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Soundscapes of Loyalty: Modeling Revisit Intention in Ethnic Music Tourism within a Sustainable Tourism Framework

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Abstract

In spite of increasing popularity of music tourism, few studies have investigated consumer behaviour in ethnic music tourism. Filling this research lacuna, the present research examines determinants of tourists' revisit intention to an ethnic music site—Saung Angklung Udjo, an iconic destination in Bandung, Indonesia. Drawing upon structural equation modelling with dataset of 250 respondents, this research investigates impacts of travel motivation, destination image, memorable tourism experience (MTE) and tourist satisfaction on revisit intention. The results of the analysis suggest that all hypothesised relationships are significant. Specifically, MTE has strong impacts on destination image, satisfaction and revisit intention, and travel motivation determines experience as well as post-visit outcomes. The findings highlight the pivotal role of immersion in culture in initiating consumer loyalty and enriching tourist experiences. This study contributes to music tourism by illustrating how ethnic performances do not only represent acts of culture as tourist attractions, but can serve as strategic resources of sustainable destination marketing. Saung Angklung Udjo provides an exemplar of how culture-based music tourism can sustain cultural heritage, local economies and intersubjective outcomes of interaction between tourists and locals. The results of the analyses provide both theoretical and practical implications to tourism managers to conceive culturally authentic, emotive, and sustainability-focused visitor experiences.

Keywords: Sustainable Tourism, Destination Marketing, Consumer Behaviour, Ethnic Music, Music Tourism.

Introduction

Music tourism is a niche type of cultural tourism driven by experiences related to music, such as concerts, festivals, theme tours, and heritage attractions (Zhuang et al., 2023). Music tourism enables emotional, aesthetic, and cultural experience, and at the same time, it aids local economies and preserves identities (Rudan & Stipanović, 2021). In this context, ethnic music is of particular significance, particularly in minority or rural areas, as both an emblem of cultural cohesion and as an incentive to stimulate tourism-led renewal (Song & Yuan, 2021).

Music is particularly significant to tourist experiences as it elicits feeling, reinforces place attachment, and supports multi-sensory immersion (Moreno-Lobato et al., 2023). As an emotive

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stimulus, music improves both satisfaction and memory, giving form to tourists' destination images (Juslin & Västfjäll, 2008; Waitt & Duffy, 2010). Traditional and ethnic types of music, in particular, promote distinctness and authenticity and speak to travelers looking to experience culture in depth (Rudan & Stipanović, 2021). Such qualities of music render it particularly well-suited to the imperatives of sustainable tourism, notably by enriching culture and heritage, engaging local communities, and enriching local economies (Respati et al., 2021).

Existing studies of music tourism have mostly considered visitor behavior at music festival environments. Researchers have investigated motivational precursors, flow experiences, self-consistency, and repeat visit intentions at venues like jazz festivals or contemporary music events (Ding & Hung, 2021; Kruger & Saayman, 2017; Saputra & Kusumah, 2024). Against this background, studies looking at consumer behavior at ethnic music tourism remain few in number, considering its experience and cultural relevance.

This research attempts to bridge this shortfall by investigating the influence of travel motivation, destination image, memorable tourist experience, and tourist satisfaction on revisit intention within an ethnic musical context. Such constructs are conceptually founded and empirically tested in tourism literature and provide an integrated framework to conceptualize post-visit behavior. Travel motivation serves as an individual's psychological motivator, destination image forms anticipatory schemata, memorable experiences serve to provide durable recall anchors, and satisfaction measures outcome appraisals—all of which meld to impact tourists' future behaviors.

The empirical site of this study is Saung Angklung Udjo (SAU) in Bandung, West Java, Indonesia—a leading ethnic music performance space and cultural tourism destination. SAU provides immersive, interactive experiences by way of angklung performances, wayang golek, helaran rituals, mask dances, and bamboo musical craftsmanship (Andina & Pratama, 2019; Putri et al., 2021; Rismayadi & Maemunah, 2024). Founded in 1966 and granted international recognition by UNESCO, SAU provides an exemplar of convergence of cultural performance, heritage education, and sustainable tourism innovation (Respati et al., 2021; Salsabila Ayu Oktaviani et al., 2024). As a site of cultural literacy and intergenerational transmission of knowledge, SAU conserves Sundanese traditions as well as recontextualizes them to modern tourism needs, and in so doing demonstrates how ethnic music tourism can provide sustainability to cultural authenticity as well as elevate visitor interaction (Rezhi & Darmawan, 2024).

By contextualizing research in this dynamic and culturally situated environment, the article advances scholarship in both music tourism and sustainable tourism, providing actionable recommendations to manage ethnic music destinations balancing economic goals with heritage conservation and long-term benefits to communities.

Literature Review

Travel Motivation

Travel motivation has persisted as an integral theme within tourism scholarship, developing with numerous context-specific applications, such as city tourism, volcano tourism, and cultural experiences. Pereira et al. (2022) probed the interaction between travel motivation and tourists' disposition toward destinations, establishing that destination image is an important mediator. Their conclusions confirm that intrinsic (push) factors like relaxation, novelty, and self-actualization interact with extrinsic (pull) facets of destinations to form positive perceptions. Suhud and Allan (2022), within their field study of volcano tourism in Indonesia, established

that travel motivation has strong predictive power regarding destination image and then impacts visit intention at varied future horizons. Vujičić et al. (2025) further contributed to this discussion by establishing latent profiles of motivations in nascent city destinations, illustrating that tourists remain heterogeneously motivated by psychologic relaxation, novelty, shopping, and socialization motivations—insight essential to segmentation models of urban tourism.

Context-specific research has likewise centered around multidimensional constructs. Putri et al. (2021), when considering Saung Angklung Udjo, showed that both environmental engagement, aesthetic enjoyment, and culture immersion constituted main drivers of tourist satisfaction and memorable tourism experience. Vujičić et al. (2025) affirmed that sociodemographic variables like education and income moderate motivation profiles and postulate experience design needs in destination development. Goncu and Kamasak (2024) (2021) meanwhile stressed the dynamic interaction of situational variables and drives within influencing post-COVID emerging markets' travel motivation. This resonates with findings of Mutinda and Mayaka (2012) observing that there is an imperative to regularly reassess motivational constructs to reflect behavioral adaptations in less established tourism economies.

Travel Motivation and Destination Image

Understanding why and how individuals travel is essential to understanding how they perceive destinations. Travel motivation is not only an individual psychological stimulus to behavioral intention but is also used as a cognitive frame of reference by means of which destinations are assessed. Destination image has accordingly been conceptualized in tourism literature as the mental representation constructed by would-be tourists by combining both external stimuli and drives. This image forming process is thus crucially influenced by motivation even prior to the occurrence of a trip. Recent evidence has attested to the proposition that the higher the level of motivation to travel, e.g., to experience novelty, rest, culture, or knowledge, then that much higher will be the cognitive evaluation and structure of destination cognitively appraised. Thus, e.g., Pereira et al. (2022) empirically proved that escape and culture motivation exerted strong direct impacts on destination image among Ladakhi tourists to India. Again, Suhud and Allan (2022) in their study of volcano tourists revealed that understanding- and physiology-based motivations influenced tourists' thoughts about Anak Krakatau as unique and attractive.

Complementary evidence supports the validity of this association in different tourism settings. Vujičić et al. (2025) found in emerging cities using a latent profile analysis that relaxation and novelty-seeking motivation were strongly linked to positive destination images. In ethnic music tourism, Putri et al. (2021) illustrated how tourists motivated by culture immersion and aesthetic engagement created positive images of Saung Angklung Udjo even before visitation. Prayag et al. (2021) corroborated this by demonstrating how emotional motivations like nostalgia and romance affected differently the nature and richness of images tourists constructed. Collectively, these studies confirm the research postulate that motivation comes before perception. This empirical base sets the grounds to pose the following hypothesis: H1: Destination image is highly influenced by travel motivation.

