

**ANALISIS PENGARUH ATRIBUT YANG MEMBANGUN *MEMORABLE
TOURISM EXPERIENCE (MTE)* TERHADAP *REVISIT INTENTION* DI
KOTA BANDUNG**

SKRIPSI

*Diajukan untuk Memenuhi Syarat Memperoleh Gelar Sarjana Pariwisata
Program Studi Manajemen Resort dan Leisure*



Oleh :

Azzahra Nasywaa Syairidia

2007283

**PROGRAM STUDI MANAJEMEN RESORT DAN LEISURE
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA**

BANDUNG

2024

**ANALISIS PENGARUH ATRIBUT YANG MEMBANGUN
MEMORABLE TOURISM EXPERIENCE (MTE) TERHADAP
REVISIT INTENTION DI KOTA BANDUNG**

Oleh
Azzahra Nasywaa Syairidia

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pendidikan pada Fakultas Pendidikan Bahasa dan Seni

© Azzahra Nasywaa Syairidia 2024
Universitas Pendidikan Indonesia
Agustus 2024

Hak Cipta dilindungi undang-undang.
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis.

LEMBAR PENGESAHAN

Azzahra Nasywaa Syairidia

2007283

**ANALISIS PENGARUH ATRIBUT YANG MEMBANGUN *MEMORABLE
TOURISM EXPERIENCE (MTE)* TERHADAP *REVISIT INTENTION* DI
KOTA BANDUNG**

Disetujui dan disahkan oleh:

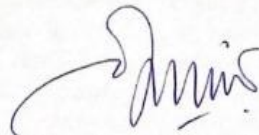
Pembimbing I



Rosita, S.S., M.A

NIP. 19781019 200604 2 001

Pembimbing II

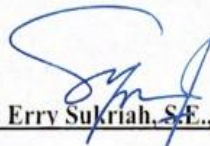


Sri Marhanah, S.S., M.M

NIP. 19811014 200604 2 001

Mengetahui,

Ketua Program Studi Manajemen Resort dan Leisure



Dr. Erry Sukriah, S.E., M.S.E

NIP. 19791215 200812 2 002

**ANALISIS PENGARUH ATRIBUT YANG MEMBANGUN
MEMORABLE TOURISM EXPERIENCE (MTE) TERHADAP REVISIT
INTENTION DI KOTA BANDUNG**

ABSTRAK

Azzahra Nasywaa Syairidia

2007283

Penelitian ini bertujuan untuk memberikan penjelasan hasil dari pengaruh atribut yang membangun *memorable tourism experience* terhadap *revisit intention* di Kota Bandung. Penelitian ini menggunakan pendekatan kuantitatif, dan data dikumpulkan melalui kuesioner. Sampel pada penelitian ini menggunakan teknik *purposive sampling* dengan menyebarkan kuesioner kepada 140 responden. Data yang diperoleh dalam penelitian ini dianalisis dengan menggunakan metode analisis data deskriptif dan verifikatif dengan analisis regresi sederhana. Program statistik IBM SPSS *Statistics* versi 27 digunakan untuk analisis data. Penelitian menemukan bahwa: 1) Atribut yang membangun pengalaman tak terlupakan berkontribusi secara tinggi dalam menciptakan pengalaman wisata yang tak terlupakan 2) Revisit intention di Kota Bandung tinggi yang berarti wisatawan memiliki keinginan yang tinggi untuk berkunjung kembali dan merekomendasikan. 3) Atribut yang membangun *memorable tourism experience* memiliki pengaruh yang kuat terhadap *revisit intention* dengan persentase 64,1%. Saran untuk pengelola pariwisata berupa meningkatkan atribut yang menciptakan pengalaman wisatawan tak terlupakan melalui perbaikan kualitas layanan agar pelayanan yang diberikan menjadi lebih tanggap dan dapat memenuhi kebutuhan wisatawan.

Kata kunci: Atribut yang membangun *Memorable Tourism Experience*, Kota Bandung, *Revisit Intention*

**ANALYSIS OF THE IMPACT OF ATTRIBUTES THAT CREATE A
MEMORABLE TOURISM EXPERIENCE ON REVISIT INTENTION IN
BANDUNG**

ABSTRACT

Azzahra Nasywaa Syairidia

2007283

The purpose of this study is to elucidate the findings on the influence of characteristics that create memorable travel experiences on the intention to revisit Bandung City. A questionnaire was used to collect data using a quantitative approach. Purposive sampling was used in this study to choose the sample, and 140 respondents were given the questionnaire. Simple regression analysis was used in conjunction with descriptive and verificative data analysis techniques to analyze the collected data. Version 27 of IBM SPSS Statistics was used to analyze the data. The findings of this study are as follows: 1) The attributes that contribute to creating a memorable tourism experience significantly enhance the creation of unforgettable travel experiences, 2) The revisit intention in the city of Bandung is high, indicating that tourists have a strong desire to return and recommend the destination, 3) The attributes that build memorable tourism experiences have a strong influence on revisit intention, with a percentage of 64.1%. Recommendations for tourism managers include enhancing the attributes that create memorable tourist experiences by improving service quality to ensure that the services provided are more responsive and effectively meet tourists' needs.

