Instagramable and Memorable Travel Experiences and Their Influence on Revisit Intentions at the Bagendit Tourism Site Post-Revitalization

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Abstract

This research aims to find out the picture related to instagrammable, memorable tourism experience and revisit intention, as well as examining the impact of instagramable and memorable tourism experience on revisit intention at Situ Bagendit after revitalization using descriptive and verification quantitative methods. The data collection technique was carried out through distributing questionnaire. This research resulted in an overall picture related to instagrammability, memorable tourism experience and revisit intention. in Situ Bagendit after revitalization it is in the good category. Apart from that, it was found that there was a positive and significant influence of instagrammable and MTE on the intention to revisit Situ Bagendit after revitalization.

Keywords: Instagramable, Memorable Tourism Experience, Revisit Intention, Situ Bagendit, Revitalization.

1   Introduction

The recovery of Indonesia's tourism sector post-pandemic has been marked by a significant increase in foreign tourist visits, particularly noted in December 2022 when over 800,000 foreign tourists visited the country, as reported by the Central Statistics Agency (BPS) (Hanifah et al., 2022). Garut Regency, with its diverse range of tourist attractions, stands out as a significant contributor to this resurgence. The region boasts various potential tourist destinations, including natural, cultural, artificial, and special interest tourism sites, which are essential for attracting visitors (Torabi et al., 2022).

A critical factor in the success of any tourist destination is the ability to foster revisit intentions among tourists. Revisit intention is defined as the desire of tourists to return to a previously visited location, which is often influenced by their satisfaction with the quality of the destination and the services provided (Ginting & Dewi, 2022). Research indicates that when tourists experience satisfaction during their visits, they are more likely to express intentions to return (Mahayana, 2023). This satisfaction is particularly influenced by the aesthetic appeal and uniqueness of the destinations, often referred to as "instagrammable" tourism, which has gained popularity in recent

years (Zaitul et al., 2022). Instagrammable locations are characterized by their photogenic qualities, which encourage visitors to capture and share their experiences on social media platforms, thereby enhancing the destination's visibility and attractiveness (Trihandayani et al., 2022).

The concept of memorable tourism experiences (MTE) also plays a pivotal role in influencing revisit intentions. MTE refers to the lasting impressions that tourists form based on their experiences at a destination, which can significantly affect their likelihood of returning ("The Effect of Tourism Attractiveness and Destination Image on Revisit Intention Through Tourist Satisfaction (Study on Domestic Tourists of Mount Bromo, Malang, East Java)", 2019). Positive experiences, characterized by engaging activities and high-quality service, can lead to increased tourist satisfaction and a greater intention to revisit (Pramudito, 2020). Conversely, if the experiences are perceived as monotonous or lacking in excitement, tourists may be deterred from returning (Fitri, 2021). This highlights the importance of creating diverse and engaging experiences at tourist sites, such as Situ Bagendit in Garut Regency, which has undergone revitalization efforts to enhance its appeal (Hasan et al., 2019).

An unforgettable experience or what is usually called a memorable tourism experience is something that tourists really hope for when visiting a tourist destination. MTE is a visitor's impression of a tourist attraction that was built selectively by an individual and will continue to be remembered for a long time (Zhang et.al., 2018). The experience gained by tourists when visiting tourist attractions is an important factor in increasing tourists' interest in making repeat visits (Noerhanifati et.al., 2020). Positive and satisfying experiences when traveling can encourage tourists' intention to return, while if the tourist experience is less satisfying and feels monotonous, then tourists are reluctant to make repeat visits (Dianty et.al., 2021).