Travel Motivation and Tourist Satisfaction

It is vital to know the impact of travel motivation on tourist satisfaction in order to anticipate tourist behavior and plan effective destination policies. Travel motivation captures intrinsic personal and extrinsic sociocultural reasons that move tourists to visit particular destinations. Several studies verify that tourists who are motivated will evaluate experiences in a positive

light, and this in turn leads to higher satisfaction. Pereira et al. (2022), for instance, discovered that travel motivation factors like escapism, knowledge, and safety influenced tourist satisfaction directly by way of destination image and attitude. Putri et al. (2021) noted likewise that in ethnic music tourism, travel motivation particularly in terms of culture immersion and environmental interaction influenced tourist satisfaction to a large degree.

Empirical research further supports that tourist satisfaction can be predicted directly by constructs of motivation in different forms of tourism. Sharma and Nayak (2019) reported a positive and significant impact of travel motivation toward satisfaction in heritage tourism, wherein affective and cognitive motivations led to deeper subjective judgments of the destination. Seyitoğlu (2020) in his research with tourists of Cappadocia, demonstrated that spiritual and cultural motivations proved to be strong precursors of satisfaction and destination attachment. Rehman et al. (2023) further attested to how enjoyment, novelty, and cultural interaction—as drivers of motivation—augmented tourists' experience quality and satisfaction with religiously unaffiliated destinations of Saudi Arabia. Cumulatively, these results highlight that motivation does not only stimulate travel behavior and starts post-visit evaluation but also widens its impact to post-travel evaluation and satisfaction. Grounded in this theoretical and empirical background, following hypothesis is posited:

H2: Travel motivation positively impacts tourist satisfaction to a great degree.

Travel Motivation and Revisit Intention

Revisit intention is a tourist's declared probability of returning to a destination that has already been visited and has emerged as an overarching concern of destination marketing and behavioral tourist studies. Among its consistent determinants of intention to revisit is travel motivation. Motivating tourists tend to establish extensive emotional and cognitive ties to destinations, so they tend to revisit. Recent empirical evidence has supported this association. Suhud and Allan (2022) identified novel, learning, and cultural interest as motivational dimensions that strongly predicted revisit intention in volcano tourism. Pereira et al. (2022) likewise affirmed that travel motivation, especially due to escape, knowledge, and safety, is a salient precursor of revisit behavior among tourists in India.

Further studies confirm these results in varied cultural and tourist settings. Sharma and Nayak (2019) revealed that push factors like culture enrichment and novelty generated higher intentions to revisit, mediated by tourist satisfaction. Huang and Hsu (2009) focused particularly on Chinese visitors to Hong Kong and revealed that relaxation and novelty motivations directly impacted revisit intention, whereas knowledge motivation was not significant due to previous exposure. In tourism related to music, Putri et al. (Putri et al., 2021) presented further proof that aesthetic and culture motivations of an ethnic music performance venue impacted tourists' emotional attachment and revisit intention. From these studies, we set forth the following hypothesis

H3: Travel motivation strongly and positively impacts revisit intention.

Travel Motivation and Memorable Tourism Experience

In modern tourism studies, MTE is now widely regarded as an outcome of effective tourism service design and affective engagements. An experience that is selected to reconstruct and be positively recollected following travel experiences, MTE reveals tourists' depth of emotional, cognitive, and sensorial immersion. The strongest predictor of MTE is widely recognized to be

travel motivation. Travelers with high intrinsic values of curiosity, relaxation, or culture discovery tend to be immersed deeper in tourism experiences, forming the building block of lasting memories. In ethnic music tourism research, Putri et al. (2021) revealed that motivational factors of culture immersion, aesthetic appreciation, and environmental curiosity were strongly linked to tourists' perceptions of experience memorability.

Empirical evidence continues to endorse the predictive function of travel motivation in heritage and cultural contexts as well. Dagustani et al. (2018) verified that travel motivation greatly affected memorability of tourist experience among tourists in Indonesia. Likewise, Nugraha et al. (2021) and Sharma and Nayak (2019) stressed that dimensions of motivation like novelty, learning, and participation give rise to higher emotional attachment and lasting memories of heritage and rural tourism experiences. Kim et al. (2010), as quoted in cross-cultural research on tourism engagement, did stress further that higher internal motivation generated higher engagement and recall of experiences, particularly when tourists felt aligned with cultural stories and identity of place. The uniform findings suggest an evident theoretical mechanism of how travel motivation acts as an inspirational mechanism for producing significant and memorable outcomes of tourism. Grounding arguments thereon, following hypothesi

H4: Travel motivation greatly contributes to an enduring tourism experience.

Memorable Tourism Experience

The idea of Memorable Tourism Experience (MTE) has gained increasing attention in recent tourism research, especially in heritage and culture settings. MTE is understood to be an experience constructed positively by tourists following an event, and usually consists of aspects like hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge (Rasoolimanesh et al., 2022). These aspects both contribute to memorability of the tourism experience and subsequent behavioral intentions like revisit and word-of-mouth (WOM). Empirical evidence of heritage tourism in Iran, for example, supports that local culture, involvement, and knowledge notably influence satisfaction as well as have an indirect influence on revisit intention by mediating via satisfaction. The present study further finds involvement to be among the strongest drivers of MTE outcomes, indicating that higher emotional and cognitive engagement at the tourism process leads to memorability.

Comparable conclusions were reached in rural and cultural tourism settings. Zátóri et al. (2018), examining service provider influence, highlight that experience engagement, as operationalized by tourists' real-time participation in significant activities, has both strong positive impact on memorability and emotional attachment to destination. Their results confirm that tourists engaging to both an emotional and physical level when visiting are more likely to form lasting memories leading to satisfaction and loyalty. In addition, affective aspects of MTE, especially when associated with social interaction, creativity, and storytelling, play an active role in tourist's intention to return and suggest others do the same to the destination. Sharma and Nayak (Sharma & Nayak, 2019) concur by demonstrating that affective aspects of experience, e.g., surprise, enjoyment, and integration of culture, strongly impact tourists' satisfaction and memory recall.

Memorable Tourism Experience and Destination Image

In tourism studies, Memorable Tourism Experience (MTE) has been directly associated with destination image formation. MTE denotes selectively recalled experiences that stimulate strong emotional and cognitive appraisals even when the tourist has departed the destination. Due to its enduring nature, MTE may influence not just satisfaction, but tourists' destination attribute

perceptions as well. Experimental findings verify that destinations that can provide memorable experiences tend to be rated as attractive, extraordinary, and visit-worthy. Stavrianea and Kamenidou (2021) identified that MTE factors like local culture, surprise, and interaction heavily influenced tourists' mental images of Santorini Island. Likewise, Dagustani et al. (2018) illustrated that MTE, in terms of emotional and cultural interaction, strongly and directly impacts a destination's cognitive assessment and processing.

Other researchers have established MTE's predictability of perceived image in numerous contextual applications. Kim (2018) revealed that tourists who can remember affective and significant experiences tend to create positive destination images, influencing revisit intentions and storytelling intention. Johari and Anuar (2020) illustrated that MTE serves as a mediating variable between destination image and cultural destination involvement of domestic tourists in Melaka. Zhang et al. (2018) further theorized a structural relationship where MTE directly predicts destination image and behavioral intentions, emphasizing its pivotal status in tourist decision making. Grounded in this empirical evidence, the following hypothesis is posited:

H5: Memorable tourism experience has a significant positive effect on destination image.

Memorable Tourism Experience and Tourist Satisfaction

Satisfaction of tourists is among the most widely investigated outcome variables in tourism studies since it captures visitors' emotional and cognitive assessment of what they experience. In recent years, scholars have tended to prioritize Memorable Tourism Experience (MTE) as an integral precursor to satisfaction. MTE has been conceptualized as a positively felt and selectively reconstructed experience of travel that induces emotional and strong psychological reactions (J.-H. Kim et al., 2010). Experiential evidence attests that tourists' experience is felt as exceptional, engaging, and significant when it is perceived as unique, immersive, and emotional; as such, overall satisfaction with the destination is greatly facilitated. Rasoolimanesh et al. (2022) illustrated, for example, that components of MTE like local culture, engagement, and knowledge directly affected heritage tourists' satisfaction.

