

The Effect of Memorable Tourism Experience on Storytelling Behavior and Revisit Intention in Jatiluwih Tourism Village**Bulan Purnama Sari¹, Luh Yusni Wiarti², I Wayan Mertha³**

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Memorable Tourism Experience, Storytelling Behavior, Revisit Intention and Jatiluwih Tourism Village

Abstract

Memorable Tourism Experience is one of the sources that are an aspect of excellence for a tourist destination or tourist attraction because a memorable experience will have a long-term impact. Good storytelling behavior and getting satisfaction that is in accordance with expectations will have an impact on tourist behavior to do branding and the intention to revisit. This study was conducted to see how much influence an impressive tourism experience has on storytelling behavior and revisit intention in Jatiluwih Tourism Village. The phenomenon that drives this study is the large number of storytelling behaviors of tourists who upload and convey information about their experiences through social media. The gap in previous studies is used as a novelty in this study to test how much influence memorable tourism experience has on revisit intention through storytelling behavior in Jatiluwih Tourism Village. The sampling technique used purposive sampling with a questionnaire distribution of 210 respondents consisting of domestic and foreign tourists. The type of research uses a quantitative approach using a Likert scale and data analysis using SmartPLS. The results of this study indicate that there is a significant direct influence between the memorable tourism experience variable on revisit intention, there is a significant direct influence between memorable tourism experience on storytelling behavior, there is a significant direct influence on storytelling behavior on revisit intention and storytelling behavior has a significant direct influence. In fully mediating an impressive tourism experience on the intention to revisit in Jatiluwih Tourism Village.

Corresponding Author: Bulan Purnama Sari
E-mail: bulanpurnama417@gmail.com**INTRODUCTION**

Bali has become a world tourism icon related to natural beauty and cultural tourism which shows a tremendous impact on the economy in Bali. Bali, which shows a pattern of cultural tourism in its development, involves various aspects of community life in Bali such as the natural environment, economy, religion, arts and other social life (Rideng, Budiarta, & Sukandia, 2020). This statement is supported by the former Minister of Tourism Arief Yahya, who stated that Bali is getting stronger in tourism attraction, especially in culture, nature and services in increasing tourist visits so that Bali has long been known by tourists as The Best Destination because it has advantages in 3 (three) things, namely culture, nature and hospitality. The advantages of culture will be developed in tourism products including heritage and religious tourism, culinary and shopping tours and city and village tours (Kompas.com, 2014).

Reporting from the CNN Indonesia page (2020) Tourism Minister Sandiaga Uno stated that he was ready to support 100% (percent) of Bali's culture-based tourism, amidst the various natural charms possessed by the Island of the Gods, and could create quality tourism by sticking to culture and local wisdom. The dynamics of Balinese society and culture must be maintained and must run in balance and harmony so that culture has a barrier in overcoming any changes that occur in the era of globalization (Rideng et al., 2020). Culture as a whole will change attitudes and patterns of behavior and knowledge

which is a habit that is inherited and owned by certain members of society. Culture affects many aspects of life, including religion, customs, politics, language, clothing, buildings to works of art (Sorokin, 2017).

Regulation of the Minister of Culture and Tourism No. PM.26/UM.001/MKP/2010 states that a tourist village is a combination of attractions, accommodation and tourist facilities presented in a structure of village community life that is integrated with the procedures and traditions that exist in the village. The uniqueness of a tourist village can be seen from the physical environment of rural nature and the socio-cultural life of the local community which is packaged naturally and interestingly so that rural attraction can increase tourist visits to the village. In the development of a tourist village, it will certainly be an opportunity as a potential resource that can increase income, economic benefits and increase employment, especially for the community in the tourist village (Mahriani et al., 2020).

Jatiluwiuh Tourism Village is a tourist village located in Penebel District, Tabanan Regency, which is one of the villages that is currently designated as a tourist village with reference to the Tabanan Regent Decree Number 180/337/03/HK&HAM/2016. Jatiluwiuh Village has been known since 1910-1942 during the Dutch rule in Bali due to its traditional agriculture. Jatiluwiuh Tourism Village with the number of tourist visits that continues to increase due to local wisdom that still uses traditional tools so that this makes an icon of Jatiluwiuh Tourism Village (Prasiasa & Widari, 2019).

Jatiluwiuh Tourism Village has been recognized as a World Heritage Site by UNESCO on June 29, 2012 which is known as the subak system so that it becomes the main attraction of tourism in Jatiluwiuh Tourism Village and one part of the World Cultural Heritage Landscape Catur Angga Batukau namely "The Cultural Landscape of Bali Province: The Subak System as a Manifestation of the Tri Hita Karana Philosophy" (The Cultural Landscape of Bali Province: The Subak System as a Manifestation of the Tri Hita Karana Philosophy (Paradina et al. 2021; and Unesco.org, 2024). Ni Wayan Giri Adnyani as the Secretary of Tourism / Barekraf stated that she appreciated the Jatiluwiuh Tourism Village as a representation of the development of quality tourism based on sustainable tourism villages in Indonesia (kemenparekraf.go.id, 2022).

In addition to fulfilling its main function as a regulator of rice field irrigation, Jatiluwiuh Tourism Village is able to survive with local culture, especially the survival of the livelihood system in agriculture. In addition, farmers understand the concept of Tri Hita Karana by maintaining a harmonious and harmonious relationship between humans and the environment. Farmers in Jatiluwiuh Tourism Village create a natural landscape. The natural conditions of Jatiluwiuh Tourism Village are still beautiful, with neatly arranged terraced rice fields being the main attraction of Jatiluwiuh Tourism Village. In addition, natural and cultural resources that have the potential to be used as tourist attractions, namely the form of settlement with its jineng. Jatiluwiuh's typical art, namely rindik and culinary tourism typical of Jatiluwiuh brown rice with good quality so that it can encourage tourist visits.

The potential of Jatiluwiuh Tourism Village is a tourist village with a collaboration of nature and culture. Jatiluwiuh Tourism Village has a view of terraced rice fields that make Jatiluwiuh as the main attraction for tourists who want to see the natural beauty, especially rice fields in Bali (Skolastika et al., 2023). With its uniqueness, Subak is an organization of community farmers in Jatiluwiuh Village which makes it a major tourist attraction and is supported by a cool climate because it is at an altitude of 1,059 meters (Widari, 2021). Various kinds of tourism activities that can be done by tourists when visiting Jatiluwiuh Tourism Village are tourists can spend their time looking at the beauty of terraced rice fields where the operational manager of Jatiluwiuh Tourism Village makes tour packages by packaging agricultural culture such as plowing fields, planting and harvesting rice. Tourists can understand the subak irrigation system together with local farmers and Jatiluwiuh Tourism Village stores cultural heritage, such as traditional dances and ceremonies, handicrafts and the daily life of people who still uphold traditional values (Prasiasa & Widari, 2019). In addition, tourists can tour Jatiluwiuh Village and there are trekking trails in several areas that have been provided, visit the Ancient Temple, namely Pura Luhur Sri Rambut

Sedana, tourists can buy typical products from Jatiluwih, namely brown rice and Jatiluwih Tourism Village has a hidden waterfall, namely Yeh Hoo Waterfall (Travel Kompas.com, 2020).