The Situ Bagendit tourist attraction is located in Bagendit Village, Banyuresmi District, Garut Regency (Rismanto et.al., 2023).The ownership status of the Situ Bagendit tourist attraction is in the hands of the government and Its authority is delegated to the Garut Regency Tourism and Culture Office.Situ Bagendit, a prominent tourist attraction in Garut, has seen significant changes following its revitalization from November 2020 to April 2022, officially reopening in May 2022. Despite the initial surge in visitor numbers post-revitalization, the overall tourist visits in 2022 did not surpass those of 2018 and 2019, raising concerns about the sustainability of tourist interest (Setyawan, 2023). The data indicates that while there was a notable increase in visits immediately after reopening, this was not maintained in subsequent months, suggesting that the revitalization efforts may not have fully addressed the factors influencing tourist satisfaction and revisit intentions (Anugrah et al., 2022).

The following is data on tourist visits to Situ Bagendit for 2018-2022. Data on tourist visits in 2018-2021 is used as a comparison year to see how rapidly the number of tourist visits has increased after revitalization.

Table 1: Tourist visits to the Situ Bagendit tourist attraction in 2018-2022

Year	Wisman	Wisnus	Total	Percentage
2018	96	148,033	148,129	27.72%
2019	135	180,584	180,719	33.82%
2020	40	68,098	69,138	12.94%
2021	-	-	-	-
2022 (Post revitalization)	-	136,378	136,378	25.52%

Based on the data listed in Table 1, it is known that tourist visits to Situ Bagendit in 2022 will not experience a very significant increase compared to 2019 and 2018. The number of visits in 2022 after revitalization is almost comparable to the number of tourist visits before the revitalization occurred. In fact, the number of visits in 2018 and 2019 was greater compared to the number of visits in 2022. According to UPTD, namely Mr. Jembar, Situ Bagendit only experienced a booming increase when it first opened after revitalization, namely in May alone, where visits tourists increased by 70%, and the remaining level of visits experienced a very drastic decline every month.

Inconsistent tourist visits and no significant increase after the revitalization occurred, are interesting phenomena to study. With the revitalization process, Situ Bagendit should be able to attract more tourists consistently, not just seasonally. Tourist satisfaction should be fulfilled when traveling to Situ Bagendit because it is supported by various facilities and activities that are very adequate (Munawar et.al., 2022)

Based on the results of pre-research conducted on tourists who have visited Situ Bagendit, it is known that tourist interest in making repeat visits is still not fully optimal. One aspect that is thought to influence tourists' disinterest in making repeat visits is because of the photo spots, some tourists think that the unique photo spots at Situ Bagendit are less diverse and that Situ Bagendit lacks attractive tourist arrangements. So it can be said that tourists' intention to revisit Situ Bagendit is not yet fully optimal because it is thought to be influenced by instagrammable photo spots which are not optimal either. Apart from that, based on the results of pre-research, it is known that the management is not optimal in creating a pleasant experience for tourists, some tourists think that the water tourism activities at Situ Bagendit are not challenging, and many tourists think that Situ Bagendit is not optimal in terms of waste management. So these things are thought to be able to influence the quality of tourists' experiences while at Situ Bagendit.

Based on the explanation above, it shows that instagrammability and MTE can be important factors in influencing tourists' decisions to return to visit a tourist attraction. Managers must be able to compete in creating unforgettable tourist experiences by presenting interesting Instagrammable photo spots in order to increase tourists' interest in repeat visits. This research is very important because the dynamic growth of tourism is in line with rapid technological advances. Currently, social media makes it easier for tourists to find information, so that with social media, tourist selectivity is higher in choosing tourist destinations.

By considering the phenomena that have been described, the researcher is interested in conducting research on the topic "Instagramable, Memorable Tourism Experience and Its Influence on Revisit Intention at the Situ Bagendit Tourist Attraction Post Revitalization". This research is intended to understand the picture of instagrammable, MTE, and revisit intention and examine the relationship between the influence of instagramable and MTE on revisit intention at Situ Bagendit after revitalization.