Consistent with this, Zátóri et al. (2018) identified that experience involvement—one of the essential dimensions of MTE—increased memorability and satisfaction, particularly in rural tourism destinations. Similarly, Zhong et al. (2017) revealed that MTE directly and significantly influenced satisfaction and affective commitment, highlighting emotional connection as crucial to travel experiences. Sharma and Nayak (Sharma & Nayak, 2019) further stressed that tourists with high instances of MTE, particularly of novelty and culture immersion, exhibited significantly higher satisfaction and intentions of loyalty. As an additional complement to these findings, Kim (2018) posited that MTE as a mental filter through which tourists screen destinations reinforces satisfaction when exceeded. From this accumulated evidence, then, we propose to examine the following hypothesis

H6: Memorable experience of tourism has immense positive impact on tourist satisfaction.

Memorable Tourism Experience and Revisit Intention

Destination revisit intention by tourists is one of the primary behavioral outcomes that has widely been investigated in tourist studies. An increasing number of studies propose that Memorable Tourism Experience (MTE) as constructively built, affect-rich, and positively recalled experiences has an explicit contribution to examining such behavioral outcomes. MTE develops an enduring psychological bond between tourist and destination and has implications

for subsequent behavioral outcomes like repeat visitation and word-of-mouth. Kim (2018) claimed that MTE not only reinforces satisfaction, and in turn impacts tourists' behavioral intentions like destination revisit intention. Rasoolimanesh et al. (2022) affirmed in the context of heritage tourism that MTE elements of local culture, engagement, and knowledge significantly relate to revisit intentions

This connection has been supported in varied tourism markets. Zátóri et al. (2018) stressed that high tourist emotional and cognitive engagement in tourist experiences leads to memory construction, which in turn necessitates tourists to revisit. In cultural tourism, Chen and Rahman (2018) determined that authentic engaging aspects of culture and meaningful interactions were strong indicants of revisit intention through the mediating function of MTE. Sharma and Nayak (Sharma & Nayak, 2019) further supported that when tourists experience hedonism, novelty, and authenticity—the main elements of MTE—they tend to establish behaviors of loyalty, such as revisit and word-of-mouth recommendations. Collectively, these studies show that MTE is not just an end-state post-consumption evaluation measure but rather a psychologic mechanism of long-term tourist loyalty. From these empirical findings, the following hypothesis is posited

H7: Highly memorable tourism experience has strong, positive impact on repeat visit intention.

Destination Image

Destination image has appeared as a salient construct in tourist behavioral prediction, both as an immediate and mediating influence on attitudes, satisfaction, and behavioral intention. In contemporary scholarship, Pereira et al. (2022) illustrated that destination image strongly mediated travel motivation's effect on tourist attitude in emerging tourism areas. Their findings validated cognitive-affective duality in image formation, whereby perceptions regarding infrastructure, safety, distinctiveness, and atmosphere translate to attachment and behavioral outcomes. Suhud and Allan (2022) equally endorsed that destination image strongly affected volcano tourism context-based revisit intention, evidence of its utility in multi-time models of tourist behavior. Vujičić et al. (2025) applied latent profile analysis to emerging cities and noted destination image's contribution as a segmentation measure of tourists' emotional and perceptual judgments within varied profiles.

Destination image is equally significant in experience and heritage tourism environments as well. Putri et al. (2021) revealed in the context of ethnic music at Saung Angklung Udjo that tourists' positive destination images of cultural ambience, environmental scenery, and friendliness of local residents greatly engender recall value and revisit intentions. This is in alignment with previous findings that experiential and affective judgments like authenticity, photogenic scenery, and hospitality form an integrated element in destination image construction (Goncu & Kamasak, 2024). Vujičić et al. (2025) emphasized further the applicability of destination image in forming initial impressions and emotional experiences in city-break tourists' pursuit of novelty and resonant culture. In essence, destination image has now turned out to be not just a behavior predictor, but even a strategic tool by destination managers to establish competitive advantage by way of emotional formation and perceptual adjustment with tourists' expectancy.

Destination Image and Tourist Satisfaction

Satisfaction of tourists has traditionally been a fundamental concept in tourism studies, strongly related to post-visit evaluation and behavioral response. Of its strong predictors, destination image stands at its heart. Destination image is a tourist's overall impression, comprising beliefs,

sentiments, and impressions accumulated about a destination, either prior to or throughout travel. Positive destination image projects positive evaluation of destination features, like service, infrastructure, local culture, and environmental scenery, and results in higher chances of satisfaction. Rehman et al. (2023) verified that destination image is a strong predictor of satisfaction of tourists traveling in regenerative tourism, both as a direct predictor and as an experience–satisfaction relationship moderator.

Further evidence supports this association in numerous cultural and tourist settings. Jebbouri et al. (2022) determined destination image formation, influenced by access to local products and authentic representation, to have a direct and positive impact on tourist satisfaction in both domestic and foreign environments. Suhud et al. (2025) illustrated, in the context of ethnic musical tourism, that there was a strong and positive destination image of cultural performance and environment that greatly impacted tourists' emotional assessments and satisfaction. Furthermore, Marques et al. (2021) put particular emphasis on how perceived destination uniqueness and authenticity, presented by an emerging destination's image, boosted total tourist satisfaction. Similarly, Papadopoulou et al. (2023) showed that destination image's affective and cognitive aspects form the base of visitors' holiday satisfaction. From this evidence, we propose the following hypothesis:

H8: Destination image has a significant positive effect on tourist satisfaction.

Destination Image and Revisit Intention

Revisit intention, as tourists' conscious intention to revisit a place previously visited, is now considered to be among destination success's main behavioral indicators. Destination image, or tourists' cognitive and affective representation of place, is among the strongest antecedents of revisit intention. If tourists form a positive and rich image of place, as determined by infrastructure, local culture, attractions, and perceived authenticity, then repeat visitation is encouraged by an emotional attachment. This positive relationship has been supported by many studies. Kim (2018) is one of them and showed that destination image has direct and significant impact on foreign tourists' intention to revisit Taiwan, even when other psychologically related factors were controlled.

Empirical evidence of this relationship has also been observed in emerging and culture destinations. Sharma and Nayak (2019) determined that destination image was among the top predictors of behavior of tourists intending to revisit, including revisit intention. Similarly, Jumanazarov et al. (2020) established that tourists' positive impression of destination features (cleanliness, safety, local culture) would significantly increase tourists' desire to revisit. Papadopoulou et al. (2023) supplemented that destination image—together with its affective and symbolic components—contributes to tourists' post-visit behavioral intentions, such as repeat visits and loyalty. Lastly, an indirect and direct role of destination image as a predictor of revisit intention, particularly facilitated by memorable experiences at heritage attractions, was illustrated by Johari and Anuar (2020). The above findings provide uniform theoretical and empirical basis to arrive at the following hypothesis

H9: Destination image has a significant positive effect on revisit intention.

Tourist Satisfaction

Tourist satisfaction is widely identified as an evaluation response following consumption with significant centrality in predicting subsequent behaviors like revisit intention and loyalty.

Contemporary research focuses on tourist satisfaction as experiencing, environmental, and psychological factors. In halal tourism, Zulvianti et al. (2022) identified perceived environmental value and sustainability practices as factors that strongly influence satisfaction, with sustainable development as a mediator between environment and service. Like them, previous studies by Rehman et al. (2023) determined that enjoyment and destination image have significant impacts on satisfaction, whereas no direct impact existed between involvement and escapism. Their results identify how emotional experience and perceived value come together to create satisfaction judgments in culture.