The Bali Province Tourism Office states that data on foreign and domestic tourist visits to Jatiluwih Tourism Village from 2019-2022 has increased which will be presented in Table 1 below:

Table 1 Amount Visit Traveler Abroad and the archipelago to Jatiluwih Tourism Village in 2022-2023

Year	Foreign Tourists	Archipelago Tourists
2022	121,782	61,159
2023	266,838	70,876
Total	388,620	132,035

Source: Office Management Village Jatiluwih, 2024

Based on Table 1, it can be explained that in 2022 the number of tourist visits to Jatiluwih Tourism Village reached 121,782 foreign tourists and 61,159 domestic tourists, but in 2023 there was an increase in the number of tourist visits, namely 266,838 foreign tourists and 70,876 domestic tourists. The increase in the number of visits to Jatiluwih Tourism Village certainly has a positive and negative impact on the development of Jatiluwih Tourism Village. With the increase in the number of tourist visits every year, the management of Jatiluwih Tourism Village must pay attention to the preservation and sustainability of Jatiluwih Tourism Village.

Based on previous research conducted by Winda et al. (2022) state that tourists will have a high revisit intention if Jatiluwih Tourism Village provides an unforgettable experience as a tourism location and the desire of tourists to revisit intention if there is a pleasant experience experienced by tourists with a variety of tourist activities offered and good service to tourists (Anggraeni, Antara, & Ratna Sari, 2022). Based on the results of research conducted through the tripadvisor.com website, there are tourists who provide reviews that can only enjoy the natural beauty of terraced rice fields, trekking, and not many tourist activities carried out in the Jatiluwih Tourism Village. This can be seen on the tripadvisor.com page, namely in Figure 1.

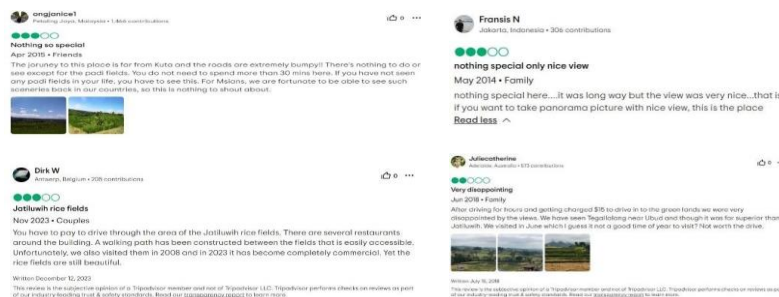


Figure 1. Results Review Traveler about Village Tour Jatiluwih
 Source: Tripadvisor.com, 2024

Based on Figure 1. is the result of reviews from tourists visiting Jatiluwih Tourism Village that most tourists give reviews of the few tourist activities that can be done, namely only seeing the view of the terraced rice fields, the price offered is fairly expensive and the accessibility to the Jatiluwih Tourism Village is fairly poor. In addition, the number of buildings such as restaurants around the attraction so that it eliminates the beautiful view of rice fields in Jatiluwih and the number of tourists who do not know what months are good for visiting Jatiluwih Tourism Village to do rice planting tourism activities because the management of Jatiluwih Tourism Village does not provide good information. In this phenomenon, it is feared that it will make tourist visits decrease due to various problems that exist in Jatiluwih Tourism Village. Mr. Alit Toya Winana as Assistant Manager of Jatiluwih in 2019 until now stated that he confirmed the results of the tripadvisor review because he received many complaints from tourists directly about the narrow parking lot and lack of information related to tourist attractions so that tourism activities in Jatiluwih

Tourism Village became a little constrained. In addition to these problems there are recent issues related to Subak in Jatiluwi Tourism Village will be revoked from UNESCO Cultural Heritage because of 303 hectares only 75% can still be planted with rice, the rest has been built restaurants and villas (Berita Bali, 2024). With these problems, steps are needed to anticipate if not anticipated, it will have an impact on the number of tourist visits in the future. So that the manager of the Jatiluwi Tourism Village must know the factors that can be an opportunity to influence the revisit intention of tourists to the Jatiluwi Tourism Village.

Li et al, (2018) state that revisit intention is a form of behavior for tourists who desire to come back or repeatedly, tend to stay longer, participate more intensively in consumptive activities and provide positive information from word of mouth. Revisit intention will make a great opportunity to increase the number of visits and expand the reach of the tourism market. So that to be able to achieve an increase in the number of tourist visits and the reach of the tourism market, the tourism manager must advance tourism destinations in order to satisfy tourists so that it becomes a memorable experience by paying attention to the indicators of memorable tourism experience, namely hedonism (pleasure), novelty (new experience), local culture (local culture), refreshment (freshness), meaningfulness (importance), involvement (involvement), and knowledge (knowledge) (Zhong, Busser, & Baloglu, 2017). If tourism destinations can fulfill the aspects of memorable tourism experience, the level of tourists' desire to return to visit these tourist attractions will be high.

Memorable Tourism Experience is the impression that tourists get when visiting a tourist attraction that can be remembered continuously. The travel experience will be very memorable if the experience gained by tourists is memorable and can continue to be remembered by tourists for a long duration of time (Sekhniashvili, 2020). If tourists who visit have been able to get this impression, it can be said that these tourists have achieved a memorable tourism experience while visiting the tourist attraction and this can increase revisit intention for tourists. Therefore, it is important for a tourist attraction to be able to provide a memorable tourism experience to visiting tourists.

In addition to strengthening the tourism experience, branding is central to marketing strategy in a company and now branding can be used in the marketing strategy of a destination. Destinations must work to develop a strong and recognizable brand for tourism to successfully differentiate their competitive advantage over other destinations. By building a brand in a tourism destination, it will certainly increase visitation and local revenue for a growing destination (Saeedi & Heidarzadeh Hanzaee, 2018). The branding approach because it has strategic value for the branding concept so that storytelling or storytelling behavior has gained increasing attention as a global marketing trend in the tourism industry (Akgün, Keskin, Ayar, & Erdoğan, 2015). When tourists tell stories and upload to social media, this has an important role in content marketing strategy because it is one of the most powerful, fast and effective roles to develop brands and drive market change. One marketing strategy is to use storytelling. Storytelling about destinations can give destinations a unique competitive advantage and tourists get a more meaningful experience.

Storytelling Behavior is important to use in marketing strategies because the storytelling approach refers to framing information so that it is understandable, meaningful and memorable. Storytelling Behavior carried out by tourists who have visited has the function of forming a positive destination image for potential tourists so as to encourage them to visit tourist destinations again. Tourist storytelling is becoming more important in influencing public perceptions and behavior related to tourism as well as tourists' intention to visit again (Akgün et al., 2015).

Based on research from (Choi, 2016), storytelling behavior or telling a good travel experience and getting satisfaction in accordance with expectations will have an impact on tourist behavior to recommend and revisit intentions. So that the storytelling behavior carried out by tourists who have visited has the function of forming a positive destination image for potential tourists and encouraging them to visit tourist destinations again. So it can be concluded that the tourist experience acts as a source of information that is shared with others through storytelling.