Keywords: *Attributes creating Memorable Tourism Experience, Bandung, Revisit Intention*

DAFTAR ISI

LEMBAR PENGESAHAN.....	ii
LEMBAR PERNYATAAN	iv
UCAPAN TERIMA KASIH.....	v
ABSTRAK	vii
ABSTRACT	viii
DAFTAR ISI.....	ix
DAFTAR TABEL.....	xi
DAFTAR GAMBAR.....	xii
DAFTAR LAMPIRAN	xiii
BAB I.....	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	7
1.3 Tujuan Penelitian.....	7
1.4 Manfaat Penelitian.....	7
1.5 Sistematika Penulisan.....	9
BAB II.....	10
2.1 Urban Tourism	10
2.2 Atribut Destinasi	13
2.2.1 Hubungan Atribut Destinasi dan <i>Memorable Tourism Experience</i> (<i>MTE</i>).....	17
2.2.2 Hubungan Atribut Destinasi dan <i>Revisit Intention</i>	20
2.3 <i>Memorable Tourism Experience (MTE)</i>	22
2.3.1 Hubungan <i>Memorable Tourism Experience</i> dan <i>Revisit Intention</i>	32
2.4 <i>Revisit Intention</i>	33
2.5 Penelitian Terdahulu.....	40
2.6 Kerangka Teori	48
2.7 Hipotesis.....	49
BAB III.....	50
3.1 Desain Penelitian.....	50
3.2 Lokasi Penelitian	50
3.3 Populasi, Teknik Sampling, dan Sampel	51
3.3.1 Populasi	51
3.3.2 Teknik Sampling	51
3.3.3 Sampel.....	51

3.4 Jenis dan Sumber Data	52
3.4.1 Teknik Pengumpulan Data	53
3.5 Operasional Variabel	54
3.6 Instrumen Penelitian	61
3.6.1 Uji Validitas	62
3.6.2 Uji Reliabilitas.....	66
3.7 Teknik Analisis Data	67
3.7.1 Analisis Deskriptif.....	68
3.7.2 Analisis Verifikatif	70
3.7.3 Analisis Regresi Linear Sederhana	70
BAB IV	75
4.1 Gambaran Umum Lokasi Penelitian.....	75
4.1.1 Sejarah Singkat Kota Bandung.....	75
4.1.2 Profil Kota Bandung.....	76
4.2 Gambaran Umum Karakteristik Responden	78
4.2.1 Karakteristik Berdasarkan Geografis	78
4.2.2 Karakteristik Berdasarkan Demografis	79
4.2.3 Karakteristik Responden Berdasarkan Pengalaman	82
4.3 Hasil Analisis Deskriptif	85
4.3.1 Atribut yang membangun <i>Memorable Tourism Experience</i> di Kota Bandung.....	85
4.3.2 <i>Revisit Intention</i> di Kota Bandung.....	97
4.4 Hasil Analisis Verifikatif.....	99
4.4.1 Hasil Uji Asumsi Klasik	100
4.5 Hasil Uji Regresi Linear Sederhana.....	103
4.5.1 Hasil Uji Koefisien Determinasi.....	103
4.5.2 Hasil Uji Hipotesis	104
4.6 Pembahasan.....	106
BAB V	117
5.1 Kesimpulan	117
5.2 Saran	118
DAFTAR PUSTAKA	120
DAFTAR LAMPIRAN	128

DAFTAR TABEL

Tabel 1.1 Data Jumlah Kunjungan Wisatawan ke Kota Bandung	1
Tabel 2 Timbulan Sampah di Kota Bandung.....	Error! Bookmark not defined.
Tabel 3.5 Penelitian Terdahulu.....	40
Tabel 4.3 Jumlah Wisatawan ke Kota Bandung	51
Tabel 3.5 Jenis dan Sumber Data	53
Tabel 3.6 Operasional Variabel	54
Tabel 3.7 Interpretasi Skala Likert	62
Tabel 3.8 Hasil Uji Validitas	63
Tabel 3.9 Hasil Uji Reliabilitas	67
Tabel 3.10 Pedoman Intrepretasi Skor.....	68
Tabel 3.11 Pedomen Koefisien Determinasi	74