In creative and musical tourism, Suhud et al. (2025) illustrated that travel motivation, destination image, and memorable tourism experience contribute greatly to satisfaction and in turn predict tourists' intention to revisit. Satisfaction also acts as a mediating variable, as supported by Rasoolimanesh et al. (2022), where they proved its mediating function between memorable tourism experience and behavioral intention. Supporting these views, Torabi et al. (2022) underscored the role of smart tourism technologies to enrich and engage visitors' experience and thereby increase satisfaction. Concurrently, Papadopoulou et al. (2023) posited that both affective disposition and psychological engagement play equally significant parts, particularly in highly immersive or emotive surroundings. Together, these studies agree that tourist satisfaction is itself a complex interaction of feeling, cognition, context, and fit to culture.

Tourist Satisfaction and Revisit Intention

Tourist satisfaction is also the key in predicting tourists' post-visit behaviours, most especially in the intention to revisit the destination. As a cumulative judgment of tourist experiences, satisfaction not only expresses the tourists' emotional and cognitive evaluation but also influences the propensity towards loyalty actions. Rehman et al. (2023) highlighted that satisfaction obtained from positive quality of experience and pleasant destination image significantly enhanced tourists' revisit intentions, most particularly in regenerative and rural tourism settings. Likewise, Rasoolimanesh et al. (2022) established that satisfaction acted as a mediator between memorable touristic experiences and behavioural intentions of tourists in heritage sites. Suhud et al. (2025) further established that in the cultural music tourism context, satisfaction obtained from cultural immersion and environmental beauty emerged as a robust antecedent of revisit intention. Relatedly, in a further effort, Papadopoulou et al. (2022) conceptualised satisfaction as an intervening psychological process in translating affective experience into tangible post-visit actions, most specifically loyalty and recommendations. Marques et al. (2021) further advanced this perspective by positing that not only is satisfaction the end-point of the traveller experience but also that it triggers a forward-looking behavioural commitment towards the destination.

Based on these empirical findings, we present the following hypothesis:

H10: There is a strong, positive impact of tourist satisfaction on revisit intention.

The structural model (Figure 2) shows the theoretical framework with the comprehensive pathway between Travel Motivation, Memorable Tourism Experience, Destination Image, Tourist Satisfaction, and Revisit Intention. The model is rooted in the Stimulus–Organism–Response (SOR) paradigm, with the travel motivation as the stimulus that leads to the internal evaluations and therefore the affective and cognitive responses like memorable experiences and perceived destination image. These further determine tourist satisfaction and behavioural outcomes like revisit intentions.

In detail, Travel Motivation is an exogenous construct that impacts three focal endogenous outcomes: Memorable Tourism Experience (H4), Destination Image (H1), and Tourist Satisfaction (H2). The findings validate that Saung Angklung Udjo tourists are internally motivated by cultural engagement, relaxation, and novelty-seeking, and these dramatically increase their experience and how they perceive the destination. Memorable Tourism Experience is also shown to be a strong proxy variable that has direct, positive impacts on Destination Image (H5) and Tourist Satisfaction (H6), and also direct impacts on Revisit Intention (H7). The model also supports that Destination Image and Tourist Satisfaction, in turn and individually and significantly, help shape Revisit Intention (H9, H10), and Destination Image further impacts satisfaction (H8).

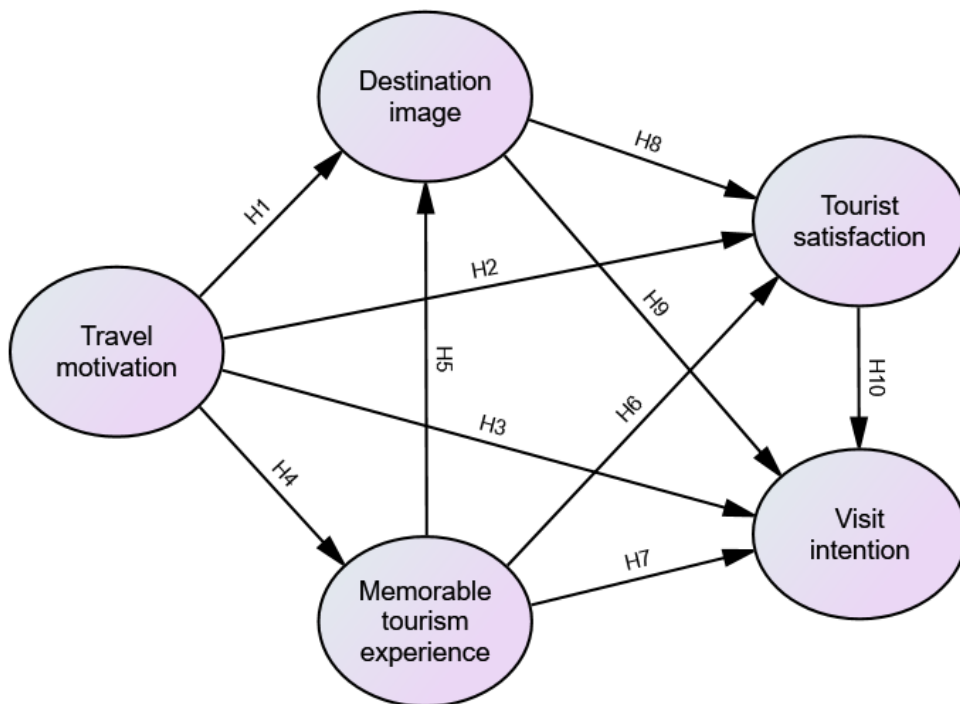


Figure 1. The Proposed Research Model

Research Methods

Sample

The subject sample was visitors to Saung Angklung Udjo (SAU) in Bandung, West Java, Indonesia, a site of cultural tourism. The respondents were domestic tourists who were traveling to and arrived at the destination from outside of the city of Bandung. The use of convenience sampling in gathering respondents who were visitors to SAU and at the site at the time of data collection was appropriate due to the exploratory context of the research and logistical access to an existing tourist population already immersed in cultural experiences.

Measurements

All of these constructs in this research were assessed with multi-item scales modified from existing, validated scales in tourism research. Each was rated using a 6-point Likert scale with endpoints at 1 (Strongly Disagree) and 6 (Strongly Agree) designed to prevent central tendency bias and promote higher response discrimination. Pereira et al. (2022) and Suhud and Allan's (2022) items were used to measure travel motivation, assessing dimensions of novelty seeking, curiosity about culture, relaxation, and learning. Destination image was assessed with cognitive and affective measures modified using Kim (2018) and Jebbouri et al. (2022) items and included tourists' perceptions of distinctions, atmosphere, and visual attractiveness. Memorable tourism experience (MTE) was assessed with items modified using Kim et al. (2010) and Rasoolimanesh et al. (2022) and included items regarding tourists' engagement, immersion in culture, novelty, and personal significance. Tourist satisfaction was operationalized as an overall, molar, and subjective construct with items drawn from Rehman et al. (2023) and Papadopoulou et al. (2023) and included tourists' emotional feeling of response and overall gratification. Revisit intention was assessed with given intention items to behave as adopted from Sharma and Nayak (2019) and Kim (2018) that reflect respondents' reported intention to revisit and recommend the destination. All items of scales were tested with piloting to ensure conceptual clarity and cross-cultural sensitivity and were slightly modified to use appropriate vocabulary to suit the local context of Saung Angklung Udjo.

Data Collection

Data were gathered via a self-administered survey sent in both digital and print formats. Respondents were tourists of Saung Angklung Udjo traveling from beyond Bandung and who attended a performance at the venue. Participants were recruited in-person and asked to complete the survey either digitally by means of QR code or hyperlink use via cell phone, or by printed form distributed by researchers. The dual-format design accommodated varying degrees of technological access and user preferences to be inclusive of both substantial age and digital literacy cohorts. The digital form enabled higher convenience, as well as standardized presentation of questions, and the printed form enabled direct interaction by respondents who preferred medium- versus screen-based form. Pre-piloting of both forms of the questionnaire prior to full-scale implementation assured uniform wording, readability, and response comparability between forms.