2   Literature review

2.1   Instagramable

The term "instagrammable" refers to locations or experiences that are visually appealing and suitable for sharing on Instagram, typically in the form of photos or videos (NH, 2023). This concept has become increasingly relevant in tourism, as destinations strive to create photo spots that attract visitors due to their aesthetic qualities (Cohen et al., 2021). Instagrammable locations

are characterized by their unique and attractive appearances, which stimulate visitors' desires to capture and share their experiences on social media platforms (Katsikari et al., 2020). The visualization of a destination plays a crucial role in establishing its identity, allowing tourists to take selfies that reflect the uniqueness of the location (Iglesias-Sánchez et al., 2020). According to Rahmawati (Rahmawati, 2024), there are four key criteria that define an instagrammable photo spot: uniqueness, fame, novelty, and aesthetic appeal.

2.2   Memorable Tourism Experience

Memorable Tourism Experience (MTE) is defined as a tourism experience that leaves a lasting impression on individuals after their visit, influenced by their evaluations of various aspects of the experience (Obradović et al., 2022). Fernandes and Cruz Jun (2022) describe tourism experience as the subjective and affective impressions formed by individuals following their visits to attractions, which tend to be long-lasting. Kosanke Nixon (2022) emphasizes that MTEs are personal experiences that stand out from daily routines, making them particularly memorable. Kim et al. Chen et al. (2020) identify seven essential elements that contribute to MTE: pleasure (hedonism), freshness (refreshment), novelty (new experiences), local culture, knowledge, meaningfulness, and involvement.

2.2   Revisit Intention

Revisit intention refers to a tourist's desire to return to a previously visited destination, which often includes the intention to recommend the destination to others (NH, 2023). Hyunjin Cohen et al. (2021) highlights the importance of revisit intention for maintaining the long-term viability of a destination. Lin Barroso et al. (2021) further explains that this desire is typically driven by tourist satisfaction that exceeds their expectations during their visit. Jonathan et al. Chen et al. (2020) outline four critical aspects that influence revisit intention: the willingness to return, the likelihood of choosing the destination again, the intention to recommend it to others, and the confidence to endorse the destination.

In summary, the concepts of instagrammability, memorable tourism experiences, and revisit intention are interconnected and play significant roles in shaping tourist behavior. Destinations that effectively leverage these elements can enhance their attractiveness and foster a loyal visitor base (adiatma et.al., 2023).

3   Research Methods

The research employs a descriptive and verification quantitative approach to explore the concepts of instagrammability, memorable tourism experiences (MTE), and revisit intention at Situ Bagendit following its revitalization. The descriptive method is utilized to outline the characteristics of these concepts based on data collected through questionnaires distributed to tourists. In contrast, the verification method aims to test the research hypothesis regarding the influence of instagrammability and MTE on revisit intention.

Primary data for this study was gathered through surveys conducted at the tourist attraction, interviews with the local tourism office (UPTD), and the distribution of questionnaires to tourists who visited Situ Bagendit after its revitalization. Secondary data was sourced from a variety of literature, including journals, articles, and other relevant references that support the research. This

dual approach ensures a comprehensive understanding of the factors influencing tourist behavior in this context.

The population for this study comprises tourists who have visited Situ Bagendit post-revitalization. Given the large number of visitors and the likelihood of repeat visits, determining an exact population size is challenging. Consequently, the researchers utilized a sample size calculation method appropriate for unknown populations. With a significance level set at 5%, the study determined a sample size of 100 respondents. The purposive sampling method was employed, allowing the researchers to select respondents directly based on specific criteria.

Data collected from the questionnaires will be analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS), a robust statistical technique suitable for examining complex relationships between variables. This method allows for the testing of the hypothesized relationships between instagrammability, MTE, and revisit intention, providing insights into how these factors interact to influence tourist behavior at Situ Bagendit.

In summary, this research aims to provide a detailed examination of the interplay between instagrammability, memorable tourism experiences, and revisit intention, contributing to the understanding of how revitalized tourist destinations can effectively attract and retain visitors in a competitive tourism landscape.

