

MARKETING | RESEARCH ARTICLE

Effect Destination Image of Revisit Intention Through Memorable Tourist Experience and Tourist Satisfaction in Destination Karimunjawa, Indonesia

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ABSTRACT

This study aims to analyze the influence of Destination Image on Revisit Intention, with Memorable Tourist Experience and Tourist Satisfaction as mediating variables in the Karimunjawa Island destination. A quantitative approach was employed, collecting data through online questionnaires distributed to 192 respondents. The data was analyzed using a structural model through the SmartPLS 4.0 application. The results indicate that Destination Image has a positive and significant effect on Memorable Tourist Experience (coefficient 0.840, $p < 0.05$) and Tourist Satisfaction (coefficient 0.828, $p < 0.05$). Moreover, Tourist Satisfaction fully mediates the relationship between Destination Image and Revisit Intention (coefficient 0.701, $p < 0.05$), while Memorable Tourist Experience does not have a significant effect on Revisit Intention (coefficient -0.231, $p > 0.05$). Based on these findings, the study concludes that destination managers should focus on strengthening the destination image and enhancing tourist satisfaction to increase revisit intention in Karimunjawa.

Keywords: Destination Image, Memorable Tourist Experience, Tourist Satisfaction, Revisit Intention, Karimunjawa.

JEL Code: L83, M31, Z32.

I. Introduction

Indonesia, home to the world's largest archipelago, possesses abundant natural resources that offer significant tourism potential and serve as a valuable source of foreign exchange (Munir et al., 2019). Tourism plays a crucial role in the Indonesian economy, contributing significantly to economic growth and development. This growth is supported by the country's rich natural beauty and cultural diversity (Ollivaud & Haxton, 2018; Perwirawati & Juprianto, 2019). Central Java is strategically positioned in tourism development, with Jepara Regency recognized for its potential to utilize natural resources as a tourist attraction. One of Jepara's key natural attractions is island tourism, offering a unique natural and cultural beauty blend. Among these destinations, Karimunjawa Island stands out as a premier marine tourism spot in Central Java, experiencing a significant increase in tourist visits in recent years (BPS, 2023).



Karimunjawa is an island in Java, part of Jepara Regency, with a land area of approximately 1,500 hectares and a marine area of around 110,000 hectares. The Jepara Government officially designated it as a national park on March 15, 2001. Over time, Karimunjawa has evolved into a popular tourist attraction and marine park, attracting both local and international visitors (Wikipedia, 2023). According to the Department of Youth, Sports, and Tourism of Central Java Province (2023), Karimunjawa has experienced significant growth in visitor numbers, increasing from 6,165 tourists in 2020 to 85,620 tourists in 2023. The following section presents data on the number of visitors to Karimunjawa Island tourism from 2020 to 2023.

Table 1. Number of Tourist Visitors to Karimunjawa Island

Year	Number of visitors
2020	6,165
2021	8.715
2022	38.775
2023	85.620

Based on Table 1, the number of tourists visiting Karimunjawa Island has increased compared to previous years. From 2020 to 2023, there was a notable rise in domestic and international tourist visits. However, many visitors do not return for repeat visits despite this growth. One of the main factors contributing to the low Revisit Intention is the poor experience encountered by some tourists during their stay. Accessibility remains a significant challenge, with limited sea and air transportation often affected by weather conditions, delays in ship schedules, and relatively high travel costs. Additionally, tourist facilities on the island, including accommodations, restaurants, and other supporting infrastructure, are still not fully optimized to meet visitors' expectations. Beyond infrastructure, negative experiences also stem from service and comfort issues during travel. Some tourists have reported concerns about cleanliness in certain tourist areas, inadequate public facilities, and unprofessional services in some sectors. These factors impact overall Tourist Satisfaction, ultimately influencing visitors' decisions not to return. As a result, many tourists choose to explore new destinations instead of revisiting Karimunjawa Island.