Data Analysis Methods

The data collected were analyzed employing a two-stage structural equation modeling (SEM) strategy with the aid of AMOS and SPSS software. The measurement model was evaluated in the first step using confirmatory factor analysis (CFA) in an assessment of item loadings, construct reliability, convergent validity (through average variance extracted, AVE), and discriminant validity. Indicators with standardized factor loadings ≥ 0.50 and values of AVE ≥ 0.50 were only retained. Reliability was checked with both Cronbach's alpha and composite reliability (CR) set at ≥ 0.70 as threshold values. In the second step, construct relations as specified by hypotheses were assessed and tested in the structural model. The structural model and model fit were tested using several indices, namely Chi-square/df, Comparative Fit Index (CFI), Tucker–Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR) and benchmark values according to Hair et al. (2010). Critical ratios (CR) and p-value were used to evaluate significance of path coefficients at a significance level of 0.05.

Fit measure	Good fit indices	Authors
Probability	$0.05 < p \leq 1.00$	Schermelleh-Engel, Moosbrugger, and Muller (2003)
CMIN/DF	$0 \leq 2 \text{ CMIN/DF} \leq 1.00$	Tabachnick, Fidell, and Ullman (2007).
CFI	$0.97 \leq \text{CFI} \leq 1.00$	Hu and Bentler (1995)
RMSEA	$0 \leq \text{RMSEA} \leq 0.06$	Hu and Bentler (1999).

Table 1. Criteria of A Fitted Model

Results

Participants

The last sample in this study consisted of 250 participants, all of whom were domestic tourists at Saung Angklung Udjo and lived out of town of Bandung. Out of the total sample, there were 62% female respondents ($n = 155$) and 38% males ($n = 95$). The largest number of respondents were young adults between 18–23 years old (43.6%), followed by respondents between 24–29 years old (25.6%), and between 30–35 years old (14.4%). The rest of participants were allocated in the age range of 36–41 (11.6%), 42–47 (2.4%), 54–59 (1.6%), and between 60–65 years (0.8%).

Education-wise, a majority of participants had finished high school (45.6%), and those with an undergraduate degree (35.2%), diploma (16.8%), and graduate-level schooling (1.2%) followed; few of them had less than high school education (1.2%). Occupational status reveals that there were 48% who were unemployed, 44% who were employed, and 1.6% and 6.4% of those who were self-employed and retired, respectively. The marital status revealed that there were those who were never married at 57.2% and those who were married at 42.4%, and those who were separated or divorced at 0.4%.

This population profile is of a largely female, educated, and youthful sample who were actively participating in a cultural tourism experience. This background context is appropriate to utilize when examining the psychological and behavioral processes involved in destination assessment and revisit intention within ethnic music tourism.

Profile	Frequency	Percent
Sex	Male	95
	Female	155
	Total	250
Age	18-23	109
	24-29	64
	30-35	36
	36-41	29
	42-47	6
	54-59	4
	60-65	2
Education level has been completed	Less than high school	3
	High school	114
	Diploma	42
	Undergraduate	88

	Graduate	3	1.2
Marital status	Unmarried	143	57.2
	Married	106	42.4
	Separated/divorced	1	0.4
Occupational status	Unemployed	120	48.0
	Employed	110	44.0
	Retired	16	6.4
	Self-employed	4	1.6

Table 2. Profile of Participants

Data Validation and Reliability Tests

Reliability tests were done to measure both the validity and internal consistency of the measurement constructs by using Cronbach's alpha and item-total correlations. From the findings presented, it can be observed that there are high values of internal reliability since Cronbach's alpha ranges between 0.816 (Revisit Intention) and 0.901 (Tourist Satisfaction) above the standard threshold of 0.70. This shows that items of the scale to measure every construct, as applied, reflect items that are internally consistent and measure an underlying concept.

Besides reliability coefficients, corrected item-total correlations were considered to estimate the internal validity of every indicator. Each item showed corrected item-total correlation values of above 0.30, validating that every item was positively associated with its overall measure and made significant contribution to the scale. The findings were strong measures of the reliability as well as of the internal validity of the measurement tools used within this research to confirm that they can be used in subsequent structural analysis.

Indicators		Factor loadings	Cronbach's alpha
Travel motivation			0.951
TM11	Visit Saung Angklung Udjo to get entertainment.	0.913	
TM8	Visiting Saung Angklung Udjo to get an adventure.	0.870	
TM6	Visiting Saung Angklung Udjo to rest.	0.856	
TM2	Knowing a different way of life through Saung Angklung Udjo.	0.848	
TM10	Visiting Saung Angklung Udjo is a diversion from everyday life.	0.844	
TM1	Learn about different cultures through Saung Angklung Udjo.	0.844	
TM7	Visit Saung Angklung Udjo for relaxation.	0.829	
TM5	Knowing a different place for visiting Saung Angklung Udjo.	0.828	
TM3	Visiting Saung Angklung Udjo increases intellectual intelligence.	0.826	
TM9	Visiting Saung Angklung Udjo to have fun.	0.693	
TM4	Find out new places by visiting Saung Angklung Udjo.	0.648	
Destination image			0.892

DI3	Many interesting spots in Saung Angklung Udjo to stop by.	0.876	
DI5	Saung Angklung Udjo is the best place for selfies.	0.867	
DI4	Visiting Saung Angklung Udjo is truly an adventure.	0.822	
DI2	The atmosphere in Saung Angklung Udjo is different from other places.	0.816	
DI1	Saung Angklung Udjo has a photogenic view.	0.810	
Tourism experience			0.898
MTE5	I experienced something new while traveling to Saung Angklung Udjo.	0.869	
MTE2	Traveling to Saung Angkulung Udjo can revitalise me.	0.859	
MTE4	I had the opportunity to experience the local culture at Saung Angklung Udjo.	0.843	
MTE1	I really enjoyed the experience of traveling to Saung Angklung Udjo.	0.838	
MTE3	I learned something from the experience of a cultural education tour at Saung Angklung Udjo.	0.804	
Tourist satisfaction			0.896
S2	I think I made the right decision to visit Saung Angklung Udjo.	0.869	
S5	I really enjoyed my visit to Saung Angklung Udjo.	0.863	
S3	The overall feeling that I got from visiting Saung Angklung Udjo was very satisfying.	0.835	
S4	The overall feeling that I got from visiting Saung Angklung Udjo made the mood feel good.	0.819	
S1	I enjoyed visiting Saung Angklung Udjo.	0.818	
Revisit intention			0.894
RI1	I will visit Saung Angklung Udjo again in the future.	0.887	
RI5	I will say positive things about Saung Angklung Udjo to others.	0.869	
RI2	I would recommend Saung Angklung Udjo to others.	0.829	
RI4	I will consider visiting Saung Angklung Udjo in the future.	0.827	
RI3	I will visit Saung Angklung Udjo more often.	0.780	

Table 3. The Result of Exploratory Factor Analysis

Hypotheses Testing

The structural model was assessed by a range of goodness-of-fit indices, and these revealed an acceptable fit of the model to the data. The Chi-square/df was less than the guideline cut-off of 3.0, and other indices such as Comparative Fit Index (CFI) and Tucker–Lewis Index (TLI) were above the threshold of 0.90. Also, both Root Mean Square Error of Approximation (RMSEA) and Standardized Root Mean Square Residual (SRMR) were within acceptable ranges, reflecting good global fit of the hypothesized model.

The hypothesis testing was carried out using structural equation modeling (SEM), and results showed that all ten hypothesized paths were significant at the level of 0.05. Travel motivation exhibited significant direct impacts on destination image, memorable tourism experience, tourist satisfaction, and revisit intention. Memorable tourism experience also significantly affected

destination image, tourist satisfaction, and revisit intention. Destination image and tourist satisfaction were both significant determinants of revisit intention. The critical ratio (CR) values of every path were higher than the threshold of 1.96, ascertaining that the relationships embedded in the structural model were strong.