4   Research Results and Discussion

4. 1   Descriptive Analysis Results

Overall instagrammable is in the good category, meaning that most tourists have a good perception of the quality of instagrammable photo spots at Situ Bagendit. Then the MTE is in the good category, meaning that most tourists have a pleasant experience while at Situ Bagendit. And revisit intention is in the good category, meaning that most tourists have the desire to make a repeat visit to Situ Bagendit.

4. 2   Verification Analysis Results

Convergent Validity
Based on the results of data processing in this study, it shows that all indicators have a factor loading value of > 0.70, meaning that all indicators in this study can be declared suitable or valid for research use and each indicator can be accepted as a construct measure.
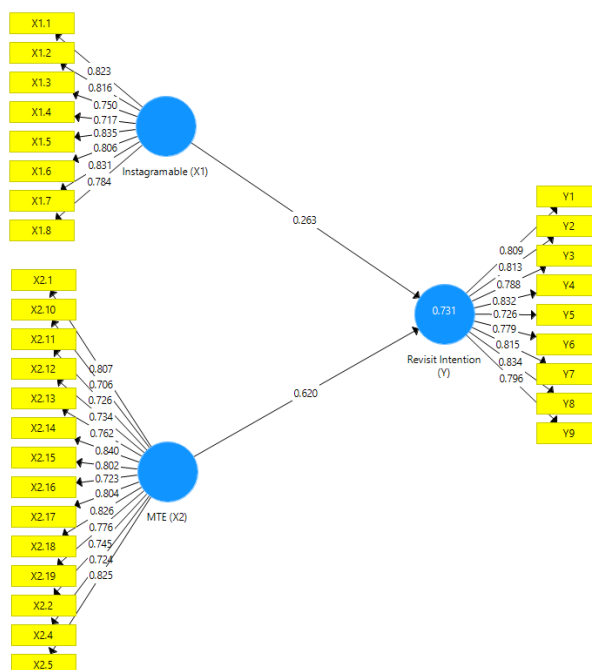
Figure 1: Loading Factor

Discriminant Validity

Discriminant validity was measured by cross loading. The results of the analysis show that the cross loading value for each indicator in the related latent variable is higher than the cross loading value for other latent variables. These findings indicate that the indicators used in this research have a good level of discriminant validity in differentiating their respective variables.

Reliability

The results of data analysis show that all variables in this study have Cronbach's alpha and composite reliability values above 0.70, indicating that all constructs used in this study are reliable.

R-Square

The analysis results show that the adjusted R-square value reaches 0.725. This indicates that the ability of instagrammable and MTE to explain revisit intention is 72.5%.

Q-Square

The research model is considered to have good predictive relevance if the Q^2 value>0. The Q^2 value in this research is 0.452, which means that the Q^2 value is greater than 0, so it can be said that this research has a research model with good predictive relevance.

Model Fit

Apart from that, this study also evaluated the model suitability value using the normed fit index (NFI) value. The NFI value in this study was 0.716. This value indicates that the model used in the research has a good level of fit, because the value obtained is close to 1.

Path Coefficient and T-Statistik

Based on the results of the tests carried out, it is known that the original sample value of each instagramable and MTE variable is positive, so it can be said that the direction of the relationship between instagramable or memorable tourism experience and revisit intention is positive or in the same direction. Apart from that, the T-statistic value of each instagramable and MTE variable is

> 1.98 and the P value shows < 0.05, so it can be said that both instagramable and MTE have a significant influence on revisit intention. Overall it can be said that both instagrammable and MTE have a positive and significant influence on revisit intention at Situ Bagendit after revitalization.

