

THE EFFECT OF SERVICE QUALITY, DESTINATION IMAGE, AND MEMORABLE EXPERIENCE ON REVISIT INTENTION OF CAMPX JATILUHUR

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Abstract: This study aims to examine the impact of service quality, destination image, and memorable experience on the intention to revisit CampX Jatiluhur. Using a quantitative approach, this research employs a causal method to analyze the relationships between variables. The population of the study consists of all visitors to CampX Jatiluhur, with a sample of 100 respondents selected through purposive sampling. Data were analyzed using the Structural Equation Modeling (SEM) approach with SmartPLS 4, focusing on the inner and outer model analyses. The findings indicate that service quality has a positive and significant effect on revisit intention, demonstrating that well-delivered services enhance visitors' likelihood of returning. Similarly, destination image significantly influences revisit intention, highlighting the role of an attractive and well-perceived destination in encouraging repeat visits. Lastly, memorable experience also positively affects revisit intention, suggesting that unique and unforgettable tourism experiences contribute to visitors' willingness to return. These results emphasize the importance of improving service quality, enhancing destination image, and creating memorable experiences to boost tourism sustainability at CampX Jatiluhur.

Keywords: *tourism, tourists, service quality, destination image, memorable experience.*

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1. Introduction

In the context of the tourism industry, the newly opened CampX experienced an interesting phenomenon where visitation levels increased rapidly in the first eight months, but experienced a significant decline in the following months. The number of visitors over the course of one year totaled 2,696 and this number has fluctuated each year. Data obtained from CampX shows that Campx showed a decline in the number of visitors in the last five months, namely in March with only 68 visitors, April with 93 visitors, May with 131 visitors, June with 66 visitors, and July with 86 visitors.

One of the factors that can influence the intention to visit again is service quality. This quality shows how well the service is provided to visitors. Therefore, service providers or companies must have important strategies to survive and succeed in competition (Prasetyo, 2019). Through improving the quality of service carried out by the manager, this will be better able to increase the intention of tourists to visit again.

Understanding this can actually also explain that there are several months that have decreased in visitors. This provides a concern for managers to pay more attention to the needs and desires of consumers / tourists by understanding what kind of service tourists expect. As found in research by (Manyangara *et al.*, 2023), Service quality is proven to have a positive impact on intention to revisit. However, research conducted by (Talukder *et al.*, 2023) shows that service quality has no effect on intention to visit again. This creates a research gap in the service quality variable.

The next factor that can influence revisit intention is destination image. Destination image is an image related to post-visit intentions as a means of revisiting the destination (Khotimah dkk., 2023). Currently CampX is a camping tourist spot with the concept of camping on the banks of a reservoir / lake that utilizes the beautiful scenery in the largest reservoir in Indonesia, the Jatiluhur Reservoir located in Jatiluhur District, Purwakarta Regency. The tourists who camp in this area will be presented with a view of the mountains that lay in front of their tents. This is in line with previous research conducted by Shi *et al.*, (2022), It can be concluded that destination image has a positive influence on tourists' intention to visit again. Whereas in research that has been conducted by Kusumawati & Saifudin (2020), destination image has no effect on intention to visit again. This creates a research gap in the destination image variable.

Not only the two factors above, another important thing that influences the intention to revisit a tourist attraction is memorable experience. Memorable experience is related to the recognition and assessment of the tourist experience and associating themselves with experiences and memories of tourist destinations. Research conducted by X. Zhou *et al.*, (2024) state that memorable experiences have a significant effect on revisit intentions. However, in contrast to research conducted by Pessoa *et al.*, (2022) which states that memorable experience has no significant effect on return visit intention. This creates a research gap in the memorable experience variable.

Thus, some of these factors need to be considered in managing a tourist spot as part of giving an attractive impression to visitors. Therefore, this study aims to determine the effect of service quality on return visit intention, destination image on return visit intention and memorable experience on return visit intention to CampX Jatiluhur Tourism.

2. Literature Review

2.1. Service Quality

Delivering high-quality services is crucial to achieving long-term success in the service industry. According to Khoo (2022), Service quality refers to consumers' assessment of the excellence and quality of the services they receive, which results in positive feelings and attitudes towards these services.