DAFTAR GAMBAR

Gambar 2.1 Kerangka Berpikir	48
Gambar 3.1 Garis Kontinum	69
Gambar 4.1 Peta Kota Bandung	76
Gambar 4.2 Lambang Kota Bandung	77
Gambar 4.3 Garis Kontinum Atribut yang membangun Memorable Tourism Experience	96
Gambar 4.4 Garis Kontinum Revisit Intention	99
Gambar 4.5 Hasil Uji Normalitas	100
Gambar 4.6 Hasil Uji Linearitas	101
Gambar 4.7 Hasil Uji Heteroskedastisitas	102
Gambar 4.8 Hasil Uji Heteroskedastisitas Scatterplot	103
Gambar 4.9 Hasil Uji Koefisien Determinasi	104
Gambar 4.10 Hasil Uji Hipotesis.....	105

DAFTAR LAMPIRAN

Lampiran 1. Surat Keputusan Dosen Pembimbing Skripsi.....	128
Lampiran 2. Tabulasi Data	134
Lampiran 3 Hasil Uji Validitas.....	140
Lampiran 4. Kuesioner Penelitian	140
Lampiran 5 Hasil Uji Reliabilitas	140
Lampiran 6 Kuesioner Penelitian	142
Lampiran 7. Catatan Bimbingan.....	147

DAFTAR PUSTAKA

- Abbasi, G. A., Kumaravelu, J., Goh, Y.-N., & Dara Singh, K. S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/sjme-12-2019-0109>
- Ahsanah, U., & Artanti, Y. (2021). The Role of Memorable Tourism Experiences in the Relation between City Image and Visitor Engagement Toward Re-Visit Intention to Yogyakarta City. *Jurnal Manajemen Bisnis*, 12(1), 56–70. <https://doi.org/10.18196/mabis.v12i1.9138>
- Alasan Kenapa Kamu Harus Liburan Ke Bandung.* (2024). <https://www.bandung.go.id>.
<https://www.bandung.go.id/citizen/detail/386/fakta-ini-5-alasan-kenapa-kamu-harus-liburan-ke-bandung-1717599197>
- Alhamidi, R. (2024). *7,7 Wisatawan Kunjungi Kota Bandung Sepanjang 2023*. Detikjabar. <https://www.detik.com/jabar/berita/d-7151129/7-7-wisatawan-kunjungi-kota-bandung-sepanjang-2023>
- Amherst, S., & Jurowski, C. (2009). An Examination of the Four Realms of Tourism Experience Theory An Examination of the Four Realms of Tourism Experience Theory. *International CHRIE Conference-Refereed Track*, 4, 30.
- Andriyawan, D. (2019, November 12). *Sektor Pariwisata Sumbang 33% PAD Kota Bandung*. [Bisnis.com. https://bandung.bisnis.com/read/20191112/549/1169479/sektor-pariwisata-sumbang-33-pad-kota-bandung#:~:text=Sektor%20pariwisata%20menjadi%20salah%20satu](https://bandung.bisnis.com/read/20191112/549/1169479/sektor-pariwisata-sumbang-33-pad-kota-bandung#:~:text=Sektor%20pariwisata%20menjadi%20salah%20satu)
- Angelo, J., & Solikhah, N. (2023). Wisata Perkotaan sebagai Konsep Pengembangan Pusat Aktivitas Transit Rawa Bokor. *Jurnal Sains, Teknologi, Urban, Perancangan, Arsitektur (Stupa)*, 4(2), 2755–2766. <https://doi.org/10.24912/stupa.v4i2.22271>
- Araújo Vila, N., R. Toubes, D., & Fraiz Brea, J. A. (2019). Tourism Industry's Vulnerability upon Risk of Flooding: The Aquis Querquennis Complex. *Environments*, 6(12), 122. <https://doi.org/10.3390/environments6120122>
- Asih, E. (2024, July 29). *Bandung Sudah Overtourism? Potensi Makin Ditinggalkan Terbuka Lebar*. [www.Pikiran-Rakyat.com. https://www.pikiran-rakyat.com/bandung-raya/pr-018383038/bandung-sudah-overtourism-potensi-makin-ditinggalkan-terbuka-lebar?page=all#:~:text=Pengamat%20pariwisata%20serta%20perencanaan%20wilayah](https://www.pikiran-rakyat.com/bandung-raya/pr-018383038/bandung-sudah-overtourism-potensi-makin-ditinggalkan-terbuka-lebar?page=all#:~:text=Pengamat%20pariwisata%20serta%20perencanaan%20wilayah)
- Asri, C., Suryani, Y., Artha, B., Sari, N., & Mataram, U. (2021). *A literature of revisit intention*. *I.* <https://jurnal.umsb.ac.id/index.php/ranahpariwisata/article/download/3161/2436>
- Auliya, A., & Prianti, D. M. (2022). Influence of Destination Attributes on Tourists' Satisfaction and Their Impact on Tourists' Loyalty, Pramuka Island. *ICVEAST*. <https://doi.org/10.3390/proceedings2022083028>