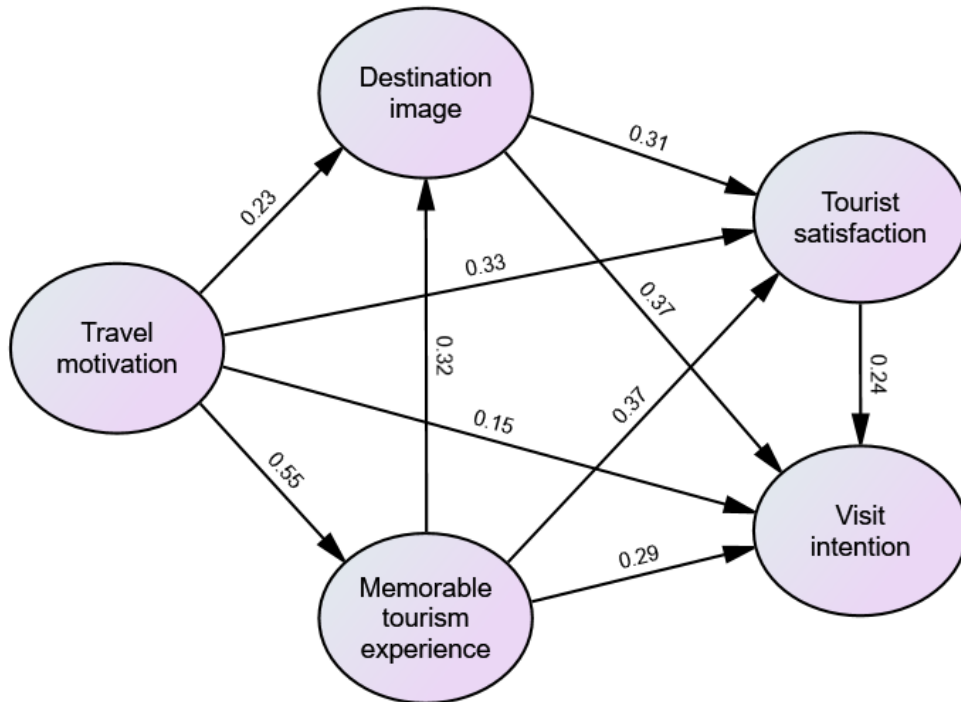


Figure 2. Structural Model of the Theoretical Framework

Table 4 shows the summary of results from the hypotheses testing. In total, there were ten hypotheses examined, and all of them had a critical ratio (CR) score greater than 2.0. This indicates that all hypotheses are significant and, therefore, are accepted. In addition, the results indicate that the data is taken in a very proper way so that it can predict the tourists' intentions to revisit.

Hypotheses	Paths	CR.	P	Results
H ₁	Destination image	2.957	0.003	Accepted
H ₂	Tourist satisfaction > Travel motivation	5.338	***	Accepted
H ₃	Revisit intention > Travel motivation	2.457	0.014	Accepted
H ₄	Memorable tourism Travel motivation experience >	7.363	***	Accepted
H ₅	Destination image > Memorable tourism experience	3.714	***	Accepted

Hypotheses	Paths	CR.	P	Results
H ₆	Tourist satisfaction > Memorable tourism experience	5.212	***	Accepted
H ₇	Revisit intention > Memorable tourism experience	3.887	***	Accepted
H ₈	Tourist satisfaction > Destination image	5.284	***	Accepted
H ₉	Revisit intention > Destination image	6.089	***	Accepted
H ₁₀	Revisit intention > Tourist satisfaction	2.662	0.008	Accepted

Table 4. Results of Hypotheses Testing

Discussion

The structural model analysis result supports that destination image is influenced to a significant degree by travel motivation (CR = 2.957, $p = 0.003$), thereby validating the first hypothesis. This result is consistent with literature postulating that tourists' psychological motives serve as antecedents to tourists' cognitive and affective perceptions of a destination (Pereira et al., 2022; Suhud & Allan, 2022). In the conceptual scope of push–pull motivation (Dann, 1981), intrinsic drives like curiosity, novelty, and desire to experience culture dominate tourists' expectations and condition destination feature mental construction.

The empirical findings of this research reiterate the conceptual framework that tourists traveling to Saung Angklung Udjo, driven by culture immersion, relaxation, and learning, create destination images characterized by uniqueness, atmosphere, and photogenic appeal. The findings of this research corroborate those of Vujičić et al. (2025), where tourists' motivational profiles of relaxation and novelty-seeking were strongly linked to positive destination image development in urban environments. Prayag et al. (2021) also showed that emotional motivation, like nostalgia and romance, shaped destination image richness and complexity.

Additionally, Putri et al.'s (2021) results in ethnic music tourism show that tourists with intense culture and aesthetic motivations would tend to form positive images of the destination before visiting. Such cognitive pre-evaluation is crucial in destination image formation that would then influence tourist behavior. Combined, these findings substantiate the theoretical assumption that motivation is not only responsible for initiating travel intention but also predisposes perceptual destination evaluation of destinations, particularly those with unique culture experiences.

The hypothesis testing outcome indicates that travel motivation strongly impacts tourist satisfaction (CR = 5.338, $p < 0.001$) and, as such, supports H2. This is in line with earlier theoretical views claiming that motivation acts as an immediate input in forming tourists' assessment judgments (Pereira et al., 2022). Intrinsic purpose-driven tourists, such as for purposes of learning, novelty, relaxation, and culture pursuit, tend to invest heavily in destination experiences and, as such, tend to assess them positively.

The result confirms previous empirical findings, such as those of Putri et al. (Putri et al., 2021), where tourists driven by aesthetic experience and culture immersion reported higher satisfaction

when they were at Saung Angklung Udjo. This aligns with the paradigm of motivation-satisfaction in tourism behavior research, where satisfaction is understood as a result of how well or poorly motivational needs are met by the experience itself (Sharma & Nayak, 2019). Satisfaction is then an affective post-consumption reaction due to the consistency between anticipated and perceived experience.

Further evidence comes from Seyitoğlu (2020), who documented that cultural and religious motivations were strong antecedents of heritage destination satisfaction, and Rehman et al. (2023), who identified enjoyment, novelty, and interaction motivations as predictors of satisfaction in regenerative tourism settings. Such findings further underscore the proposition that motivation orientations have both behavioral intention and emotional and evaluation appraisals of the experience. Tourist motivations to experience Sundanese culture, break routine, and experience novelty in the present study were significant contributors to post-visit satisfaction.

The statistical findings show that travel motivation strongly impacts revisit intention ($CR = 2.457$, $p = 0.014$) and, as such, supports Hypothesis 3. This empirical result supports earlier theoretical findings that tourist motivation not only prompts initial visit decisions but continues to impact post-visit intentions like repeat visitation and loyalty. Internal motivations like desire to experience culture, escape, novelty, and relaxation, according to push-pull theory (Dann, 1981), serve as psychological forces that shape travel behavior at every stage of the decision process, including repeat visit intention.

The context of this study at Saung Angklung Udjo—a culture- and performance-based tourism site—affirms that tourists who use culture-, education-, and aesthetic enjoyment-related motivations tend to develop emotional connections that translate to revisit intentions. The findings of Suhud and Allan (2022) corroborated these results, as they documented that novelty- and learning-related motivations forecast revisit intention of tourists to volcano tourist destinations in Indonesia. Likewise, Pereira et al. (2022) established that such motivational factors as escape, knowledge, and safety directly affected revisit behavior in tourism environments in India.

Further supporting this association, Sharma and Nayak (2019) established that push motivations such as curiosity about culture and novelty positively contribute to revisit intention indirectly via satisfaction, while Huang and Hsu (2009) identified that among return tourists, only certain motivational dimensions such as relaxation continue to exert influence. From an ethnic music tourism context, Putri et al. (2021) identified that tourists' motivation to engage with culture and emotions was highly associated with returning intentions to Saung Angklung Udjo. Overall, these results underscore the status of motivation as an underlying construct not just of travel initiation, but of long-term behavioral commitment as well.