2.2. Destination Image

Destination image refers to a mental picture that includes knowledge, beliefs, feelings, and overall perceptions about a tourist destination. It includes the perceptions and images formed in tourists' minds about a tourist location, involving visual aspects, experiences, and destination reputation (Zhang *et al.*, 2023). Destination image is influenced by various factors, such as advertising, promotion, personal experience, and information from other sources. Destination image serves as one of the key factors in the travel experience, which affects traveler satisfaction and loyalty.

2.3. Memorable Experience

Memorable experience is an experience during travel that is unforgettable, remembered and appreciated even after the trip ends (Mittal et al., 2022). Memorable experiences create a high level of satisfaction, leading to the intention to visit again. When tourists have a very positive and memorable experience, they tend to feel satisfied and are more likely to plan a repeat visit.

2.4. Revisit Intention

In the context of tourism, repeat visits illustrate that visitors are satisfied with their experience at the tourist destination (Abbasi et al., 2020). Visitor satisfaction, which is created from the match between expectations and the reality they feel at the destination, plays an important role in determining the intention to visit again. Destination managers who are able to provide the best experience will increase the likelihood of visitors returning.

Research Hypothesis

H1: Service quality has a positive effect on the intention to revisit CampX Jatiluhur tourism.

H2: Destination image has a positive effect on the intention to revisit the CampX Jatiluhur tour.

H3: Memorable experience has a positive effect on the intention to revisit the CampX Jatiluhur tour.

3. Research Method

This research uses a quantitative approach, which is a research method based on the philosophy of positivism. This research is included in the category of causal research, which focuses on analyzing the cause-and-effect relationship between the variables studied. This study aims to determine the effect of Service Quality, Destination Image, and Memorable Experience on the Intention to Revisit CampX Jatiluhur tour. The population in this study refers to all individuals who meet certain criteria, namely all visitors who have visited CampX Jatiluhur in the Purwakarta area in the last one-year period. In this study, researchers used a Nonprobability Sampling technique with a Purposive Sampling approach, where the sample was selected based on criteria predetermined by the researcher. These criteria include visitors who have visited CampX Jatiluhur in the past year and meet other criteria relevant to this study.

4. Result and Discussion

4.1. Result

Respondent Profile

Data collection was carried out through a questionnaire designed in the form of a Google Form. After distributing the questionnaire, 100 respondents met the criteria as the research sample. In the gender category, respondents were dominated by women as many as 51 respondents (51%), while men were 49 respondents (49%). This shows an almost even distribution between female and male respondents. In the age category, the most dominant age group was 19-30 years old, which included 75 respondents (75%). Followed by the age group 31-42 years with 18 respondents (18%), age > 43 years as many as 6 respondents (6%), and < 18 years only 1 respondent (1%). The majority of respondents aged 19-30 years indicate that CampX Jatiluhur attracts interest mainly from young adults.

Data Analysis

In this study, the effect of service quality, destination image, and memorable experience on the intention to revisit CampX Jatiluhur Tourism will be analyzed using PLS analysis.

Outer Model

The initial stage of the two stages of model evaluation is very important to ensure whether the indicators used in this research model are reliable and valid. This step aims to ensure the suitability of indicators in measuring the latent variable or construct in question. Therefore, this stage is often referred to as the measurement model, which in PLS-SEM is known as the outer model.

Convergent Validity

Table 1. Results of AVE. Value

Variable	Average Variance Extracted (AVE)
Service Quality (X1)	0.689
Destination Image (X2)	0.665
Memorable Experience (X3)	0.616
Return Visit Intention (Y)	0.637

Source: SmartPLS, 2024

Based on the results of data analysis using SmartPLS presented in table 2, the majority of indicators on each variable show a loading factor value above 0.708, which indicates the strong validity of these indicators in measuring the constructs they represent.

Discriminant Validity

Table 2. Discriminant Validity

	Destination Image (X2)	Destination Image (X2)	Destination Image (X2)	Destination Image (X2)
Destination Image (X2)				
Memorable Experience (X3)	0.703			
Return Visit Intention (Y)	0.635	0.688		
Destination Image (X2)	0.699	0.668	0.733	

Source: SmartPLS, 2024

Based on the results of the heteroit-monotrait ratio (HTMT) analysis in Table 3, it can be concluded that the HTMT value of each variable is not more than 0.90 (Hair et al., 2021), then it can be stated that all variables in this study are said to be valid.