- Backlund, J. (2014). *The Importance Of Staging A Tourism Experience*. <https://www.theseus.fi/bitstream/handle/10024/84698/thesis2014.pdf?sequence=1&isAllowed=y>
- Badan Pusat Statistik Provinsi Jawa Barat. (2018). Bps.go.id. <https://jabar.bps.go.id/indicator/16/397/1/jumlah-daya-tarik-wisata.html>
- Bagheri, F., Guerreiro, M., Pinto, P., & Ghaderi, Z. (2023). From Tourist Experience to Satisfaction and Loyalty: Exploring the Role of a Sense of Well-Being. *Journal of Travel Research*. <https://doi.org/10.1177/00472875231201509>
- Biswas, C., Deb, S. K., Hasan, A. A.-T., & Khandakar, Md. S. A. (2020). Mediating effect of tourists' emotional involvement on the relationship between destination attributes and tourist satisfaction. *Journal of Hospitality and Tourism Insights*, 4(4), 490–510. <https://doi.org/10.1108/jhti-05-2020-0075>
- Chandralal, L., & Valenzuela, F.-R. (2013). Exploring Memorable Tourism Experiences: Antecedents and Behavioural Outcomes. *Journal of Economics, Business and Management*, 1(2), 177–181. <https://doi.org/10.7763/joebm.2013.v1.38>
- Chen, X., Cheng, Z., & Kim, G.-B. (2020). Make It Memorable: Tourism Experience, Fun, Recommendation and Revisit Intentions of Chinese Outbound Tourists. *Sustainability*, 12(5), 1904. <https://doi.org/10.3390/su12051904>
- Coelho, M. de F., & Gosling, M. de S. (2018). Memorable Tourism Experience (MTE): a scale proposal and test. *Tourism & Management Studies*, 14(4), 15–24. <https://doi.org/10.18089/tms.2018.14402>
- Crouch, G. I. (2010). Destination Competitiveness: An Analysis of Determinant Attributes. *Journal of Travel Research*, 50(1), 27–45. <https://doi.org/10.1177/0047287510362776>
- Cutler, S., & Carmichael, B. (2010). *The Dimensions of the Tourist Experience*.
- Dabeedooal, Y. J., Dindoyal, V., Allam, Z., & Jones, D. S. (2019). Smart Tourism as a Pillar for Sustainable Urban Development: An Alternate Smart City Strategy from Mauritius. *Smart Cities*, 2(2), 153–162. <https://doi.org/10.3390/smartcities2020011>
- Darisman, A. (2019, December 9). *Sejarah Singkat Kota Bandung*. BINUS UNIVERSITY BANDUNG - Kampus Teknologi Kreatif. <https://binus.ac.id/bandung/2019/12/sejarah-singkat-kota-bandung/>
- Diaz-Farina, E., Díaz-Hernández, J. J., & Padrón-Fumero, N. (2023). Analysis of hospitality waste generation: Impacts of services and mitigation strategies. *Annals of Tourism Research Empirical Insights*, 4(1), 100083. <https://doi.org/10.1016/j.annale.2022.100083>
- Dileep, M. R. (2007). Tourism and Waste Management: A Review of Implementation of “Zero Waste” at Kovalam. *Asia Pacific Journal of Tourism Research*, 12(4), 377–392. <https://doi.org/10.1080/10941660701823314>
- Djuang, G., Watu, E., & Goetha, S. (2023). Enrichment: Journal of Management Memorable tourism experiences nostalgia and revisit intention on transformed tourist attractions. *Enrichment: Journal of Management*, 13(2).
- Dwi, S., Sudarmiatin, C., & Siswanto, E. (2020). The Effect Of Service Quality and Destination Attributes on Revisit Intention through Visitor Satisfaction at