This research aims to explore and understand memorable tourism experiences and storytelling behavior from the perspective of tourists. By telling stories, destinations can create valuable (memorable) experiences for potential travelers, as well as differentiate themselves from their competitors and strengthen positive brand associations. Storytelling should be used to generate an emotional connection with consumers so that it can be remembered in the minds of tourists in a sustainable way (Pujiastuti, Soeprapto, Susanta, Utomo, & Maharani Putri, 2022). In addition, the phenomenon that drives this research is the many storytelling behaviors of tourists who upload and convey information about their experiences through travel agencies such as trip advisor, social media is also often used to tell travel experiences for tourists. The social media in question are Instagram, Facebook, blogs and in the form of personal journals about tourists' experiences during brand purchase and use.

Based on previous research reviews, very few studies have explored the effect of memorable tourism experiences on storytelling behavior and revisit intention to tourism destinations. Therefore, the problems that the researchers have described in this study will further examine how the effect of memorable tourism experience on storytelling behavior and revisit intention in Jatiluwiuh Tourism Village and in this research gap will certainly be used as a novelty for researchers to examine the effect of memorable tourism experience on revisit intention through storytelling behavior in Jatiluwiuh Tourism Village.

This research is conducted with the hope that it can be directly or indirectly useful for all parties related to the tourism sector. First, theoretical benefits with this research, it is hoped that students can apply the concepts and theories obtained during lectures and be able to become a reference for studies on the Effect of Memorable Tourism Experience on Storytelling Behavior and Revisit Intention. Second, practical benefits with this research, it is hoped that the information and data obtained in the results of this study can provide a reference and reference for the management of the Jatiluwiuh Tourism Village in knowing how much influence the Memorable Tourism Experience obtained by tourists has on Storytelling Behavior and what factors influence tourists to Revisit Intention.

RESEARCH METHODS

Research Objects and Locations

This research uses 3 (three) variables consisting of memorable tourism experience, storytelling behavior and revisit intention as objects in this research. This research was conducted in the Jatiluwiuh Tourism Village by collecting data through questionnaires distributed directly or through media on line like media social with provision traveler who have visited the Jatiluwiuh Tourism Village.

Data Types and Sources

This research uses qualitative and quantitative data types, including:

a. Qualitative Data

Qualitative data research is used as an explanation of the influence of memorable tourism experience on storytelling behavior and revisit intention.

b. Quantitative Data

This research uses data quantitative because use results survey and distributing questionnaires or questionnaires related to memorable influences tourism experience to storytelling behaviour And Revisit Intention in Jatiluwiuh Tourism Village.

The data sources used in this research are primary data and secondary data, including:

1 Primary Data Source

In collecting primary data, researchers will make more observations or go directly to the research location, such as conducting interviews, documentation and distributing questionnaires. This research uses primary data sources by distributing questionnaires to domestic tourists who visit the Jatiluwiuh Tourism Village.

2 Secondary Data Sources

So in this research secondary data sources are articles, relevant journals, books, news and important documents in the form of laws related to research on the influence of memorable tourism experiences on storytelling behavior and revisit intention.

Sample Determination Technique

The samples in this research were domestic tourists who had visited the Jatiluwih Tourism Village. Determination of sample size for PLS-SEM (Partial Least Square – Structural Equation Modeling) according to JF Hair et al. (2014), namely: (Number of indicators) x (5 to 10 times). Therefore, the number of indicators used is 42 and the latent variables consist of memorable tourism experience, storytelling behavior and revisit intention, therefore the minimum sample for this research is 210 respondents. Based on the formula for determining the sample size according to Hair et al. (2014) is the number that will be used in this research, namely 210 respondents consisting of domestic tourists and foreign tourists who are considered from the total tourist visits per year 2022-2023 to the Jatiluwih Tourism Village. Then the composition of respondents was taken from the total number of domestic and foreign tourist visits in the last year. So the total questionnaire that will be distributed is 210 respondents with a composition of 156 respondents from foreign tourists and 54 respondents from domestic tourists.

Sampling Technique

This research uses a sampling technique, namely Purposive Sampling. In this research, sampling was carried out directly and online with the help of the Google Form platform which was distributed via social media WhatsApp, Instagram and Tiktok. The samples used were domestic tourists and foreign tourists who had visited Jatiluwih Tourism Village once (1) time.

Data collection technique

This research uses instruments in the form of questionnaires, observation, documentation and literature study.

Data Analysis Techniques

The research uses data analysis in the form of Partial Least Square (PLS). Partial Least Square (PLS) is used to confirm the theory, so that in research based on predictions Partial Least Square (PLS) is more suitable for analyzing data besides Partial Least Square (PLS) can be used to explain whether there is a relationship between variables. This research uses a complex model with a limited number of respondents, so this data analysis uses SmartPLS. SmartPLS uses a bootstrapping or random method, therefore using the normality assumption will not be a problem. Using the bootstrapping method does not use a minimum sample requirement, so data can be presented with a small number of samples (JF Hair et al. 2014). Data analysis using PLS-SEM consists of 2 (two) measurement models, namely (measurement model) or outer model and structural model (structural model) or inner model. The process of processing data in the questionnaire consists of several stages, namely descriptive statistical tests, testing measurement models or outer models, testing structural models or outer models, and finally testing hypotheses in this research.

RESULTS AND DISCUSSION

Component 4A Jatiluwih Tourism Village

1 Attraction (Tourist Attractions)

Jatiluwih Tourism Village has various kinds of tourist attractions that tourists can do when visiting Jatiluwih Tourism Village, namely seeing views of rice fields using the Balinese Traditional Subak system, going around seeing ancient temples around Jatiluwih Tourism Village, cycling to explore Jatiluwih village, carrying out agricultural activities, tourists You can interact with the local community at the Jatiluwih Tourism Village, visit the Yeh Hoo waterfall and take a cycling tour with views of the Jatiluwih rice fields.

Most tourists prefer to do tourist activities such as seeing the view of the Jatiluwih rice fields while taking photos with the sunrise and sunset as the background, then trekking and going around the tourist village by bicycle. Apart from that, when tourists have carried out tourist activities such as trekking, they will usually immediately try the typical food in the Jatiluwih Tourism Village.



Figure 2 View of Rice Fields in Jatiluwi Tourism Village
Source: Documentation Researcher, 2024

Based on Figure 2, there is a view of the rice fields in the Jatiluwi Tourism Village as well as tourists taking selfies while looking at the beautiful view of the rice fields in the Jatiluwi Tourism Village which was declared by UNESCO as a cultural heritage.

2 Amenities (Tourist Facilities)

Amenities refer to tourist facilities and supporting services at a destination or tourist attraction. In the Jatiluwi Tourism Village there are several tourist facilities such as accommodation, restaurants and a tourist information center which are part of the amenities to meet tourist needs. The availability of amenities can of course influence the level of comfort and satisfaction of tourists, and of course will contribute to the level of tourist enjoyment during their visit to the Jatiluwi Tourism Village.