Table 2: Research Hypothesis Testing

	Original Sample (O)	T Statistics	P Values
Instagramable (X1) -> Revisit Intention (Y)	0.263	2.956	0.003
MTE (X2) -> Revisit Intention (Y)	0.620	6.915	0.000

4.3   Discussion

Based on the test results, it can be seen that instagrammable has a positive and significant influence on revisit intention at Situ Bagendit after revitalization. This means that the increasing quality of instagrammable photo spots at Situ Bagendit will have an impact on increasing the interest of tourists who have visited to make repeat visits. Apart from that, increasing or decreasing instagrammable photo spots at Situ Bagendit will have a significant impact on tourists' intentions to revisit Situ Bagendit.

If there are improvements in the instagrammable aspects of Situ Bagendit, such as adding interesting photo spots or improving the visual quality of existing photo spots, this will make tourists who have visited feel happy so that in the end they will be interested in making repeat visits to Situ Bagendit . On the other hand, if there is a decline in the instagrammable aspect, for example a lack of interesting photo spots or a decrease in the visual quality of existing photo spots, this will make tourists feel bored and in the end tourists' interest in returning to visit Situ Bagendit will decrease.

Tourists' interest in making repeat visits to Situ Bagendit will increase when the Situ Bagendit photo spot is able to increase its uniqueness, novelty, popularity and aesthetics. When Situ Bagendit is able to increase the provision of iconic photo spots and the provision of natural tourist attractions that have distinctive characteristics, this will be able to have an impact on tourists' desire to make repeat visits. Apart from that, increasing tourist interest in making repeat visits can be achieved with the novelty of Situ Bagendit through the provision of increasingly modern photo spot facilities. By providing increasingly modern photo spots, tourists will be able to immortalize themselves by taking photos at these photo spots, then it is possible that they will also upload them via social media.

The popularity of Situ Bagendit after its revitalization due to its photo spots which are widely known by the wider community is also an important factor in increasing tourists' interest in visiting again. In the digital era, tourists will tend to visit tourist attractions that are known to be instagrammable, to later be immortalized and uploaded to social media. A well-organized artificial tourist attraction after the revitalization process has succeeded in making Situ Bagendit an aesthetic tourist attraction. The aesthetic atmosphere at Situ Bagendit will be one of the attractions for tourists to make repeat visits. The aesthetics of Situ Bagendit after revitalization can also be seen through the many post-revitalization photo spots provided in the Situ Bagendit area, starting from the entrance area to the lake area.

The findings of this research are in line with research by Ayu et al., (2021) at Petitenget Beach, Kerobokan, which indicates that instagramable attractions have a positive and significant effect on tourists' visiting decisions. Meanwhile, increasing tourist visits to a destination can be done through efforts to increase instagramable indicators. Likewise, these results support Putri and

Sugiarti's (2021) research at Pandawa Beach, Bali. Their findings indicate a relevant relationship between instagrammability and the decision to visit. Photos uploaded at a destination via Instagram social media will be able to influence tourists' interest in visiting that tourist attraction. Based on research conducted by Febriyanti (2017), photos uploaded on Instagram social media do not always match the reality and expectations of tourists. Some tourists are sometimes disappointed with what they see directly. So when tourists feel disappointed with what they get when they visit, this will influence tourists' unwillingness to make a repeat visit in the future.

Based on the test results previously presented, it is known that MTE has a positive and significant influence on revisit intention. This means that the more memorable tourists experience at Situ Bagendit, the greater the possibility that they will return to visit Situ Bagendit in the future. In addition, the increase in impressive tourism experiences has a strong impact on tourists' intentions to revisit Situ Bagendit in the future.

Tourists' interest in making repeat visits to Situ Bagendit will increase when Situ Bagendit is able to improve the tourist experience through various indicators in the dimensions of hedonism, local culture, refreshment, meaningfulness, involvement and knowledge. When tourists experience pleasure while at Situ Bagendit which is supported by the provision of complete facilities, friendly service, affordable ticket prices, and enjoyment in enjoying the tourist activities provided, this will have an impact on increasing tourists' interest in making repeat visits. The increasing desire of tourists to visit again can also be increased through local performance events which can be used as cultural tourism attractions.