- Hawai Waterpark Malang. *South East Asia Journal of Contemporary Business, Economics and Law*, 23(2289-1560), 1. <https://seajbel.com/wp-content/uploads/2020/11/SEAJBEL23-216.pdf>
- Dyah, A. (2012). Evolusi Aktual Aktivitas Urban Tourism di Kota Bandung dan Dampaknya Terhadap Pembentukan Tempat-Tempat Rekreasi. *Biro Penerbit Planologi Undip*, 8(4), 371–382.
- Ernita, N., Lubis, P. H., & Halimatussakdiah. (2023). The Influence of Destination Image and Memorable Tourism Experience on Revisit Intention Mediated By Tourist Satisfaction in Banda Aceh. *International Journal of Business Management and Economic Review*, 06(05), 01-12. <https://doi.org/10.35409/ijbmer.2023.3515>
- Febriyani, H., Yusuf, A., & Karawang, S. (2022). Pengaruh Memorable Tourism Experience dan Perceived Risk Terhadap Revisit Intention Pada Destinasi Wisata Curug Cigentis di Kabupaten Karawang. *Jurnal Ilmiah Wahana Pendidikan*, 2022(14), 132–142. <https://doi.org/10.5281/zenodo.6982198>
- Gaffar, V., Wetprasit, P., Puspito, H., & Setiyorini, D. (2011). Comparative Study of Tourist Characteristics on Cultural Heritage Tourism Sites: Survey on Tourist in Indonesia and Thailand. *Journal of Tourism, Hospitality & Culinary Arts*, 3(3). <https://doi.org/10.13140/RG.2.1.1605.3525>
- Güzel, B. (2017). Destination Attributes in The Eye of The Local People. *Özel Sayı Kastamonu Üniversitesi Journal of Faculty of Economics and Administrative Sciences*, 18(1).
- Hermanto, B., Suryanto, S., & Tahir, R. (2023). Exploring The Drivers of Tourist' Revisit Intention: Does Digital Payment Adoption and Tour Guide Performance Matters? *GeoJournal of Tourism and Geosites*, 46(1), 124–134. <https://doi.org/10.30892/gtg.46114-1008>
- Hosany, S., Sthapit, E., & Björk, P. (2022). Memorable tourism experience: A review and research agenda. *Psychology & Marketing*, 39(8), 1467–1486. <https://doi.org/10.1002/mar.21665>
- Hosseini, S., Cortes Macias, R., & Almeida Garcia, F. (2021). Memorable tourism experience research: a systematic review of the literature. *Tourism Recreation Research*, 48(3), 1–15. <https://doi.org/10.1080/02508281.2021.1922206>
- Huang, S., & Hsu, C. H. C. (2009). Effects of Travel Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention. *Journal of Travel Research*, 48(1), 29–44. <https://doi.org/10.1177/0047287508328793>
- Huong, P. T., Anh, T. T., & Bao, T. D. (2021). The influence of memorable tourism experience to revisit intention of domestic tourists: A case study for Danang City, Vietnam. *HCMCOUJS-Economics and Business Administration*, 12(1), 125. <https://doi.org/10.46223/HCMCOUJS>
- Huyogo Simbolon. (2022, September 13). *5 Alasan Bandung Cocok Jadi Destinasi Liburanmu*. Liputan6.com. <https://www.liputan6.com/regional/read/5066343/5-alasan-bandung-cocok-jadi-destinasi-liburanmu?page=6>
- Indriani, A., Rini, E., Karina, B., & Sembiring, F. (2021). Analysis of Destination Image and Memorable Tourism Experience on Revisit Intention through Satisfaction of Tourist in Maimoon Place. *International Journal of*

- Research and Review (Ijrrjournal.com)*, 8(12), 12.
<https://doi.org/10.52403/ijrr.20211272>
- Karakan, H., & Birdir, K. (2023). *Revisit Intention: A Key Concept in Tourism*.
<https://www.researchgate.net/publication/374898455>.
- Ketut, N., & Akpar Denpasar, S. (2018). *Dampak Bencana Alam bagi Sektor Pariwisata di Bali*. 9(1).
- Kim, J.-H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*, 44, 34–45.
<https://doi.org/10.1016/j.tourman.2014.02.007>
- Kim, J.-H., Wang, Y., & Song, H. (2020). Understanding the causes of negative tourism experiences. *Current Issues in Tourism*, 24(3), 304–320.
<https://doi.org/10.1080/13683500.2020.1711711>
- Kladou, S., Rigopoulou, I., Kavartzis, M., & Salonika, E. (2021). A memorable tourism experience and its effect on country image. *Anatolia*, 1–12.
<https://doi.org/10.1080/13032917.2021.1964552>
- Koliotasi, A.-S., Abeliotis, K., & Tsartas, P.-G. (2023). Understanding the Impact of Waste Management on a Destination's Image: A Stakeholders' Perspective. *Tourism and Hospitality*, 4(1), 38–50.
<https://doi.org/10.3390/tourhosp4010004>
- Luo, J. M., Lam, C. F., & Wang, H. (2021). *Exploring the Relationship Between Hedonism, Tourist Experience, and Revisit Intention in Entertainment Destination*.
<https://journals.sagepub.com/doi/full/10.1177/21582440211050390>.
- Lusia, E., & Alamsyah, D. (2021). *The Impact of Destination Attributes to Traveling Decision in New Normal*.
- M. Rosario González-Rodríguez, M. Carmen Díaz-Fernández, & Noemí Pulido-Pavón. (2023). *Tourist destination competitiveness: An international approach through the travel and tourism competitiveness index*. 47, 101127–101127. <https://doi.org/10.1016/j.tmp.2023.101127>
- Mahdzar, M. (2019). Tourists' Perception on Memorable Tourism Experience Towards Their Revisit Intentions to Islamic Tourism Destination in Shah Alam, Selangor. *Journal of Emerging Economies and Islamic Research*, 7(1), 37. <https://doi.org/10.24191/jeeir.v7i1.6034>
- Mahmudi, M., Prof, R., Pratikto, H., Si, M., & Syihabudhin, S. (2020). Word of Mouth (WOM), Visitor Experience, and Destination Attributes on Revisit Intention through Perceived Value: A Case of Penanggungan Mountain, East Java, Indonesia. *International Journal of Business, Economics and Law*, 21(2289-1552).
- Marhanah, S. (2018). *Analysis of Local and Foreign Tourists Experience in Bandung*.
- Maulina, A., Waskito, R., Ruslan, B., Kunci, K., Harga, Nilai, Minat, & Kota. (2022). Pengaruh Harga yang Dirasakan Terhadap Minat Kunjungan Berulang melalui Nilai yang Dirasakan pada Bangunan Berkonsep Penggunaan Kembali di Kawasan Kota Tua Jakarta. *Journal of Indonesian Tourism, Hospitality, and Recreation*, 5(2).
<https://doi.org/10.17509/jithor.v5i2.48313>