Jatiluwi Tourism Village has an information center in the form of a board that stands near the entrance to Jatiluwi Tourism Village, following figure 4.3 which is an information center for tourists when visiting Jatiluwi Tourism Village, as follows:



Figure 3 Information Boards for Tourists in Jatiluwi Tourism Village
Source: Researcher Documentation, 2024

Based on Figure 3, it is an information board for tourists with the aim of providing comfort for tourists while visiting the Jatiluwi Tourism Village. Apart from the information board, Jatiluwi Tourism Village also has a ticket counter right in front of the entrance to Jatiluwi Tourism Village.

3 Accessibility

Accessibility refers to the access and affordability of a destination or tourist attraction. Jatiluwi Tourism Village, accessibility can be related to the availability of transportation to Jatiluwi Tourism Village. The ease of reaching Jatiluwi Tourism Village can attract more tourist visits, because tourists can access Google Maps.



Figure 4 Accessibility to the Jatiluwi Tourism Village

Source: Researcher Documentation, 2024

Based on Figure 4, it can be explained that this is the access road to Jatiluwi Tourism Village. The management made a special sign giving the name Jatiluwi Tourism Village with the aim of making it easier for tourists when going on holiday to Jatiluwi Tourism Village. The access road to the Jatiluwi Tourism Village is said to be good but a little narrow, so when there are groups of tourists or large four-wheeled vehicles it will be difficult to pass because the access road to the Jatiluwi Tourism Village is said to only be one way, but the road is used in two directions so it can be dangerous for people. If tourists don't know the route to Jatiluwi Tourism Village.

4 Ancillary (Supporting Facilities)

Ancillary refers to various other supporting aspects that play a role in influencing the level of satisfaction of tourists and local communities. This includes environmental cleanliness, comfort and service from the management in managing the Jatiluwi Tourism Village. By providing friendly service, cleanliness and comfort for tourists, it will certainly have an impact on the number of tourist visits.



Figure 5 Assistant Managers of Jatiluwi Tourism Village

Source: Researcher Documentation, 2024

Jatiluwi Tourism Village is managed directly by most of the local community. One of them is Mr. Alit Toya Winana as Assistant Manager of Jatiluwi Tourism Village, who has served since 2019 until now. Apart from that, the Tourism Village is also managed directly by Perbekel, 2 Traditional Villages, namely Jatiluwi Traditional Village and Gunungsari Traditional Village, Pekaseh and the Tabanan Tourism Office (Government). The management of Jatiluwi Tourism Village collaborates with various tourism universities in Bali, one of which is IPBI. Apart from that, the management of Jatiluwi Tourism Village also has a special entrance ticket for domestic and foreign tourists, which is Rp. 50,000 (adult) and Rp. 40,000 (children) for foreign tourists and Rp. 15,000 (adult) and Rp. 5,000 (children) for domestic tourists.

DISCUSSION

Descriptive Analysis of Memorable Tourism Experience Variables for Domestic and International Tourists.

Table 2 Average Indicator Memorable Tourism Experience Archipelago Tourists

Indicator	Traveler Archipelago					N	R	Category
	Scale							
	SS (5)	S (4)	CS (3)	T.S (2)	STS (1)			
X 1.1	27	26	4	1	0	253	4.38	Very Memorable
X 1.2	22	30	5	1	0	247	4.27	Very Memorable
X 1.3	33	21	3	0	1	259	4.53	Very Memorable
X 2.1	34	22	1	1	0	263	4.51	Very Memorable
X 2.2	27	24	7	0	0	252	4.31	Very Memorable
X 2.3	25	25	7	1	0	248	4.29	Very Memorable
X 2.4	19	29	9	1	0	240	4.12	Memorable
X 3.1	19	32	7	0	0	244	4.22	Very Memorable
X 3.2	13	25	18	2	0	223	3.84	Memorable
X 3, 3	22	28	7	1	0	245	4.20	Memorable
X4,1	18	24	11	5	0	229	3.94	Memorable
X4,2	27	28	3	0	0	256	4.38	Very Memorable
X4,3	23	23	11	1	0	242	4.16	Memorable
X5,1	28	26	3	1	0	255	4.38	Very Memorable
X5,2	23	30	5	0	0	250	4.31	Very Memorable
X5,3	27	30	1	0	0	258	4.44	Very Memorable
X5,4	24	26	8	0	0	248	4.25	Very Memorable
X6,1	23	28	7	0	0	248	4.25	Very Memorable
X6,2	22	27	9	0	0	245	4.22	Very Memorable
X6.3	35	20	2	1	0	263	4.50	Very Memorable
X7,1	21	32	5	0	0	248	4.27	Very Memorable
X7,2	27	25	6	0	0	253	4.31	Very Memorable
X7,3	27	27	4	0	0	255	4.38	Very Memorable
X8,1	25	31	2	0	0	255	4.42	Very Memorable
X8,2	28	27	3	0	0	257	4.25	Very Memorable
X9,1	21	29	8	0	0	245	4.22	Very Memorable
X9,2	29	25	4	0	0	257	4.20	Memorable
X9.3	24	28	6	0	0	250	4.27	Very Memorable

Source: Results Exercise Data, 2024

Based on Table 2, it is a table of the average indicators of memorable tourism experience for domestic tourists. The highest average value in the very impressive category has an average value of 4.53 on the indicator X1.3 "I felt happy when I visited Jatiluwih Tourism Village", then " with an average value of 4.51 and indicator X6.3 "feeling happy because of tourist activities" with an average value of 4.50. Next, for the lowest average value in the impressive category, namely in indicator X3.2 "I did something important" with an average value of 3.84 and sub- indicator X 4.1 "making new friends" with an average value of 3.94.

Table 3 Average Memorable Tourism Experience Indicators Foreign Tourists

Indicator	Foreign Tourists					N	R	Category
	Scale							
	SS (5)	S (4)	CS (3)	T.S (2)	STS (1)			
X 1.1	100	53	1	0	1	716	4.61	Very Memorable
X 1.2	69	80	6	0	0	683	4.40	Very Memorable
X 1.3	58	95	1	1	0	675	4.35	Very Memorable
X 2.1	79	74	2	0	0	697	4.49	Very Memorable
X 2.2	65	81	8	1	0	675	4.35	Very Memorable
X 2.3	74	66	13	1	1	676	4.36	Very Memorable
X 2.4	78	73	4	0	0	694	4.47	Very Memorable

