tourism experiences. Blue diamond beach tourists feel that their access or infrastructure has not been able to provide satisfaction or convenience in accessing destinations. Where the infrastructure in question includes roads, bridges, bus stations, train stations, and airports in terms of the accessibility of tourist attractions is considered a necessary component to attract more tourists Jamaludin and Kadir (2017). Infrastructure is an important aspect that must be owned by destinations that are included in the blue diamond beach because it makes it easier and connects one place to another in the destination. The results of this discussion differ from those carried out by Sinambela (2021) in that accessibility has a significant effect on the memorable tourism experience.

The Effect of Amenities on Memorable Tourism Experience

The results of the study show that amenities have an effect on a memorable tourism experience. Amenities are a form of additional attributes that complement the wishes of tourists in making tourist visits, as stated by Dewi et al. (2017). Amenities include accommodation, restaurants, information tours, and other supporting infrastructure. Facilities play an important role in shaping the overall satisfaction of travelers when they have to deal with food and sleep time, even if it is only a temporary stay. In this study, the amenities owned by Blue Diamond Beach, which consists of Papuma Beach, Payangan Beach, and Watu Ulo Beach, are able to meet the needs of tourists who come to visit. The results of this discussion are reinforced by the findings by Ghanem and Shaaban (2021) that amenities confirm a positive effect on memorable tourism experiences.

The Effect of Ancillaries on Memorable Tourism Experience

The results showed that ancillaries had no effect on memorable tourism experiences. Ancillaries are a form of additional aspects such as institutions that manage destinations from the blue diamond beach; the goal is that destination facilities are properly managed and developed. Ancillaries understand and communicate the significance of the success of destination management in managing and contributing to effective business practices Connell et al., (2014) and Leask (2016). In this study, it was concluded that ancillaries have not been able to be felt by tourists from blue diamond beach; the results of this discussion are contrary to the findings made by Andrianto and Sugiana (2016) that ancillaries are capable and feasible to be applied to research objects.

The Effect of Memorable tourism experience on revisit intention

The results of the study show that a memorable tourism experience has an effect on revisit intention. This study found that a memorable tourism experience is a form of impression that tourists will continue to remember after their visit is over Tsai (2016) because not all experiences are considered memorable, the impression referred to here is an impression that the blue diamond beach destination can form on tourists positively so that able to generate the desire to visit again. The results of the discussion can be strengthened by research conducted by Chen and Rahman (2018) that memorable tourism experiences can have a positive effect on revisit intention.

The Mediation Role of Memorable tourism experience on revisit intention

The results showed that the memorable tourism experience was able to mediate revisit intention based on the Sobel test conducted in this study, but there were differences in the results obtained from the path coefficient, and the p-value did not show conformity. The researcher concluded that this could be influenced by the result values obtained on the independent variables, where out of the four variables, there were two variables that were not significant. The existence of a direct influence between the variables of attraction and amenities on memorable tourism experience has shown significant results so that it can be concluded that the role of attractions and amenities in this study is partial mediation, while accessibility and ancillaries are unable to provide a partial mediation role because they do not have a significant path. The results of the discussion are motivated by research conducted by Kim (2017) that a memorable tourism experience is capable of mediating revisit intention.

The Moderating Role of Need for Uniqueness on Revisit Intention

The results of the indirect hypothesis test show that the need for uniqueness is able to moderate revisit intention. In the context of this study, it can be interpreted that the need for uniqueness variable is able to strengthen or weaken the relationship of revisit intention to blue diamond beach. Based on the respondent's answers, the majority of respondents agreed to go on a trip to Blue Diamond Beach because they wanted to be different from other people. In addition, respondents also agreed to travel to Blue Diamond Beach because they were bored with popular tourist destinations. In addition, they also agreed to avoid traveling to the same place as other parties. Consumers with a need for uniqueness tend to stay away from popular tourism and explore alternative forms of vacation experiences such as country tours, teacher tours, event tours, and even private homestay tours. Zinelabidine et al. (2018). This supports the idea that tourists' need for unique personality traits can encourage them to choose unique travel products such as beach tourism.

VI. Conclusion

The results of this study have answered the objectives previously described, namely to obtain empirical evidence of the effect of attraction, accessibility, amenities and ancillaries either directly or indirectly on memorable tourism experiences. The attraction has an effect on a memorable tourism experience; this influence shows that a destination that has attractions or various attributes in tourism will have more impact in shaping the experience that tourists have. Accessibility does not affect memorable tourism experience; this influence illustrates that access to destinations is an important aspect that must be owned by managers because, after all, the easier it is for tourists to access destinations, the greater the potential for development. Amenities have an effect on a memorable tourism experience; this influence is felt to be in line with expectations where when tourists want to feel the food or the sensation of staying at the destination, this can be broadly fulfilled. Ancillaries have no effect on a memorable tourism experience; this effect states that tourists do not feel the contribution made by the manager to the destination for the sake of development or success in managing destinations rather comfortable or fulfilling all aspects that are the expectations of tourists.

Findings about the effect of memorable tourism experiences on revisit intention, as well as revisit intention moderated by the need for uniqueness, also have or describe the results of the research that has been done. The results of the study state that a memorable tourism experience is able to form revisit intention. It is found that when a positive experience is owned by tourists, it can influence them to make a return visit because tourists get satisfaction in accordance with their tourism expectations. Furthermore, the influence of the need for uniqueness, which is able to moderate revisit intention, it is found that tourists have specificity or want to appear different from other tourists when visiting the blue diamond beach; this is what drives them to come and travel again. This study uses four independent variables, namely attraction, accessibility, amenities and ancillaries. Future research can combine the influence of other variables that can affect memorable tourism experience so that further research can add other variables or moderating variables besides the need for uniqueness which can increase revisit intention. Future researchers can also explore the effect of research variables on different tourist objects and in different areas so that they can add to the variety of empirical evidence in the field of tourism marketing.

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