- Mazlina Mahdzar, Shuib, A., Ramachandran, S., & Mohammad, H. (2015). The role of destination attributes and memorable tourism experience in understanding tourist revisit intentions. *American-Eurasian J. Agric & Environ. Sci.*, *15* (Tourism & Environment, Social and Management Sciences), 32-39(1818-6769).
<https://doi.org/10.5829/idosi.aejaes.2015.15.s.205>
- Miftah. (2017). *Bandung Kota Art Deco*. <https://www.bandung.go.id>.
<https://www.bandung.go.id/news/read/4191/bandung-kota-art-deco>
- Moon, H., & Han, H. (2018). Destination attributes influencing Chinese travelers' perceptions of experience quality and intentions for island tourism: A case of Jeju Island. *Tourism Management Perspectives*, *28*, 71–82.
<https://doi.org/10.1016/j.tmp.2018.08.002>
- Muliani, L. (2019). Potensi Bubur Ase Sebagai Daya Tarik Wisata Kuliner Jakarta. *Destinesia : Jurnal Hospitaliti Dan Pariwisata*, *1*(1), 50–56.
<https://doi.org/10.31334/jd.v1i1.553>
- Napitupulu, D. W. V., Rahmafritria, F., & Rosita, R. (2021). The Effect of Tourism Accessibility Perception Towards Tourists Visiting Intention to Toba Lake in Samosir District. *Journal of Indonesian Tourism, Hospitality and Recreation*, *4*(1), 39–52. <https://doi.org/10.17509/jithor.v4i1.32410>
- Natasia, N., & Tunjungsari, H. (2021). *Country Image, Destination Image, Self-Congruity, and Revisit Intention to Singapore: The Mediating Role of Memorable Tourism Experience*.
- Nency Hardinie, Nanny Roedjinandari, & M.Hum Muhammad Natsir. (2023). Increasing Revisit Intention Affected by Customer Satisfaction as a Mediation Factor. *East African Scholars Journal of Economics, Business and Management*, *6*(08), 268–278.
<https://doi.org/10.36349/easjebm.2023.v06i08.005>
- Nguyen Viet, B., Dang, H. P., & Nguyen, H. H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management*, *7*(1).
<https://doi.org/10.1080/23311975.2020.1796249>
- Nugraha, S., & Putra, H. (2024). The influence of memorable tourism experiences, place attachments and place identity in enjoying local culinary food on the revisit intention the old city of Semarang. *Jurnal Ekonomi*, *13*.
<https://doi.org/10.54209/ekonomi.v13i01>
- Nurazizah, G. R., & Marhanah, S. (2020). Influence of Destination Image and Travel Experience Towards Revisit Intention in Yogyakarta as Tourist Destination. *Journal of Indonesian Tourism, Hospitality and Recreation*, *3*(1), 28–39. <https://doi.org/10.17509/jithor.v3i1.23016>
- Pemkot Bandung Segerakan Audit Titik Lingkungan Rawan Banjir*. (2024). <https://www.bandung.go.id>.
<https://www.bandung.go.id/news/read/9131/pemkot-bandung-segerakan-audit-titik-lingkungan-rawan-banjir#:~:text=Ema%20menjelaskan%2C%20faktor%20terjadinya%20banjir>
- Post, T. J. (2018, March 10). *Food tourism rises as new trend in travel - Food*. The Jakarta Post. <https://www.thejakartapost.com/life/2018/10/14/food-tourism-rises-as-new-trend-in-travel.html>