Indicator	Foreign Tourists					N	R	Category
	Scale							
	SS (5)	S (4)	CS (3)	T.S (2)	STS (1)			
X 3,1	67	80	8	0	0	679	4.38	Very Memorable
X 3,2	58	79	17	1	0	659	4.25	Very Memorable
X 3,3	65	80	9	0	1	673	4.34	Very Memorable
X 4,1	78	68	9	0	0	689	4.44	Very Memorable
X 4,2	77	66	10	2	0	683	4.40	Very Memorable
X 4,3	65	83	7	0	0	678	4.37	Very Memorable
X 5,1	74	75	6	0	0	688	4.43	Very Memorable
X 5,2	68	79	7	2	0	681	4.39	Very Memorable
X 5,3	73	78	2	2	0	687	4.43	Very Memorable
X 5,4	88	60	7	0	1	699	4.50	Very Memorable
X 6,1	61	80	14	0	0	667	4.30	Very Memorable
X 6,2	57	91	6	1	1	670	4.32	Very Memorable
X 6,3	77	72	5	0	1	689	4.44	Very Memorable
X 7,1	76	74	5	0	0	691	4.45	Very Memorable
X 7,2	74	78	3	0	0	691	4.45	Very Memorable
X 7,3	75	74	5	1	0	688	4.43	Very Memorable
X 8,1	55	79	10	0	0	676	4.36	Very Memorable
X 8,2	71	78	6	0	0	685	4.41	Very Memorable
X 9,1	75	72	7	0	1	685	4.41	Very Memorable
X 9,2	83	69	3	0	0	700	4.51	Very Memorable
X 9,3	69	80	6	0	0	683	4.40	Very Memorable

Source: Results Exercise Data, 2024

experience traveler abroad. Part The big variable is the memorable tourism experience foreign tourists get average value with category very effective. Mark The highest sub-indicator average is X 1.1 "Feeling inner satisfaction when visiting to Village Tour Jatiluwih" with mark average as big as 4.61 next in sub indicator X 9.2 "I really enjoy the activity want to I visit" with mark average as big as 4.51 and sub-indicator X 5.4 "local community lifestyle" with an average value of 4.50.

Analysis Descriptive Variable Storytelling Behaviour Traveler Archipelago and Foreign Tourists

Table 4 Average Indicator Storytelling Tourist Behavior Archipelago

Indicator	Traveler Archipelago					N	R	Category
	Scale							
	SS (5)	S (4)	CS (3)	T.S (2)	STS (1)			
Z1,1	30	22	4	1	1	253	4.40	Strongly agree
Z1,2	21	27	7	1	2	238	4.11	Agree
Z1,3	29	23	4	1	1	252	4.33	Strongly agree
Z2,1	28	24	5	1	0	253	4.33	Strongly agree
Z2,2	17	34	6	1	0	241	4.11	Agree
Z2,3	29	23	4	1	1	251	4.22	Strongly agree

Source: Results Exercise Data, 2024

Based on Table 4, it is a table of the average indicators of the storytelling behavior variable with the highest score in the strongly agree category, namely Z1.1 "posting photos to share stories while on holiday" with an average score of 4.40, then the second highest sub-indicator, namely Z1.3 "using social media to share holiday stories" with an average score of 4.33 and in sub-indicator Z2.3 "in conversation, talking about holidays through telling stories directly" with an average score of 4.22. For the lowest score in the agree category, there are 2 (two) indicators in this research, namely Z1.2 "posting videos to share stories while on holiday" with an average score of 4.11 and indicator Z2.2 "giving narratives of holiday experiences directly" with an average value of 4.11.

Table 5 Average Indicator Storytelling Behaviour Traveler Abroad

Indicator	Traveler Abroad					N	R	Category
	Scale							
	SS (5)	S (4)	CS (3)	T.S (2)	STS (1)			
Z 1.1	93	58	4	0	0	709	4.57	Strongly agree
Z 1,2	58	89	7	1	0	669	4.31	Strongly agree
Z 1.3	64	78	13	0	0	671	4.32	Strongly agree
Z 2.1	76	61	18	0	0	678	4.37	Strongly agree
Z 2.2	71	71	13	0	0	678	4.37	Strongly agree
Z 2.3	51	90	13	0	1	655	4.22	Strongly agree

Source: Results Exercise Data. 2024

Based on Table 5, it can be explained that the indicators of storytelling behavior in foreign tourists Dominant indicates the strongly agree category. The highest score on the Z indicator item is 1.1 "posting stories to share stories while on holiday" was 709 with an average of 4.57, followed by indicator items at Z 2.1 "Telling stories about travel experiences by telling stories directly" amounted to 678 with average 4.37 And Z 2.2 "Give narrative direct holiday experience " amounted to 678 with an average of 4.37 and followed by the lowest score, namely the Z indicator item 2.3 "In conversation, talking about holidays through direct storytelling" scored 655 with an average of 4.22.

Analysis Descriptive Variable Revisit Intention Traveler Archipelago and Foreign Tourists

Table 6 Average Indicator Revisit Tourist Intention Archipelago

Indicator	Traveler Archipelago					N	R	Category
	Scale							
	SS (5)	S (4)	CS (3)	T.S (2)	STS (1)			
Y 1,1	22	27	8	1	0	244	4.20	Tall
Y 1,2	24	27	6	1	0	248	4.27	Very high
Y 2.1	33	23	2	0	0	263	4.51	Very high
Y 2,2	32	20	5	1	0	257	4.42	Very high
Y 3.1	12	32	12	2	0	228	4.33	Very high
Y 3.2	18	35	5	0	0	245	4.20	Tall
Y 4.1	12	32	12	2	0	228	3.94	Tall
Y 4.2	19	26	12	1	0	237	4.07	Tall

Source: Results Exercise Data, 2024

Based on Table 6, it can be explained that there are 4 indicator items on revisit intention which are classified as high with the Very High category among domestic tourists, namely the indicator item Y1.2 "trying various activities" with an average of 4.27, Y2.1 "recommending power tourist attraction to friends and family" with a mean of 4.51, Y2.2 "invite friends or family to visit a tourist attraction together in the future" with a mean of 4.42 and Y3.1 "give a positive story about the experience travel" with an average of 4.33.

Table 7 Average Indicator Revisit Intention of Foreign Tourists

Indicator	Traveler Archipelago					N	R	Category
	Scale							
	SS (5)	S (4)	CS (3)	T.S (2)	STS (1)			
Y 1,1	84	66	5	0	0	699	4.50	Very high
Y 1,2	70	77	7	0	1	680	4.38	Very high
Y 2.1	75	72	8	0	0	687	4.43	Very high
Y 2,2	80	66	8	1	0	690	4.45	Very high
Y 3.1	69	81	5	0	0	684	4.41	Very high
Y 3.2	59	87	8	0	1	668	4.30	Very high
Y 4.1	69	78	8	0	0	681	4.39	Very high
Y 4.2	62	86	6	0	1	673	4.34	Very high

Source: Results Exercise Data, 2024

Based on Table 7, it can be explained that the value score for tourists abroad part big categorized very tall namely the indicator item Y 2.2 “invite friends or family to visit Power pull tour together in period front” with score value 690 namely an average of 4.45, followed by the Y indicator item 1.1 “planning to revisit the tourist attraction in the near future” scores a value of 699 with a mean of 4.50.