The increasingly fierce competition among tourist destinations requires managers to understand the factors influencing visitors' intentions to return (Zhang et al., 2018). One key factor is Destination Image, which plays a crucial role in shaping tourists' decisions (Prayag, 2009). Destination Image refers to the perception, impression, or overall image that tourists have of a destination based on personal experiences, acquired information, or opinions from others (Caroline, 2021). It encompasses various aspects, including tourist attractions, infrastructure, hospitality, safety, and service quality (Chaulagain et al., 2019). Negative experiences can lead travelers to share unfavorable reviews on social media or travel platforms, harming the Destination Image and ultimately reducing tourists' interest in returning.

Memorable Tourist Experience (MTE) (J. H. Kim & Ritchie, 2014) and Tourist Satisfaction (Chen & Chen, 2010) are key factors influencing visitors' intention to revisit. MTE refers to a memorable experience that leaves a strong emotional impact on tourists, whether positive or negative (Indriani et al., 2021). Pleasant experiences, such as enjoying the natural beauty of Karimunjawa, exploring fascinating underwater life, or interacting with friendly locals, can enhance Tourist Satisfaction and encourage repeat visits. Conversely, negative experiences, such as poor service, non-transparent pricing, or inadequate infrastructure, can create a bad impression and reduce tourists' intention to return (Novianti & Ernawadi, 2024). Many tourists leave Karimunjawa feeling disappointed and having had a negative experience. In addition to the Memorable Tourist Experience, Tourist Satisfaction is crucial in determining whether tourists will return to a destination. Their expectations influence Tourist Satisfaction before the visit, experiences during the trip, and the comparison between their expectations and the reality they encounter. If tourists are satisfied with the facilities and attractions, they are more likely to recommend the destination to others and make repeat visits (Irsyadi & Andriani, 2024).

Several research gaps exist in the study of Destination Image and its influence on tourism-related factors. Regarding the effect of Destination Image on Memorable Tourist Experience, research by Novianti and

Ernawadi (2024) indicates a positive and significant relationship, whereas Aris et al. (2023) found no significant effect. Similarly, studies on the impact of Destination Image on Revisit Intention show conflicting results. While Denisa (2021) and Masykur et al. (2022) report a positive and significant influence, research by Fadiryana and Chan (2020) and Sulistyanda et al. (2022) suggests a negative and insignificant effect. Regarding Destination Image and Tourist Satisfaction, Sinatra et al. (2022) highlight a positive and significant relationship, whereas Lestari and Djunaid (2022) argue that Destination Image has no significant impact on Tourist Satisfaction. Additionally, the influence of Memorable Tourist Experience on Revisit Intention remains debated. While Irsyadi and Andriani (2024) found a positive and significant effect, Sulistyono et al. (2024) reported no significant relationship. These inconsistencies highlight the need for further research to understand the relationships between these variables better.

This study aimed to analyze the effect of Destination Image on Revisit Intention, with Memorable Tourist Experience and Tourist Satisfaction as mediating variables in Karimunjawa Islands tourism. Practically, the findings can help tourism managers in Karimunjawa develop effective marketing strategies to enhance Destination Image and create memorable tourist experiences, ultimately encouraging repeat visits.

II. Literature Review and Hypothesis Development

2.1. Destination Image

Destination Image refers to tourists' perception of a place based on various elements, such as tourist facilities, local culture, and accessibility (Amirullah & Wijoyo, 2025). According to Putra et al. (2021), Destination Image reflects the characteristics of a destination and can be influenced by promotional efforts. It is a key marketing tool for attracting tourists and stakeholders, shaping their perceptions, and forming positive impressions. Destination Image is the mental representation of a destination formed by tourists based on their perceptions, beliefs, and past experiences (Damiasih, 2025). A strong and positive Destination Image can enhance tourist loyalty and encourage repeat visits (Ilham Hadzafi & Arifin, 2024). Wulandari (2024) describes Destination Image as a combination of ideas and perceptions influencing visitors' motivation to explore a tourist spot (Naira et al., 2019). Utama (2015) identified five key indicators of Destination Image: (1) natural environment, (2) public infrastructure, (3) atmosphere, (4) social environment, and (5) value for money.