Reliability Test

Table 3. Reliability Test Result

Variabel	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Hasil
Destination Image (X2)	0.950	0.951	Reliable
Memorable Experience (X3)	0.874	0.887	Reliable
Return Visit Intention (Y)	0.845	0.852	Reliable
Destination Image (X2)	0.858	0.859	Reliable

Source: SmartPLS, 2024

All of these values are above the 0.70 threshold, which indicates that the constructs have very high reliability. In other words, each construct in this model shows excellent internal consistency, so it can be trusted to measure the variable in question. This high value confirms that the measurement model used in this study is reliable and provides consistent results.

Inner Model

R-square (Indicator Reliability)

The coefficient of determination, often referred to as R-square, is a measure used in regression analysis to evaluate how well the variability in the dependent variable can be explained by the independent variables entered into the regression model. R-square values range from 0 to 1, and getting closer to 1 indicates that the independent variables in the model explain the variation in the dependent variable well. In other words, R-square provides information on how well the regression model fits the observed data.

Table 4. Determinant Coefficient (R – Square)

	<i>R Square</i>	<i>R Square Adjusted</i>
Return Visit Intention (Y)	0.525	0.510

Source: SmartPLS, 2024

Based on the data presented in Table 4.7, the R-Square value for Revisit Intention is 0.525, which means that approximately 52.5% of the variation in Revisit Intention (Y) can be explained by the independent variables observed in the model. After adjusting for the number of independent variables and sample size, the Adjusted R-Square value is 0.510. This value indicates that about 51% of the variation in Repeat Intention (Y) can still be explained after considering the complexity of the model.

F-Square Test

F-Square is a measure used to assess the relative impact of an influencing variable (independent) on the influenced variable (dependent). According to Cohen (in Hair et al., 2020) the F-square criteria are:

- If the f^2 value ≥ 0.02 → Small / bad
- If the f^2 value ≥ 0.15 → Medium
- If the f^2 value ≥ 0.35 → Large / good

The following table is the result of F-Square using SmartPLS 4.0.

Table 5. F – Square Test Result

Variable	F-Square	Effect Description
Service Quality (X1) > Repeat Intention (Y)	0.038	Small
Destination Image (X2) > Repeat Intention (Y)	0.104	Medium
Memorable Experience (X3) > Repeat Intention (Y)	0.151	Large

Source: SmartPLS, 2024

Based on table 4.8 above, it can be seen that the effect of Service Quality (X1) on Revisit Intention (Y) is 0.038 (small), the effect of Destination Image (X2) on Revisit Intention (Y) is 0.104 (medium), and the effect of Memorable Experience (X3) on Revisit Intention (Y) is 0.151 (large).

Path Coefficients

This study uses the PLS Algorithm method in testing path coefficients where to determine the influence between the variables studied. The results of testing path coefficients in this study can be seen in Figure 1