Test Variable Study

The questionnaire data that has been distributed in this research is then processed using SmartPLS 3 software with the Structural Equation Modeling (SEM) method which consists of measurement outer model and structural inner models . Data from respondents input moreover formerly to Microsoft Excel before done processing data. Furthermore data ready to be tested by following the following steps:

Test Model Measurement or Outer Model

1. Convergent Validity

To measure construct validity, it can be seen in factor loadings with individual reflective measures which are said to be high if they are correlated more from 0.70 with construct Which want to measured. Results which has been processed using SmartPLS 3, the variable loading values of Memorable Tourism Experience , Storytelling Behavior and Revisit Intention can be seen in table 8, namely:

Table 8 Convergent Validity Variable Memorable Tourism Experience, Storytelling Behavior and Revisit Intention

Indicator	Memorable Tourism Experience	Storytelling Behavior	Revisit Intention
X1,1	0.796		
X1,2	0.741		
X1,3	0.724		
X2,1	0.784		
X2,2	0.750		
X2,3	0.726		
X2,4	0.743		
X3,1	0.769		
X3,2	0.725		
X3,3	0.718		
X4,1	0.723		
X4,2	0.730		
X4,3	0.729		
X5,1	0.734		
X5,2	0.706		
X5,3	0.744		
X5,4	0.717		
X6,1	0.732		
X6,2	0.754		
X6,3	0.777		
X7,1	0.739		
X7,2	0.771		
X7,3	0.763		
X8,1	0.729		
X8,2	0.773		
X9,1	0.718		
X9,2	0.773		
X9,3	0.746		
Y1,1			0.741
Y1,2			0.719
Y2,1			0.733
Y2,2			0.753
Y3,1			0.724
Y3,2			0.726
Y4,1			0.738

Indicator	Memorable Tourism Experience	Storytelling Behavior	Revisit Intention
Y4.1			0.716
Z1.1		0.765	
Z1.2		0.711	
Z1.3		0.759	
Z2.1		0.730	
Z2.2		0.719	
Z2.3		0.779	

Source: Results Outputs SmartPLS 3, 2024

Based on Table 8, it can be explained that the results of all Outer Loading values for each indicator were obtained from data processing using SmartPLS 3 so that the Memorable Tourism Experience, Storytelling Behavior and Revisit Intention variables had values above 0.70. So it can be concluded that all variables Which used in study This fulfil convergent validity or has met convergent validity.

2. Discriminate Validity

For measuring the outer model, discriminant validity is used which can be seen in the cross loading between the indicator and the construct. To obtain discriminant validity, it can be seen from the Average Variance Extracted (AVE). If AVE from each construct value more greater than 0.50 is said to be quite good. It can be seen in Table 9, as follows:

Variable	Average Variance Extracted
Memorable Tourism Experience	0.554
Revisit Intention	0.535
Storytelling Behaviour	0.554

Source: Results Outputs SmartPLS 3, 2024

Based on Table 9, it can be concluded that the overall value shows that the Average Variance Extracted (AVE) produces results score 0.50 so can concluded results from processing This data can be stated to have good discriminant validity .

3. Composite Reliability

Reliability tests are used to see the accuracy, consistency and precision of instruments in measuring constructs. To measure the reliability of a construct with reflexive indicators, it is done in two ways, namely Conbrach's Alpha And Composite Reliability . Construct will stated reliable if mark from Composite Reliability And Conbrach's Alpha on from 0.70. The results of Composite Reliability data processing in this research can be seen in Table 5.10, as follows.

Variable	Composite Reliability	Conbrach's Alpha
Memorable Tourism Experience	0.972	0.970
Revisit Intention	0.902	0.876
Storytelling Behaviour	0.881	0.838

Source: Results Outputs SmartPLS 3, 2024

Based on Table 10 can explained that results from Data processing using SmartPLS 3 shows the results of each construct or variable latent own mark score more big from 0.70. Therefore , it can be stated that each construct has met the composite criteria reliability And conbrach's alpha with own reliability the good one.

Test Model Structural or Inner Model

1. R-Square

Testing of the structural model was carried out by looking at the R-Square value . R-Square can be used to explain the influence of certain exogenous latent variables on whether endogenous variables have a substantive influence. The R-Square values are 0.75, 0.50 and 0.25, so it can be concluded that the model is strong, moderate and weak. The results of R-Square data processing in this research can be seen in the table, as follows.

Table 11 R- Square Table

Variable	R-Square	Adjusted R- Square
Revisit Intention	0.645	0.642
Storytelling Behaviour	0.494	0.493

Source: Results Outputs SmartPLS 3, 2024

Based on Table 11, it can be explained that the Revisit Intention variable has an R-Square value of 0.645, which indicates that the memorable tourism experience variable has an influence of 64.5% on the revisit intention variable and the remaining 22.8% is influenced by other variables not examined in this study. Meanwhile, the storytelling behavior variable has value R-Square as big as 0.494 Which show that The memorable tourism experience variable and the revisit intention variable have an influence on the storytelling behavior variable of 49.4% and the remaining 24.3% is influenced by other variables not examined in this research.

2. Q-Square

Q-Square or Prediction Relevance testing is carried out to determine the prediction capability of how good the resulting value is. If the values obtained are 0.02 (small), 0.15 (medium) and 0.35 (large). If the resulting Q-Square value has the same meaning as the R-Square coefficient of determination, the model can be declared fit to the data. Suningsih et al (2017) formula in count Q-Square, as following.

$$Q^2 = 1 - (1 - 0.645) \times (1 - 0.494)$$

$$Q^2 = 1 - (0.355 \times 0.506)$$

$$Q^2 = 1 - 0.179$$

$$Q^2 = 0.821$$

Based on the results of the Q-Square calculation , it can be concluded that mark Q-Square as big as 0.741 stated value large because $0.821 > 0.35$. So it is stated that the amount of diversity in research data that can be explained by the structural model developed in this research is 82.1%.

3. Path Coefficients

Path Coefficients see how significant the influence between variables is with see mark coefficient parameter And mark significance t values and p values through the bootstrapping method . The results of the path coefficient data processing in this research can be seen in table 12, as follows.

Table 12 Path Coefficients Direct Effect

Variable	Original Sample	Sample Mean	Standard Deviation	Q Statistics	P Value
Memorable Tourism Experience Revisit Intention	0.285	0.303	0.116	2,459	0.007
Memorable Tourism Experience Storytelling Behaviour	0.703	0.700	0.085	8,254	0,000
Storytelling Behaviour Revisit Intention	0.577	0.552	0.109	5,295	0,000

Source: Results Outputs SmartPLS 3, 2024

Based on Table 12, it can be explained that the path coefficients on the memorable tourism experience variable have a direct effect on revisit intention Because Q Statistics $2,459 > 1.93$ And P Value $0.007 > 0.05$. The memorable tourism experience variable has an influence on storytelling behavior because the T statistic value is $8,254 > 1.96$ and the P value is $0.000 < 0.05$ and the storytelling behavior variable has a direct influence. to revisit intention Because mark Q Statistics as big as $5,295 > 1.97$ and P Value $0,000 < 0.05$.

Table 13 Path Coefficients Specific Indirect Effect

Variable	Original Sample	Sample Mean	Standard Deviation	Q Statistics	P Value
Memorable Tourism Experience					
Storytelling Behaviour	0.406	0.385	0.084	4,806	0,000
Revisit Intention					

Source: Results Outputs SmartPLS 3, 2024

Based on Table 13, it can be explained that the path coefficients show that the results of the Specific Indirect Effect are the relationship between the memorable tourism experience and revisit intention variables which are intervened by the storytelling variable. influential behavior significantly Because The T statistic value is $4.806 > 1.97$ and the P value is $0.000 > 0.05$.