The empirical results show that travel motivation has significant impact on memorable tourism experience (MTE) ($CR = 3.304$, $p = 0.001$), thereby substantiating Hypothesis 4. This corroborates theoretical propositions that tourists who have intrinsic motivation—in pursuit of knowledge, cultural enrichment, relaxation, or aesthetic enjoyment—are prone to be heavily involved in tourism experiences that develop enduring mental and emotional impact (J.-H. Kim et al., 2010). MTE is understood as an emotional and cognitively significant recollection of experiences related to travel, and states of motivation have been identified as influential precursors that steer encoding and recall of experiences.

The tourists at Saung Angklung Udjo were motivated mainly by culture immersion, traditional performance, and the possibility of learning, and such factors created memorability to their experience. This is supported by Putri et al. (2021), who cited that tourists' interests in understanding ethnic music and Sundanese culture increased substantially the emotive richness and originality of experience. Sharma and Nayak (Sharma & Nayak, 2019) similarly identified that push drivers like novelty, escapism, and culture enrichment directly impact memorability of rural and culture tourism.

Extant empirical research further solidifies this association. Dagustani et al. (2018) proved that MTE and destination judgments of Indonesian tourists were significantly influenced by motivational constructs. Zátori et al. (2018) emphasized that experience engagement, particularly because it is often preceded by strong motivation, deepens and authenticates tourism experiences, hence making them more memorable. Nugraha et al. (2021) further underscored that where there is alignment between motivational anticipations and real engagement in culture, tourists tend to experience lasting emotional outcomes. This reinforces the assumption that MTE is an outcome that is triggered by motivation and purposeful experience rather than an immediate reaction.

The hypothesis testing results confirm that memorable tourism experience (MTE) significantly impacts destination image ($CR = 3.796$, $p < 0.001$), and hence supports Hypothesis 5. This supports the theoretical framework that rich and emotional tourism experiences influence tourists to form and reconstruct destination image. As MTE denotes emotional and meaningful experiences, it impacts not just satisfaction and loyalty, but rather how destination is cognitively and affectively represented in the tourist mind (J.-H. Kim, 2018).

This supports the claim of Dagustani et al. (2018) that tourists who recalled memorable and engaging experiences rated destinations positively along dimensions of authenticity, distinctness, and depth of culture. The same relationship is supported by Johari and Anuar (2020) who showed that MTE has profound impacts on destination image formation among heritage tourists, particularly by immersive exposure to culture. In this study, tourists at Saung Angklung Udjo cited particular instances of audience interaction, musical narratives, and sensory ambiance as integral parts of how they perceived the destination.

These findings are in line with earlier findings by Stavrianea and Kamenidou (2021), who established that MTE factors like local culture, novelty, and participation form cognitive and emotional beliefs about a destination. Zhang et al. (2018) conceptualized MTE as an antecedent to destination image as well in their structural model of loyalty behavior. The overall evidence suggests that destination image is influenced by both pre-visit information and marketing communications as well as by the emotional intensity of the in-situ experience. Therefore, memorable experiences can reenforce and even modify tourists' image of a destination far beyond the visit.

The empirical findings reveal that memorable tourism experience (MTE) has an influential positive impact on tourist satisfaction ($CR = 5.622$, $p < 0.001$) and verify Hypothesis 6. This result vindicates the theoretical postulate that satisfaction not only results from service quality or destination attractions, but also from emotional intensity and cognitive value of experience tourists experience. MTE is conceptualized as an affective and meaningful assessment of a holiday episode that tourists subjectively recall and re-experience (J.-H. Kim, 2018) and is therefore of paramount status as an antecedent to satisfaction.

This correlation has been supported repeatedly in recent research. Rasoolimanesh et al. (2022) illustrated that MTE dimensions of particular importance—namely, involvement, novelty, and knowledge of culture—are positively related to visitor satisfaction in heritage tourism environments. Zátori et al. (2018) similarly noted that experience-driven experiences strongly affected tourists' emotional experience intensity, resulting in increased satisfaction rates, particularly in rural tourism environments. Sharma and Nayak (Sharma & Nayak, 2019) noted in the case of cultural tourism that when tourists experience novelty, authentic culture, and enjoyment of aesthetics, they feel higher satisfaction with what they have experienced.

Visitors to Saung Angklung Udjo reported engaging experiences influenced by audience participation, culture immersion, and emotional connection to Sundanese musical performance. This aligns with Zhong et al. (2017) who postulated that MTE produces satisfaction not just due to affective arousal, but also due to tourists' sense of commitment, fulfillment, and sense of identity. Therefore, MTE is a strong predictor of satisfaction as it bridges between emotional memory and evaluative judgment to solidify post-visit evaluation of the tourism experience.

The hypothesis testing results show that memorable tourism experience (MTE) significantly drives revisit intention ($CR = 4.282$, $p < 0.001$) and, thereby, supports Hypothesis 7. This result emphasizes MTE as an effective psychological precursor to tourist behavior. If tourism experiences are personally relevant, cognitively and emotionally engaging, then they have higher chances of positive recall and of influencing tourist behavioral intentions like repeat visit and word-of-mouth endorsement (J.-H. Kim, 2018).

The empirical outcome confirms earlier studies highlighting the behavioral consequence of MTE. Rasoolimanesh et al. (2022) proved that tourists who reported high engagement and participation at heritage attractions reported higher revisit intention owing to memorability of their experiences. Similarly, Zátori et al. (2018) affirmed that emotional connection and authenticity of experience—central aspects of MTE—boosted tourists' recall and, by extension, revisit intention. The same is supported by Sharma and Nayak (Sharma & Nayak, 2019) who proved that new and immersive experiences regarding culture strongly predicted revisit intention via emotional recall and loyalty development.

In the case of Saung Angklung Udjo, this study further supports that high-culture, interactive performances elicit strong affective memories, and consequently, repeat behavior is triggered. Chen and Rahman (2018) further noted that culture experience breeds emotional attachment to place, and repeat behavior is enhanced by experiential recall. This study therefore attests to MTE as an integral affective mechanism by which destinations elicit long-term loyalty and repeat visitation.

The result shows that destination image has an extremely strong positive impact on tourist satisfaction ($CR = 3.212$, $p = 0.001$) and hence verifies Hypothesis 8. This result supports the well-established theoretical assumption that tourists' cognitive and affective assessment of a destination—the destination image they hold about it—informs general satisfaction with the visit. Destination image distills tourists' perceptions, impressions, and emotional attachment to destinations' physical, sociocultural aspects, and everything plays a role in post-visit judgments (2018).

This result is aligned with that of Rehman et al. (2023), who proved that destination image is both a direct predictor of satisfaction and moderates between experience quality and post-visit emotional reaction. Jebbouri et al. (2022) similarly reported that both cognitive and emotional

aspects of image strongly predicted satisfaction among international and domestic tourists. Suhud et al. (2025) noted in music and culture tourism that tourists' positive images of Saung Angklung Udjo – in the context of its culture shows, attractiveness of its environment, and originality – directly improved their satisfaction results.

These findings are complemented by Marques et al. (2021) who observed that perceived image, especially of authenticity and richness of culture, played a significant role in satisfaction in emerging destinations. Papadopoulou et al. (2023) likewise underscored the dual nature of destination image as both an attachment and symbolic interpretation and as an overall tourist satisfaction determinant. Collectively, these conclusions confirm that positive destination image is not just an antecedent to travel, but rather a cognitive-affective filter involved in tourists' judgments of satisfaction both during and subsequent to experience.