- Pujiastuti, E. E. (2020). Pengaruh Pengalaman Wisatawan terhadap Kepuasan dan Kepercayaan serta Niat Berkunjung Kembali. *DIALEKTIKA : Jurnal Ekonomi Dan Ilmu Sosial*, 5(2). <https://doi.org/10.36636/dialektika.v5i2.465>
- Pujiastuti, E., Joko, H., Utomo, N., Mawadatul, L., Upn, I., Veteran, quote;, Yogyakarta, quote;, Widowati, D., Veteran, U., Timur, J., Firdaus, M., Endah, P., Utomo Nur, E., & Widowati, M. (2023). Jurnal Bisnis dan Manajemen The Influence of Destination Attribute on Behavior Intention through Memorable Tourist Experience and Tourist Satisfaction as Intervening Variables. *Jurnal Bisnis Dan Manajemen*, 10(2), 171–184.
- Purnama, A., & Murdapa, A. (2023). *The Influence of Destination Attributes and Destination Image to Word of mouth Through Satisfaction of Tourists in Gunungkidul Yogyakarta* (pp. 62–80).
- Puspita, M. (2023). Strategi Keberhasilan Pengelolaan Sampah Kota Bandung Melalui Bank Sampah. *Jurnal Digital Bisnis, Modal Manusia, Marketing, Entrepreneurship, Finance, & Strategi Bisnis (DImmensi)*, 3(2), 85. <https://doi.org/10.32897/dimmensi.v3i2.2772>
- Putri, A. Y., Suhud, U., & Rahmi. (2023). Peran Destination Attributes dalam Meningkatkan Revisit Intention: Kasus pada Turis di Keraton Ngayogyakarta Hadiningrat. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(4), 1668–1678. <https://doi.org/10.35870/jemsi.v9i4.1414>
- Raazim, M. A. M., & Munasinghe, M. A. T. K. (2021). Impact of Destination Attributes on Tourists Destination Selection: With Special Reference to Cultural Triangle of Sri Lanka. *ASEAN Journal on Hospitality and Tourism*, 19(2), 101–111. <https://doi.org/10.5614/ajht.2021.19.2.02>
- Rahmawati, Z. R., Kusumawati, A., & Sunarti. (2024). The Relationship of Destination Attributes, Memorable Tourism Experiences, Satisfaction, and Revisit Intention. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v9i11.15820>
- Ramalan, S. (2023, December 3). *Berkat Whoosh, Jumlah Kunjungan Wisatawan di Bandung Bertambah*. SINDOnews Ekbis. <https://ekbis.sindonews.com/read/1267207/34/berkat-whoosh-jumlah-kunjungan-wisatawan-di-bandung-bertambah-1701598327>
- Rasoolimanesh, S. M., Seyfi, S., Hall, C. M., & Hatamifar, P. (2021). Understanding memorable tourism experiences and behavioural intentions of heritage tourists. *Journal of Destination Marketing & Management*, 21, 100621. <https://doi.org/10.1016/j.jdmm.2021.100621>
- Rasoolimanesh, S. M., Seyfi, S., Rather, R. A., & Hall, C. M. (2021). Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context. *Tourism Review*, 77(2), 687–709. <https://doi.org/10.1108/tr-02-2021-0086>
- Riganti, P., & Nijkamp, P. (2008). Congestion in Popular Tourist Areas: A Multi-Attribute Experimental Choice Analysis of Willingness-to-Wait in Amsterdam. *Tourism Economics*, 14(1), 25–44. <https://doi.org/10.5367/000000008783554785>
- Rizaldi, B. A. (2023). *Dishub catat jumlah kendaraan nyaris sama dengan penduduk di Kota Bandung*. ANTARA News Jawa Barat.