2.2. Memorable Tourist Experience (MTE)

Memorable Tourist Experience (MTE) is an experience derived from travel that leaves a lasting impression on tourists (Zhang et al., 2018). This experience remains in one's memory and is often recalled as a meaningful and unforgettable part of their journey (Indriani et al., 2021). MTE reflects the profound impact tourists experience during their visit, influenced by factors such as adequate facilities and high-quality services that enhance positive impressions (Arifin, 2021). However, MTE does not always have to be a positive experience, as even challenging or unexpected events can contribute to memorable moments (Y. Kim et al., 2022). Kim and Ritchie (2014) identified seven key dimensions of MTE: (1) pleasure, (2) novelty, (3) local culture, (4) refreshment, (5) meaningfulness, (6) engagement, and (7) knowledge.

2.3. Tourist Satisfaction

Tourist Satisfaction is the response that arises in the form of joy or disappointment when tourists compare their actual travel experience with their prior expectations (Alvianna et al., 2020). It reflects how customer needs and expectations are met through tourism products or services (Komariyatin & Ferdinand, 2018). Providing high-quality services and positive experiences can significantly enhance Tourist Satisfaction (Iksan et al., 2024). Satisfaction is a cognitive evaluation and an emotional response to the travel experience. Research indicates that Tourist Satisfaction strongly predicts repeat visit intentions and the likelihood of

recommending a destination to others. Tourists who experience high satisfaction are likelier to revisit and share positive experiences with others (Hanafiah et al., 2019). According to Safira & Komaryatin (2024), several factors contribute to visitor satisfaction, including (1) product quality, (2) price, (3) service quality, and (4) ease of access. Aliman et al. (2014) measure Tourist Satisfaction using five indicators: (1) enjoyment of the visit, (2) satisfaction with the decision to visit, (3) appreciation of the destination, (4) fulfillment of experiential needs, and (5) exceeding expectations. Additionally, Alana & Putro (2020) identified Tourist Satisfaction indicators such as (1) achievement of goals or expectations, (2) desire to revisit, (3) willingness to recommend the destination to others, and (4) intention to reuse tourism-related goods and services.

2.4. Revisit Intention

Revisit Intention refers to a visitor's likelihood of returning to a destination in the future based on their previous experiences (Kawatu et al., 2020). According to Cronin Jr & Taylor (1992) and Al-Aulawi & Roosdhani (2023), Revisit Intention is the desire that emerges from past visits to a tourist destination. For tourism businesses, repeat visits are critical in sustaining profitability and achieving market targets (Scarpi et al., 2019). Nguyen Viet & Nguyen Anh (2021) emphasized that a positive experience is the most significant factor in motivating tourists to return. Zeithaml et al. (2018) identified four key indicators of Revisit Intention: (1) willingness to visit again, (2) willingness to invite others, (3) willingness to share positive experiences, and (4) willingness to prioritize the destination in future travel plans.

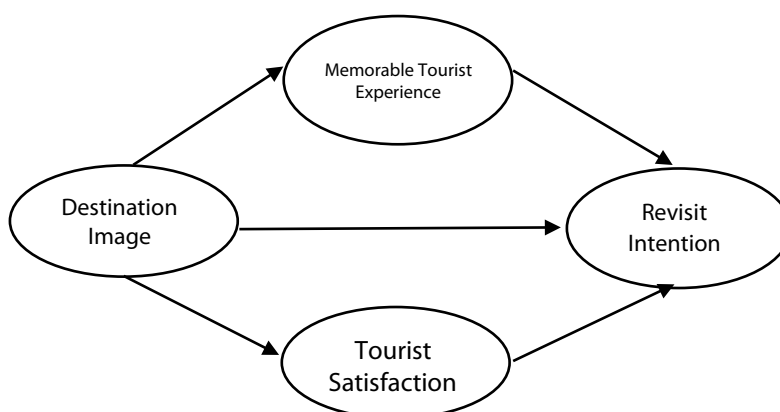


Figure 2. Conceptual Framework

Hypothesis:

- H1: Destination Image positively influences Memorable Tourist Experience.
- H2: Destination Image positively influences Revisit Intention.
- H3: Destination Image positively influences Tourist Satisfaction.
- H4: Memorable Tourist Experience positively influences Revisit Intention.
- H5: Tourist Satisfaction positively influences Revisit Intention.

III. Research Method

3.1. Research Design

This study employs a quantitative approach with an associative causal design to analyze the effect of Destination Image on Revisit Intention, with Memorable Tourist Experience and Tourist Satisfaction as mediating variables. The research aims to explain the relationships between these variables and their impact on tourists' intention to revisit the destination. This research focuses on tourist destinations on Karimunjawa

Island, Jepara Regency, with the study period running from October to December 2024. The aim is to obtain relevant and up-to-date data on the travel experiences of tourists visiting Karimunjawa.

3.2. Population and Sample

The population in this study consists of all tourists who have visited Karimunjawa Island, totaling 85,620 visitors. The sampling method used is purposive sampling, which selects respondents based on specific criteria. The criteria for respondents in this study are: (1) tourists who have visited Karimunjawa Island at least twice, (2) tourists visiting for vacation or recreational purposes, and (3) tourists who are at least 15 years old. The sample size determination follows Ghozali's (2008) recommendation, which suggests that the sample size can be determined by multiplying the number of indicators by a scale of 5–10. If the total number of indicator variables is 20, then the sample size is calculated as follows:

$$\begin{aligned} \text{Minimum} &= 8 \times (\text{number of variables} + \text{number of indicator variables}) \\ &= 8 \times (4 + 20) \\ &= 192 \end{aligned}$$

The sample size was 192 respondents to meet the minimum requirements for data analysis using Structural Equation Modeling (SEM). Ghozali's (2008) approach was adopted in this study as it aligns with the characteristics of the collected data and the analytical methods applied. The rationale for choosing Ghozali's (2008) approach is to ensure an adequate sample size for conducting valid and reliable statistical analysis.

3.3. Data Collection

Respondent data was collected using a questionnaire with a Likert scale ranging from 1 to 10, where one indicates "strongly disagree" and 10 indicates "strongly agree." This approach ensures that the data can be analyzed quantitatively with high accuracy. The questionnaires were distributed online via Google Forms and social media platforms such as Instagram and WhatsApp in collaboration with travel agents frequently used by the target demographic. This strategy was implemented to ensure that respondents met the research criteria.

3.4. Data Analysis

The collected data was analyzed using the Structural Equation Modeling (SEM) method with the assistance of SmartPLS version 4.0 software. SEM was chosen because it allows for analyzing causal relationships between variables within the research model. This method enables the study to examine direct, indirect, and mediating effects among the analyzed variables. This study adhered to ethical considerations by ensuring all respondents participated voluntarily and anonymously. The researcher guaranteed that the collected data would be used solely for academic purposes and would not negatively impact the participants.

IV. Result and Discussion

4.1. Respondent Demographics and Data

Table 2. Respondent's Gender

Gender	Frequency	%
Female	114	59.4
Male	78	40.6
Total	192	100.0

Table 3. Respondent's Age

Age (years)	Frequency	%
15-25	85	44.3
26-35	96	50.0
>35	11	5.7
Total	192	100.0

Table 5. Respondent Characteristics Based on Occupation

Occupation	Frequency	%
Student	1	0.5
Student	49	25.5
Entrepreneur	42	21.9
Private Employee	81	42.2
Civil Servant	15	7.8
Other	4	2.1
Total	192	100.0

4.2. Statistical Result

4.2.1. Convergent Validity Test

This test assesses how much an indicator explains the concept it measures. A statement is valid if the loading factor is more significant than 0.7 and the Average Variance Extracted (AVE) exceeds 0.5 (Ghozali & Latan, 2015, p. 74).