Testing Hypothesis Study

In SmartPLS, hypothesis testing is done using the bootstrapping method on the sample. Testing using bootstrapping is also intended to minimize the problem of abnormal research data. To carry out hypothesis testing, use the acceptance criterion P-Value < 0.05 . The full Structural Equation Modeling model in this research can be seen in Figure 6, as follows.

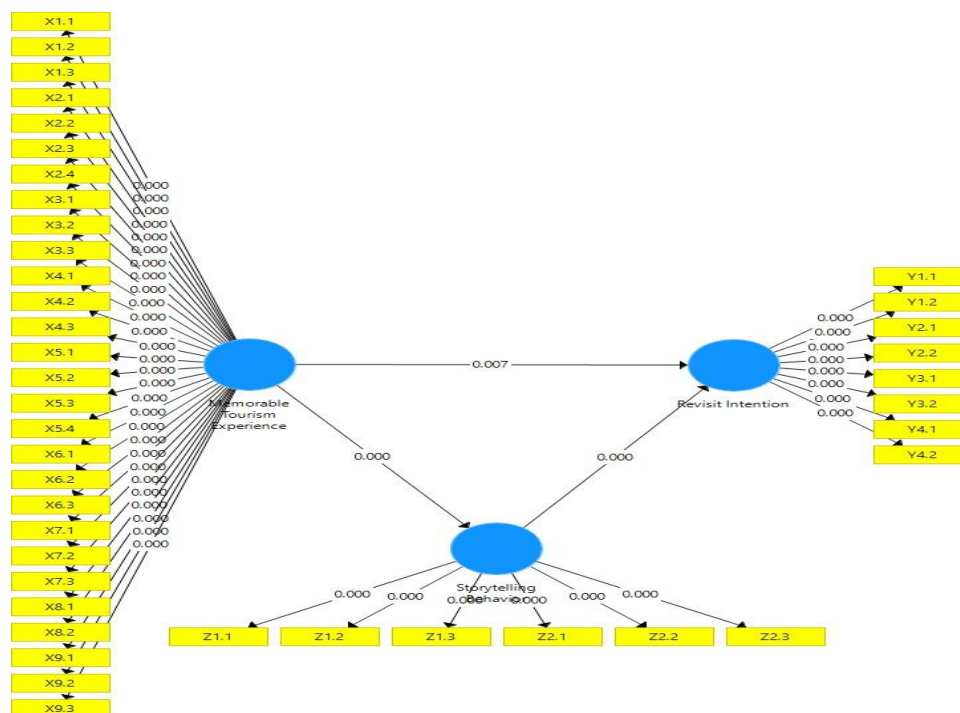


Figure 6 Full Structural Model Equation Modelling

Source: Results Outputs SmartPLS 3, 2024

Based on Figure 6 which shows that overall so known in study This consists from 3 variable latent, namely memorable tourism experience , storytelling behavior and revisit intention . The following are the results of the hypothesis test, as follows.

1. Influence Memorable Tourism Experience to Revisit Intention

Previous research conducted by Zhang et al ., 2018 stated that if a tourist destination provides a memorable tourism experience , it is likely that tourists will visit again, so party manager destination tour must give A positive word of mouth (Zhang, Wu, & Buhalis, 2018). Previous research conducted by Kim, et al ., 2010 stated that the sub-variables of memorable tourism experience had a significant effect on revisit intention behavior to the same destination, using the same product in the future, resulting in positive value from word of mouth .

The influence of memorable tourism experience on revisit intention in this research will be analyzed through testing Hypothesis 1 (H₁) which states that there is a significant direct effect between the memorable tourism experience variable on the revisit intention variable, so Hypothesis testing results (H₁) with bootstrapping can be seen in Table 14 as follows.

Table 14 Testing Hypothesis (H₁)

Hypothesis is	Path Coefficients	P Value	Significance (< 0.05)
H ₁	0.285	0.007	Accepted

Source: Results Outputs SmartPLS 3, 2024

Based on Table 14 can explained that testing hypothesis (H₁) on the memorable tourism experience variable and the revisit intention variable shows P Value $0.007 < 0.05$. It can be concluded that there is influence significant between variable memorable tourism experience and revisit intention variables . Therefore, it can be concluded that the hypothesis (H₁) can be accepted.

The results of hypothesis testing (H₁) are in line with previous research conducted by Purnama et al., (2019) with the title " The Influence of Destinations Image, Tourists satisfaction, and Tourist Experience toward Revisit Intention to The Most Beautiful Village in The World (Nagari Tuo Pariangan)" state that there is influence There is a significant difference between the memorable tourism experience variable and revisit intention (Purnama & Wardi, 2019). Based on the results of the analysis test, it is known that the significance value is $0.00 < 0.05$, which means H_a What was proposed in this research was accepted, namely that there was a significant influence on memorable tourism experience on revisit intention in Nagari Tuo Pariangan Village. And this research is also in line with the research conducted by Walter et al ., (2010) state that memorable tourism experience or experience tour that's effective felt and given to tourists will increase their revisit intention.

2. Influence Memorable Tourism Experience To Storytelling Behaviour

Study Which done by Maharani et al ., (2023) states that tourists who have memorable and unforgettable experiences will indirectly increase their behavior in telling about their experiences when visiting tourist destination. By having an unforgettable experience, it will encourage the desire to tell stories about memorable experiences. You can reminisce about memorable experiences that tourists have had when visiting tourist destinations. The influence of memorable tourism experience on storytelling behavior will be analyzed through testing hypothesis 2 (H₂) stating that there is a significant direct influence between the memorable tourism experience variable and the storytelling behavior variable. Results testing with bootstrapping on H₂ can seen on Table 15, as follows.

Table 15 Testing Hypothesis (H₂)

Hypothesis is	Path Coefficients	P Value	Significance (< 0.05)
H ₂	0.703	0,000	Accepted

Source: Results Outputs SmartPLS 3, 2024

Based on Table 15, it states that the results of testing Hypothesis H₂ the memorable tourism experience variable on storytelling behavior shows a P Value of $0.000 < 0.05$. Therefore, it can be said that there is a significant influence between memorable variables tourism experience to storytelling behaviour so from that is, hypothesis 2 H₂ accepted.

This is in line with research conducted by Pujiastuti et al. (2022) with the title " The Role of Perceived Value in Understanding Tourist Experience And Post Experience at Heritage Destinations " states that a memorable tourist experience has a positive impact on storytelling behavior and shows a P-Value value of $0.000 < 0.05$, which means it has a significant effect, which means a good tourist experience. impressively has a significant effect on storytelling behavior . And research conducted by Zhong et al ., (2017) with title " A

Model Of Memorable Tourism Experience: The Effects On Satisfaction, Affective Commitment, and Storytelling ” states that when tourists who have experiences with memories Which clear about journey recently will tend to more active in behavior tell a story (Zhong et al., 2017). Storytelling behaviour is part from word of mouth. By integrating memorable tourism experiences with important aspects such as revisit intention , it will certainly advance a tourist destination by increasing the number of visits traveler And mark positive from Which told by tourists in the tourist experience at a tourist destination.