- <https://jabar.antaranews.com/berita/431445/dishub-catat-jumlah-kendaraan-nyaris-sama-dengan-penduduk-di-kota-bandung>
- Rizqiyah, A. (2024, January 9). *Kota-Kota Ini Jadi Surganya Kuliner di Indonesia*. [Www.goodnewsfromindonesia.id](http://www.goodnewsfromindonesia.id).
<https://www.goodnewsfromindonesia.id/2024/01/09/kota-kota-ini-jadi-surganya-kuliner-di-indonesia#:~:text=Kota%2Dkota%20di%20Indonesia%20yang>
- Rohim, Y. N., Moko, W., & Rahayu, M. (2022). The Destination Attributes on The Revisit Intention Mediated By The Destination Image. *Interdisciplinary Social Studies*, 1(9), 1208–1218. <https://doi.org/10.55324/iss.v1i9.234>
- Rosita, R., & Marhanah, S. (2018). *Enhancing Tourists' Experience Through Community-Based Home Stay The Case of Kampung Cireundeu, Indonesia*.
- Rosita. (2016). *The Pleasant and Unpleasant in Leisure Experience (Study Of An Annual Tradition Called Mudik in Indonesia)*. <https://doi.org/10.2991/icse-15.2016.38>
- Rusnandar, N. (2010). *Sejarah Kota Bandung dari "Bergdessa" (Desa Udik) menjadi Bandung "Heurin Ku Tangtung" (Metropolitan)*.
- Saenz-de-Miera, O., & Rosselló, J. (2012). The responsibility of tourism in traffic congestion and hyper-congestion: A case study from Mallorca, Spain. *Tourism Management*, 33(2), 466–479. <https://doi.org/10.1016/j.tourman.2011.06.015>
- Saleh, A. (2022, September 25). *Sisi Gelap Kota Bandung yang Sudah Jadi Rahasia Umum*. Terminal Mojok. <https://mojok.co/terminal/sisi-gelap-kota-bandung-yang-sudah-jadi-rahasia-umum/>
- Schlesinger, W., Cervera-Taulet, A., & Pérez-Cabañero, C. (2020). Exploring the links between destination attributes, quality of service experience and loyalty in emerging Mediterranean destinations. *Tourism Management Perspectives*, 35, 100699. <https://doi.org/10.1016/j.tmp.2020.100699>
- Shuib, A., Mahdzar, M., Ramachandran, S., Herman, S., & Afandi, M. (2015). The Role of Destination Attributes and Memorable Tourism Experience in Understanding Tourist Revisit Intentions. *American-Eurasian J. Agric. & Environ.* <https://doi.org/10.5829/idosi.aejaes.2015.15.s.205>
- Singh, R., & Singh, J. (2019). Destination Attributes to Measure Tourist Revisit Intention: A Scale Development. *Global Business Review*, 20(2), 549–572. <https://doi.org/10.1177/0972150918825329>
- Sthapit, E. (2013). *Erose Sthapit Tourists' Perceptions of Memorable Experiences: Testing The Memorable Tourism Experience Scale (MTEs)*. <https://core.ac.uk/download/pdf/30083593.pdf>
- Sthapit, E., Coudounaris, D. N., & Björk, P. (2019). Extending the memorable tourism experience construct: an investigation of memories of local food experiences. *Scandinavian Journal of Hospitality and Tourism*, 19(4-5), 333–353. <https://doi.org/10.1080/15022250.2019.1689530>
- Stone, M. J., Migacz, S., & Sthapit, E. (2021). Connections Between Culinary Tourism Experiences and Memory. *Journal of Hospitality & Tourism Research*, 46(4), 797–807. <https://doi.org/10.1177/1096348021994171>
- Stone, M. J., Soulard, J., Migacz, S., & Wolf, E. (2017). Elements of Memorable Food, Drink, and Culinary Tourism Experiences. *Journal of Travel Research*, 57(8), 1121–1132. <https://doi.org/10.1177/0047287517729758>

- Supriatin, P., Marhanah, S., & Rosita. (2019). *Pengaruh Citra Kota Bandung sebagai Kota Fashion terhadap Kepuasan Wisatawan serta Dampaknya pada Loyalitas Wisatawan di Kota Bandung. The Influence of The Image of Bandung City as A Fashion City On Tourist Satisfaction and Its Impact On Tourist Loyalty In Bandung City.*
- Tran, H. (2022). Effect of memorable tourism experiences on revisit intention to community-based tourism destination of domestic tourists in Vietnam. *Proceedings of the International Conference on Research in Management & Technovation*. <https://doi.org/10.15439/2021km44>
- Trisnowati, J., Budiwinarto, K., & Slamet, G. (2022). The Study On Visitors' Revisit Intention At Sragen's Bahulak Market. *International Journal of Social Science*, 2(4), 1895–1902. <https://doi.org/10.53625/ijss.v2i4.4168>
- Tung, V. W. S., & Ritchie, J. R. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, 38(4), 1367–1386. <https://doi.org/10.1016/j.annals.2011.03.009>
- Widayanti, C. C., Raharjo, D. S., Yuwono, W. A., & Setiawan, M. R. (2021). The Influence of Destination Attributes and Quality of Experience on Return Visit Interest. *Journal of Tourism, Hospitality and Sports*, 59. <https://doi.org/10.7176/jths/59-03>
- Wullur, M., & Samehe, V. (2020). Importance Performance Analysis using Dematel: A Case Study on Tourist Destination Attributes in Manado Indonesia. *SHS Web of Conferences*, 76, 01024. <https://doi.org/10.1051/shsconf/20207601024>
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, 8, 326–336. <https://doi.org/10.1016/j.jdmm.2017.06.004>