Table 6. Convergent Validity Test

Variabel	Indicator	Outer Loading	AVE	Result
Destination Image	DI1	0,824	0,600	VALID
	DI2	0,733		
	DI3	0,790		
	DI4	0,773		
	DI5	0,748		
Memorable Tourist Experience	MTE1	0,832	0,581	VALID
	MTE2	0,745		
	MTE3	0,758		
	MTE4	0,758		
	MTE5	0,710		
	MTE6	0,760		
	MTE7	0,769		
Tourist Satisfaction	TS1	0,768	0,645	VALID
	TS2	0,702		
	TS3	0,766		
	TS4	0,759		
	TS5	0,776		
Revisit Intention	RI	0,810	0,570	VALID
	RI2	0,767		
	RI3	0,831		

Based on Table 6, all variables, Destination Image, Revisit Intention, Memorable Tourist Experience, and Tourist Satisfaction, are valid, as their outer loading values exceed 0.7 and their AVE values are more significant than 0.5. Therefore, these variables can be used in the research and analyzed further.

4.2.2. Reliability test

The reliability test measures the internal consistency of the measuring instrument, ensuring its accuracy, consistency, and precision in measurement. This test uses Cronbach's Alpha and Composite Reliability in the outer model (Ghozali & Latan, 2015, p. 77). Both Composite Reliability and Cronbach's Alpha are reliable indicators, ranging from 0 to 1. If the value exceeds 0.7, the data is considered reliable.

Table 7. Composite Reliability and Cronbach Alpha

Variable	Composite reliability	Cronbach's alpha	Result
Destination Image	0,839	0,833	Reliable
Memorable Tourist Experience	0,882	0,880	
Tourist Satisfaction	0,728	0,724	
Revisit Intention	0,813	0,811	

Based on Table 7, the indicators for Destination Image, Memorable Tourist Experience, Tourist Satisfaction, and Revisit Intention have a Composite Reliability value greater than 0.7 and a Cronbach's Alpha value above 0.7. Therefore, it can be concluded that all research variables demonstrate consistency and can be used for further analysis.

4.2.3. Inner Model

The inner model predicts the causal relationship between variables that cannot be measured directly, also known as latent variables.