3. Influence Storytelling Behaviour To Revisit Intention

Research conducted by Wildani et al., (2022) with the title " Tourism Storytelling , Its Impact on Tourism Behavior Intentions in the Lake Toba area, Samosir Regency, North Sumatra" stated that use behavior tell a story, regardless from positive or negative will get it change image visitors related a objective in time short. By carrying out storytelling behavior, it will encourage revisit intention and encourage family, co-workers and work friends to recommend visiting a tourist destination or tourist attraction. Values that are conveyed well through storytelling behavior that are shared through stories will encourage tourists to make return visits to a tourist destination or tourist attraction.

In study This, influence storytelling behaviour to Revisit intention will be analyzed through testing Hypothesis 3 (H₃) stating that there is a significant influence between storytelling behavior on revisit intention . Test results using the bootstrapping method on H₃ can be seen in Table 16.

Table 16 Testing Hypothesis (H₃)

Hypothesis	Path Coefficient	P Value	Signification (< 0.05)
H ₃	0.577	0,000	Accepted

Source: Results Outputs SmartPLS 3, 2024

Based on Table 16 can explained that connection storytelling variables behaviour to revisit intention show P Value $0.000 < 0.05$, this shows that there is a significant influence on the storytelling variable on revisit intention . Therefore, hypothesis 3 (H₃) is accepted.

This is in line with research conducted by (Ko et al. 2022) with title “ Storytelling Festival Participation and Tourists Revisit Intention ” states that the Storytelling Festival has a significant influence and research conducted by Rendusara et al. (2024) with the title " The Influence of Destination Image on Travel Motivation, Perceived Value and Electronic Word Of Mouth to Revisit Intention at The “Corner Of Story Art Museum of Bandung City ” states that the word of mouth to revisit intention own mark as big as $8,324 > 1.96$ So it can be concluded that electronic word of mouth has a significant influence on revisit intention . If the influence of electronic word of mouth the more tall response Which given by traveler through social media and the greater the promotion given, the greater the interest in revisiting intention or intention to visit again. The results of research conducted by Zhong et al., (2017) with the title "A Model Of Memorable Tourism Experience: The Effects On Satisfaction, Affective Commitment, and Storytelling" stated that word of mouth is part of storytelling behavior.

The Influence of Storytelling Behavior in mediating Memorable Tourism Experience on Revisit Intention

Zhong et al., 2017 stated that storytelling behavior is the behavior of tourists by sharing their knowledge and experiences through narratives and anecdotes to communicate information. Based on previous research conducted by (Zhong et al., 2017) it is stated that memorable tourism experiences create a strong connection with the destination which will bring tourists to want to visit again because it brings alive returning moments from the past so that tourists want to tell stories or share their own experiences of the tourist destinations they visit. Tourists who gain experience after traveling will share their own experiences with other people via social media so that it can encourage their intention to visit again and encourage them to recommend to friends, family , relatives and co-workers.

So in this research storytelling behavior in mediating memorable tourism experience on revisit intention will be analyzed through hypothesis 4 (H4) which states that there is a significant direct influence on the storytelling behavior variable in mediating memorable tourism experience on revisit intention. The test results using bootstrapping on H4 can be seen in Table 17 as follows:

Table 17 Testing Hypothesis (H4)

Hypothesis	Path Coefficient	P Value	Signification (< 0.05)
H ₃	0.406	0,000	Accepted

Source: Results Outputs SmartPLS 3, 2024

Based on Table 17, it can be explained that the results of testing Hypothesis 4 (H4) show that the relationship between the memorable tourism experience variable and the revisit intention variable is through the storytelling behavior variable as variable intervening / mediation show mark P Value 0,000 < 0.05. So it can be concluded that storytelling behavior has an influence in mediating memorable tourism experience on revisit intention . So it can be concluded that hypothesis 4 (H4) is accepted.

the direct effect results that There is a direct influence between the memorable tourism experience variable on revisit intention with a P Value of 0.000 < 0.50 and an indirect effect coefficient on the memorable tourism experience variable on revisit intention through the storytelling behavior variable with a P Value of 0.000 < 0.50, which shows that the results of testing this hypothesis have a significant effect. So it can be concluded that variable from storytelling behaviour own influence strong as mediation on second variable. So can concluded that variable from storytelling behaviour stated as full mediation Which has a strong mediating effect on the memorable tourism experience variable on revisit intention.

The results of this research are supported by previous research entitled "The Effect of Tourism Storytelling On Tourism Behavior Intention In Toba Lake, Regency of Samosir, North Sumatra" conducted by Pasaribu, et al. (2022) stated that Tourism Storytelling will have a significant effect on revisit intention. As well as research entitled "Examining Iranian Tourists' Memorable Experiences on Destination Satisfaction and Behavioral Intentions" conducted by Gohari et al. (2018) stated that destination satisfaction mediates the relationship with memorable tourism experience, positive word of mouth and revisit intention. So it can be concluded that tourist satisfaction will influence the memorable tourism experience variable with word of mouth on revisit intention.

This study shows that memorable tourism experiences significantly influence visitors' intention to return to Jatiluwih Tourism Village, with storytelling behavior as a mediating variable. These findings support previous research that confirms the importance of memorable experiences in increasing return visit intentions. The social implications include the need for management to maintain the cleanliness and beauty of the village and develop cultural activities to attract tourists. In addition, improvements to tourist facilities such as bicycle lanes and safety information need to be considered. The practical implications include the creation of tour packages that promote the beauty of terraced rice fields, annual cultural festivals, and organic farming workshops. Management is also advised to utilize technology and collaboration with influencers to increase the attractiveness of the village.

CONCLUSION

Based on the results of the analysis that has been carried out in this study, several important findings were found. First, there is a significant direct effect of the memorable tourism experience variable on the revisit intention variable to Jatiluwih Tourism Village. This shows that tourism experience is an indicator that influences tourists' desire to visit again (revisit intention) directly. Second, there is a significant direct influence between the memorable tourism experience variable on the storytelling behavior variable. This indicates that tourism experience has a very important influence on storytelling behavior. The more memorable the experience obtained by tourists, the greater the opportunity for tourists to tell their experiences after traveling to Jatiluwih Tourism Village.

Third, there is a significant direct influence between storytelling behavior variables on revisit intention variables. This finding shows that storytelling behavior will have a positive impact on tourists' desire for revisit intention. When tourists feel a memorable tour experience, then it becomes a great opportunity to tell their tour experience and will have an impact on the desire of tourists to make a return visit to Jatiluwiuh Tourism Village. Fourth, there is a significant direct effect on storytelling behavior in mediating memorable tourism experience on revisit intention. This indicates that storytelling behavior has a strong influence as a mediator on both variables. Thus, the storytelling behavior variable is stated as a full mediation that has a strong effect in mediating the memorable tourism experience variable on revisit intention. So that the existence of a memorable tourism experience will indirectly influence to do storytelling behavior and will encourage tourists' opportunities to make a revisit intention.

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