The hypothesis testing results verify that destination image positively impacts revisit intention ($CR = 4.015$, $p < 0.001$) and, consequently, confirm Hypothesis 9. This result supports the theoretical postulate that tourists' cognitive and affective judgments of a destination are pivotal in forming intention to revisit. Destination image is both an initial impetus to visit intention and a durable impression that impacts post-visit behavioral responses like repeat visitation and loyalty (J.-H. Kim, 2018).

This connection is widely documented in tourism literature today. Sharma and Nayak (2019) proved that positive destination images—consisting of perceived distinctiveness, authenticity, and experiential essence—improved tourists' intention to revisit culture destinations. Jumanazarov et al. (2020) proved similarly that destination image factors like tidiness, safety, and cultural interest strongly predicted revisit intention in Samarkand, Uzbekistan. In this research, the positive image of Saung Angklung Udjo, with its richness of culture, visual distinctiveness, and immersive experience, influenced tourists' emotional attachment and intention to revisit.

Corroborating this, Papadopoulou et al. (2023) underscored the mediating influence of affective image in predicting revisit intention, as emotional and symbolic meanings associated with a destination boost long-term behavioral consequences. Johari and Anuar (2020) further attested that destination image, particularly when complemented by memorable experiences, results in revisit intentions. Together, these findings underscore the function of destination image as an influential perceptual precursor to post-travel behavior. The present finding therefore underscores the importance of conceptualizing revisit behavior as not only a consequence of service quality or satisfaction, but rather as an indication of how the destination is cognitively and emotionally constructed.

The hypothesis testing verifies that tourist satisfaction has significant impact in revisit intention ($CR = 5.382$, $p < 0.001$) and thereby supports Hypothesis 10. This is in line with basic assumptions in tourist behavior that postulate that satisfaction, as a result of post-travel experience evaluation, is ultimately responsible for forming tourists' future behavioral intentions. If satisfaction is high, tourists would revisit the destination and practice positive post-visit behaviors like recommendations and storytelling (J.-H. Kim, 2018).

This association is well-supported by recent research. Rasoolimanesh et al. (2022) identified that satisfaction was an effective predictor of revisit intention to heritage tourism, especially when it followed memorable experiences. Rehman et al. (2023) also showed that satisfaction, attained from perceived experience quality and destination image, was an influential determinant

of tourists' revisit intentions in regenerative tourism environments. Of particular context to Saung Angklung Udjo, Suhud et al. (2025) revealed that tourists' satisfaction with cultural performance, environmental ambiance, and emotional experience led directly to revisit intentions.

These results are complemented by Papadopoulou et al. (2023), who identified that tourist satisfaction is an intervening mechanism between affective experiences and behaviors of loyalty. Marques et al. (2021) further posited that satisfaction is both an end and a feedback mechanism, reinforcing revisit intention and influencing subsequent destination anticipation in emerging destinations. The empirical uniformity reiterates satisfaction's role as both an end-state evaluation and as an enacted commitment to the destination.

The results of this research together highlight the central role of psychological and experience factors—the travel motivation, memorable tourist experience, destination image, and tourist satisfaction—in influencing revisit intention, and all of these have significant implications for sustainable tourism. Sustainable tourism is less about making minimal environmental impact; it is nothing less than about developing strong, lasting relationships between tourists and destinations in the form of richly textured, emotionally engaging, and personally rewarding experiences. This research indicates that tourists who are motivated internally to pursue aesthetic and culture exposure, as seen at Saung Angklung Udjo, tend to create positive destination images, experience memorable experiences, achieve high satisfaction, and have strong intentions to revisit. Such behavioral channels promote destination sustainability by enhancing repeat visits, respect for culture, and value co-creation between hosts and guests. Connecting psychologically oriented constructs like motivation and memory to destination development is therefore necessary to establish a tourism model that is both economically sustainable and socially and culturally robust.

Conclusion

This research looked at structural relationships among travel motivation, destination image, memorable tourism experience (MTE), tourist satisfaction, and revisit intention in the context of ethnic music tourism at Saung Angklung Udjo in Indonesia. The results indicated that travel motivation acts as the precursor in forming both perceptual (destination image) and experience (MTE) outcomes, and these latter outcomes, in turn, impact satisfaction and revisit intentions. The findings supported that MTE serves as a crucial mediator between psychological drivers and affective and behavioral outcomes. In addition, destination image and tourist satisfaction were identified as strong antecedents of revisit intention. The findings corroborate multidimensional conceptualizations of tourist behavior and underscore emotional, cognitive, and motivational factors that form sustainable cultural tourism participation.

Theoretically, this research continues to develop existing tourist behavior models by combining motivational constructs with emotional memory (MTE) and post-visit evaluation (satisfaction and revisit intention) with destination image in an integrated structural framework. The research supports push–pull theory by illustrating how intrinsic motivation drives both travel behavior and perceptual and emotional reactions that build loyalty. Furthermore, by confirming MTE as a central construct linking motivations with satisfaction and image, this research contributes to theoretical debate regarding memory-based consumer tourist behavior. The use of this framework in an environment of cultural performance provides additional empirical evidence to wider literature regarding ethnic and heritage tourism, providing broader implications regarding sustainable destination experiences.

At a managerial level, the conclusions provide practical recommendations to destination managers and cultural tourism operators. Firstly, marketing efforts have to be attuned to tourists' intrinsic motivations like aesthetic enjoyment, immersion, and learning to maximize image formation and emotional experience. Secondly, experiences need to be purposefully created by interactive, authentic, and participational programming that encourages engagement and emotional connection. Thirdly, promoting a positive destination image by using images and storytelling about culture, as well as imagery and symbolic associations, can maximize satisfaction and promote repeat visits. Lastly, reliable delivery of high-quality experiences to exceed motivation anticipations is necessary to foster loyalty and maintain culture as performance-based destinations.

Notwithstanding its value, there are several limitations to this study. The study was limited to a single tourism destination, and generalization of findings to other types of destinations like nature-based, urban, or spiritual destinations is limited. Cross-sectional survey data with personal report and possible response bias and limitations of causal interpretation were used. The model did not investigate moderating factors of personal, cultural, or demographic variables, potentially yielding deeper understanding of segmented tourist behavior. The study limited itself to positive experience and emotional dimensions only and did not control for dissatisfaction, expectation disconfirmation, and negative affect, which play significant roles in behavioral judgments.

Subsequent research on ethnic music tourism must take on a transdisciplinary perspective through the integration of environmental, cultural, and technological orientations that are becoming increasingly important in sustainable tourism. Research can investigate ways in which music performance evokes ecological awareness as well as influences destination image, when combined with place identity and narrative (Alamsyah & Aryanto, 2020; Farida, Qomariah, et al., 2024; Kurniati et al., 2024). The functions of music-based festivals and rituals in constructing affective experience and communal resilience must be probed further (Prabawani et al., 2021). These are themes that resonate with studies of coastal and rural sustainability contexts in which music and performance culture are brought into destination branding (Farida, Budiatmo, et al., 2024; Karina et al., 2023).

Also, scholars should explore the role of technological mediation, for example, through augmented reality and digital tourism platforms, in reconfiguring tourists' engagement with ethnic music (Giningroem et al., 2023; Prabawani et al., 2020). The integration of physical performance with digital immersion is an exciting line of inquiry for mixed cultural experiences among young tourists (Amir & Prabawani, 2023; Ekowati et al., 2023; Khoirul Anas et al., 2023). Comparative case studies of Central Java's ethnic music sites can provide insights into symbolic heritage preservation through community participation (Farida, Budiatmo, et al., 2024; Prabawani et al., 2023). Sustainable consumption patterns in cultural tourist sites can be considered in relation to local identity, environmental valuation, as well as tourist citizenship (Sofyan et al., 2021). Scholarly inquiries should also explore the role of musical narratives as agents of community empowerment, especially in the contexts of education tourism as well as mangrove-based ecotourism (Kurniati et al., 2024). These areas of inquiry will enrich the theoretical discourse of ethnic music tourism while providing grounded, actionable knowledge about cultural heritage preservation as well as sustainable development.

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