The increase in tourist interest in making repeat visits to Situ Bagendit after revitalization can be increased through the dimension of freshness where the coolness and cleanliness of the area is an important factor in shaping the freshness of a destination. Apart from that, revitalization can be used as an effort to increase tourists' interest in visiting again, especially as the provision of various tourist activities can provide freedom for tourists so that the quality of the tourism they get is satisfactory. The quality of tourist activities that tourists get at Situ Bagendit is considered capable of increasing tourists' intention to revisit.

The meaningfulness of the experience that tourists gain while at Situ Bagendit will be able to increase tourists' interest in making repeat visits. The memorable experience gained during a visit will enable tourists to remember their experience for a long time and will always remain in the tourist's memory. So that with the memorable experience gained, it will be able to increase tourists' interest in visiting again. Apart from that, Situ Bagendit's ability to provide natural views and a calm lake atmosphere will be able to make tourists feel the meaning of their experience, and ultimately this will have an impact on their desire to make a repeat visit.

Tourists' interest in participating in tourism activities or the involvement of managers in providing tourism activities at Situ Bagendit are key factors in encouraging repeat visits. Tourists feel attracted because of the attractiveness of the tourism activities themselves. Behind tourists' feelings of interest, managers must also be involved in supporting the activities provided, including the services therein. The final effort that the management can make in providing an impressive experience for tourists is by providing tourists with new insights regarding the condition of Situ Bagendit after revitalization. This is done because knowledge about a tourist destination is one of the benchmarks that many tourists use as a consideration. visit.

This finding is in line with Febriyanti and Yusuf (2022) who found a positive impact of MTE on revisit intention. Managers can increase tourists' interest in returning visits by creating unforgettable experiences. Similar findings from Dianty et al., (2021) show that MTE influences

revisit intentions. This confirms that tourist attractions that can create memorable experiences have the ability to compete with other tourist destinations in the current era. However, these results are different from Nurdiana et al. (2020) who concluded that a memorable tourist experience is not a determining factor for visitors to come back for future festival events. The differences in the results of this research are certainly caused by different locations and research concepts.

5 Conclusions and Suggestions

5.1 Conclusion

Based on the results and discussion of the research previously presented, the overall picture regarding instagrammable, memorable tourism experience and revisit intention at Situ Bagendit after revitalization is in the good category. Then instagrammable has a positive and significant effect on revisit intention at Situ Bagendit after revitalization. This indicates that the increase in instagrammable photo spots at Situ Bagendit can stimulate tourists' interest in visiting again in the future. Likewise, MTE has a positive and significant effect on revisit intention at Situ Bagendit after revitalization. This shows that the increasingly memorable experiences that tourists get at Situ Bagendit will be able to increase tourists' interest in making repeat visits.

5.2 Suggestion

Because the tourists in this research are dominated by women and those who are still young, the UPTD Situ Bagendit can improve the quality of Instagrammable photo spots by providing more diverse iconic photo spots with new innovations with contemporary concepts. Then the management must intensify the promotional strategy, one of which is by uploading video reels related to the beauty of Situ Bagendit. Apart from that, the Situ Bagendit UPTD is also expected to be able to provide a more memorable experience for tourists through friendlier service, providing local souvenirs, providing regular local performance events and providing knowledge for tourists about the origin story of Situ Bagendit, through the marketing concept of transmedia storytelling. Furthermore, the management can increase water tourism activities that are more challenging, improve the cleanliness of the area, and provide opportunities for tourists to develop an understanding of themselves when visiting by creating a peaceful and calm environment.

Because there is still minimal social media marketing regarding the Situ Bagendit fairy tale, further research can examine transmedia marketing regarding the historical story of Situ Bagendit. In this research, the depth of analysis can also be expanded, for example to millennial tourists, generation Z or others. The limitation of this research is the method used, namely SEM PLS, where the sample in this research is small. Therefore, it is recommended that further research use other analytical methods with larger samples such as SEM-AMOS.

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