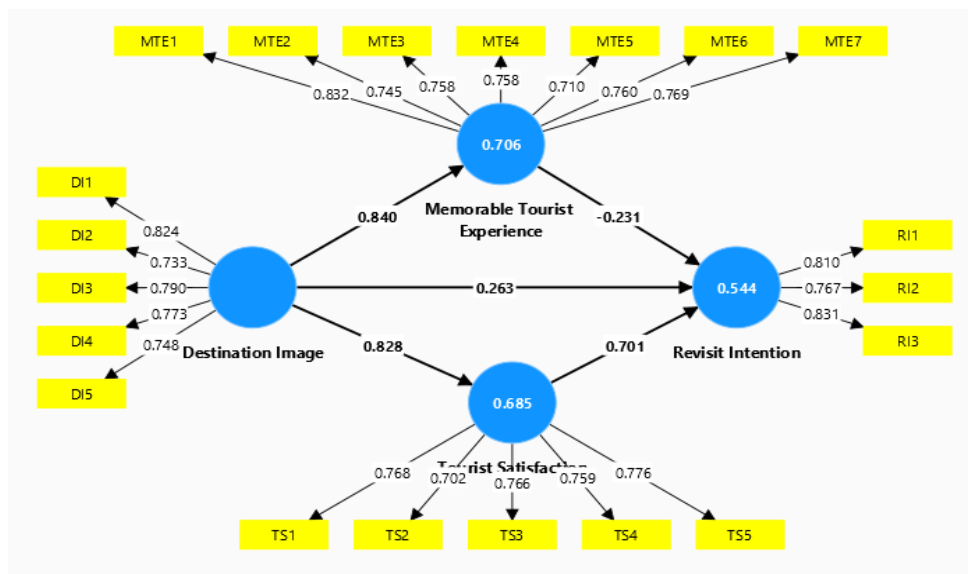


Figure 2. Structural Model

4.2.4. R-square

The inner model test examines the R-square value, which indicates the coefficient of determination (Ghozali & Kusumadewi, 2023, p. 76). An R-square value of 0.67 or higher is categorized as strong, 0.33 as moderate, and 0.19 as weak. The following are the R-square test results from this study:

Table 8. R-Square

Variable	R-Square	R-Square Adjusted	Information
Memorable Tourist Experience	0,706	0,704	Strong
Tourist Satisfaction	0,544	0,536	Moderate
Revisit Intention	0,685	0,683	Strong

- The R-square value for Memorable Tourist Experience is 0.706, while the Adjusted R-square value is 0.704. This indicates that Destination Image has a strong influence, accounting for 70.6% of the variance in Memorable Tourist Experience, while other variables influence the remaining 29.4%.
- The R-square value for Tourist Satisfaction is 0.554, with an Adjusted R-square value of 0.536. This suggests that Destination Image has a moderate influence, explaining 55.4% of the variance in Tourist Satisfaction, while the remaining 44.6% is attributed to other factors.
- The R-square value for Revisit Intention is 0.685, with an Adjusted R-square value of 0.683. This shows that Destination Image has a strong influence, contributing 68.5% to the variance in Revisit Intention, while other variables explain the remaining 31.5%.

4.2.5. Hypothesis Test

In the hypothesis test, the t-statistic and p-value of each path coefficient are analyzed. If the p-value is <0.05, the hypothesis is accepted. This test is conducted using the bootstrapping method in SmartPLS version 4.0.

Table 9. Path Coefficient

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
DI -> MTE	0,840	0,842	0,038	22,376	0,000
DI -> RI	0,263	0,260	0,100	2,619	0,009
DI -> TS	0,828	0,829	0,034	24,349	0,000
MTE -> RI	-0,231	-0,182	0,171	1,351	0,177
TS -> RI	0,701	0,661	0,183	3,825	0,000

a. The Influence of Destination Image on Memorable Tourist Experience

Destination Image has a positive and significant effect on Memorable Tourist Experience in the study of Karimunjawa Destination. This conclusion is supported by the coefficient value (0.840), t-statistic (22.376) > t-table (1.652), and p-value (0.000) < 0.05. Therefore, the hypothesis regarding the influence of Destination Image on Memorable Tourist Experience is accepted.

b. The Effect of Destination Image on Revisit Intention

Destination Image has a positive and significant effect on Revisit Intention in the study of Karimunjawa Destination. This conclusion is supported by a Coefficient Value of 0.263, a t-statistic of 2.619 (more significant than the t-table value of 1.652), and a p-value of 0.009 (less than 0.05). Therefore, the hypothesis regarding the effect of Destination Image on Revisit Intention is accepted.

c. The Effect of Destination Image on Tourist Satisfaction

Destination image has a positive and significant effect on tourist satisfaction, according to the study of Karimunjawa Destination. This conclusion is supported by the Coefficient Value (0.828), t-statistic (24.349) > t-table (1.652), and p-value (0.000) < 0.05. Thus, the hypothesis regarding the effect of Destination Image on Tourist Satisfaction is accepted.

d. The Effect of Memorable Tourist Experience on Revisit Intention

Memorable Tourist Experience has a negative and insignificant effect on Revisit Intention in the study of Karimunjawa Destination. This conclusion is supported by the Coefficient Value (-0.231), t-statistic (1.351)

< t-table (1.652), and p-value (0.177) > 0.05. Thus, the hypothesis regarding the effect of Memorable Tourist Experience on Revisit Intention is rejected.

e. The Effect of Tourist Satisfaction on Revisit Intention

Tourist Satisfaction has a positive and significant effect on Revisit Intention in the study of Karimunjawa Destination. This conclusion is supported by the Coefficient Value (0.701), t-statistic (3.825) > t-table (1.652), and p-value (0.000) < 0.05. Thus, the hypothesis regarding the effect of Tourist Satisfaction on Revisit Intention is accepted.