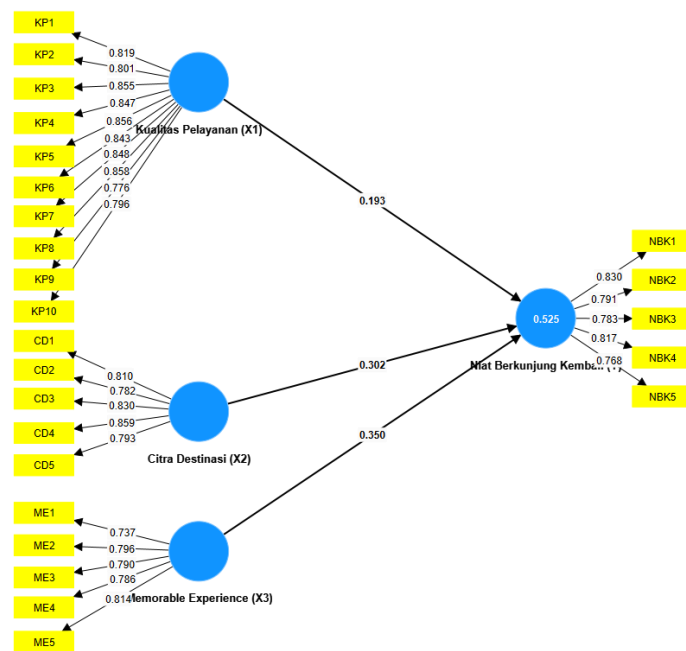


Figure 1. Path Coefficient Analysis Results

The results of the path coefficients analysis are described in Figure 1., to find out the influence that occurs between variables, the analysis results will be summarized in table 4. below.

Table 6. Path Coefficients Result

Hypothesis		Path Coefficients	Conclusion
H1	Service Quality (X1) > Repeat Intention (Y)	0.193	Positive

H2	Destination Image > Repeat Intention (Y)	0.302	Positive
H3	Memorable Experience (X3) > Repeat Intention (Y)	0.350	Positive

Source: SmartPLS, 2024

Based on the results of path coefficient analysis testing in Table 4.9, the data shows that the Service Quality (X1), Destination Image (X2) and Memorable Experience (X3) variables have a positive influence on the Revisit Intention (Y) variable with a path coefficient value of each variable of 0.193, 0.302, and 0.350. This value can be interpreted that the Service Quality variable (X1) has the strongest influence on changes that occur in the Revisit Intention variable (Y) of 0.193. Then for the Destination Image variable (X2) and Memorable Experience (X3) have a positive influence on the Revisit Intention variable (Y) with a path coefficient value for each variable of 0.302 and 0.350. This value can be interpreted that the Memorable Experience (X3) variable has the strongest influence on changes that occur in the Revisit Intention (Y) variable of 0.350.

Hypothesis Test

Through SmartPLS 4.0 software, the bootstrapping test results show that the general rules applied are t-statistic > 1.96 and p-values < 0.05. Based on these criteria, the analysis results will be explained below.

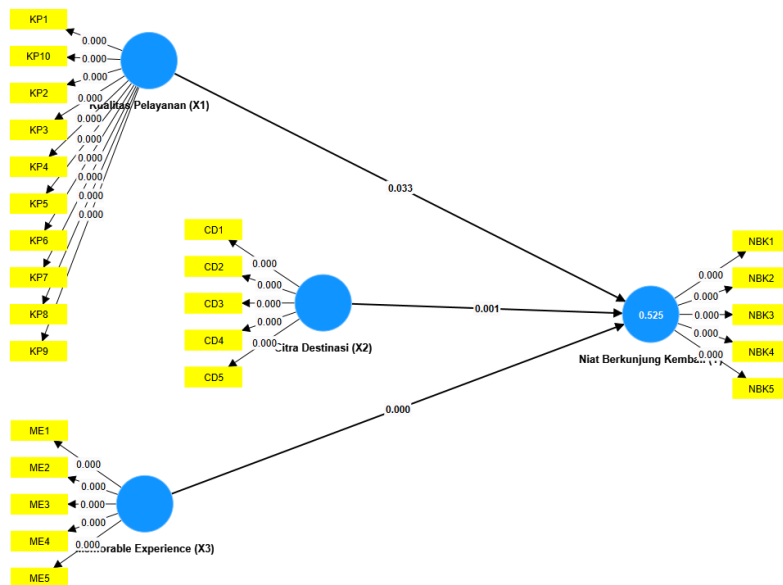


Figure 2. Hypothesis Testing Analysis Results

The results of the hypothesis testing analysis are described in Figure 2 to determine the effect that occurs between variables, the analysis results will be summarized in table 5 below.

Table 1. Hypothesis Test Result

Hypothesis		<i>T Statistics</i> (O/STDEV)	<i>P-values</i>	Conclusion
H1	Service Quality (X1) > Repeat Intention (Y)	2.131	0.033	Accepted
H2	Destination Image > Repeat Intention (Y)	3.383	0.001	Accepted
H3	Memorable Experience (X3) > Repeat Intention (Y)	4.023	0.000	Accepted

Source: SmartPLS, 2024

Based on the results of the hypothesis testing carried out, it can be concluded that all hypotheses proposed in this study are supported by the data analyzed.

In Hypothesis 1, the Effect of Service Quality (X1) on Revisit Intention (Y), has a t-statistic value of 2.131, and a p-value of 0.033. The t-statistic value greater than 1.96 and the p-value less than 0.05 indicate that this effect is statistically significant, so Hypothesis 1 is accepted.

In Hypothesis 2, the effect of Destination Image (X2) on Return Visit Intention (Y), has a t-statistic value of 3.383, and a p-value of 0.001. The t-statistic value greater than 1.96 and the p-value less than 0.05 indicate that this effect is statistically significant, so Hypothesis 2 is accepted.

In Hypothesis 3, the effect of Memorable Experience (X3) on Repeat Intention (Y), has a t-statistic value of 4.023, and a p-value of 0.000. The t-statistic value greater than 1.96 and the p-value less than 0.05 indicate that this effect is statistically significant, so Hypothesis 3 is accepted.

Overall, the results of hypothesis testing indicate that all hypotheses in this study are accepted, with all variables and interactions tested showing a significant influence on Repeat Intention (Y).

4.2. Discussion

The results showed that Service Quality (X1) had a positive and significant effect on Revisit Intention (Y). This finding indicates that the level of visitor satisfaction with the quality of service provided at CampX Jatiluhur has a very important role in shaping visitors' positive perceptions of this tourist destination. When visitors are satisfied with the service they receive, both in terms of comfort, speed, and quality of interaction with staff, this will increase their confidence and comfort to visit again. The results of this study are in line with research by Manyangara et al. (2023), Khoo (2022), and Lai et al. (2020) which states that service quality positively influences intention to revisit.

The results showed that Destination Image (X2) had a positive and significant effect on Revisit Intention (Y). This finding indicates that visitors' positive perceptions of the CampX Jatiluhur destination image have a very important role in encouraging their intention to return to visit this destination. A good destination image, which includes aspects such as attractiveness, safety, comfort, and uniqueness of the place, can create a deep impression for visitors. Visitors who have a positive perception of a destination's image tend to feel that they had a satisfying experience and are worth repeating. The results of this study are in line with research by Yang et al. (2022), Suban (2024), and Zhang et al. (2023) which states that destination image shows a positive direct effect on revisit intentions.

The results showed that Memorable Experience (X3) had a positive and significant effect on Repeat Intention (Y). This finding indicates that the memorable experience obtained by visitors while at CampX Jatiluhur has a very important role in increasing their desire to return to visit this destination in the future. A unique and unforgettable experience will create a strong emotional connection between visitors and tourist destinations, which is very influential in encouraging the intention to return. The results showed that Memorable Experience (X3) has a positive and significant effect on Return Intention (Y). This finding indicates that the memorable experience obtained by visitors while at CampX Jatiluhur has a very important role in increasing their desire to return to visit this destination in the future. A unique and unforgettable experience will create a strong emotional connection between visitors and tourist destinations, which is very influential in encouraging the intention to return. The results of this study are in line with research by X. Zhou et al. (2024) which states that memorable experience has a significant positive effect on return visit intentions.

5. Conclusion

Based on the results of the analysis, it can be concluded that as follows:

1. Service quality has a positive and significant effect on the intention to revisit the CampX Jatiluhur tour. High-quality service, characterized by responsiveness, professionalism, and personalized attention, enhances visitor satisfaction and increases the likelihood of repeat visits. Tourism managers should continuously improve service delivery to meet and exceed visitor expectations.
2. Destination Image has a positive and significant effect on the intention to revisit the CampX Jatiluhur tour. A positive perception of the destination, including its aesthetics, safety, accessibility, and uniqueness, fosters stronger visitor loyalty. Therefore, strategic branding and promotional efforts should be implemented to enhance the overall image of CampX Jatiluhur.
3. Memorable Experience has a positive and significant effect on the intention to revisit the CampX Jatiluhur tour. Tourists who engage in unique, emotionally engaging, and culturally enriching experiences are more inclined to return. Thus, destination managers should focus on designing immersive and meaningful experiences that leave lasting impressions on visitors.

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