4.2.6. Mediation Test

There are three forms of mediation: non-mediation, complete mediation, and partial mediation. The results of bootstrapping testing with SmartPLS 4.0 interpret the indirect effect based on the p-value: p > 0.05 indicates an insignificant effect, while p < 0.05 indicates a significant effect.

Table 10. Specific Indirect Effects

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
DI-> MTE-> RI	-0,194	-0,152	0,144	1,347	0,178
DI -> TS -> RI	0,580	0,547	0,152	3,811	0,000

a. The Effect of Destination Image on Revisit Intention Mediated by Memorable Tourist Experience

Based on Table 10, the effect of Destination Image on Revisit Intention, mediated by Memorable Tourist Experience, shows a negative relationship, as indicated by a p-value of 0.178 (> 0.05). Therefore, it falls into the category of Non-Mediation, meaning that Memorable Tourist Experience does not mediate between Destination Image and Revisit Intention.

b. The Effect of Destination Image on Revisit Intention mediated by Tourist Satisfaction

Based on Table 10, the effect of Destination Image on Revisit Intention, mediated by Tourist Satisfaction, shows a positive relationship, as indicated by a p-value of 0.000 (< 0.05). Therefore, it is categorized as Full Mediation, meaning that Tourist Satisfaction not only acts as a mediator but also enhances the impact of Destination Image on Revisit Intention.

4.3. Discussion

4.3.1. The Influence of Destination Image on Memorable Tourist Experience

Destination Image refers to tourists' perceptions of a destination based on the information they receive and their experiences (Putra et al., 2021). Destination Image is shaped by various factors, including natural attractions, culture, infrastructure, and promotional efforts (Trisa & Roosdhani, 2024). A positive Destination Image, such as the reputation of Karimunjawa for its natural beauty, cultural attractions, quality facilities, and the friendliness of the local community, can create high expectations for the tourism experience. When these expectations are met or exceeded, tourists will have a more memorable and profound experience (Indriani et al., 2021). This study found that Destination Image positively and significantly impacts the Memorable Tourist Experience at the Karimunjawa tourist destination. Furthermore, field findings indicate that tourists with meaningful and memorable experiences, such as enjoying the pristine and breathtaking natural scenery, tend to remember these experiences in the long term. Additionally, some tourists mentioned that adequate facilities and good services created a more enjoyable and unforgettable experience (Novianti & Ernawadi, 2024).

4.3.2. The Influence of Destination Image on Revisit Intention

Hypothesis testing through partial tests (t-tests) confirms that H2 is accepted, indicating that Destination Image has a positive and significant effect on Revisit Intention. Tamtomo and Putra (2020) state that Destination Image encompasses knowledge about the destination and tourists' feelings during their trip. A positive Destination Image of Karimunjawa tourism encourages tourists to return. Destinations with a strong and favorable image, such as Karimunjawa, known for its beautiful beaches, rich underwater biodiversity, and tranquil natural atmosphere, create satisfying and memorable experiences for visitors. These positive experiences are crucial in shaping tourists' intentions to revisit. A good Destination Image also reflects the quality of facilities and services available. Well-developed infrastructure, easy accessibility, the friendliness of residents, and cleanliness and safety enhance tourist comfort. When tourists are satisfied with these aspects during their visit to Karimunjawa, they are more likely to consider it their preferred destination for future trips (Denisa, 2021). These findings align with the research of Supribadi (2021), which also confirms that Destination Image has a positive and significant effect on Revisit Intention. Furthermore, Denisa (2021) supports these results, reinforcing that a strong Destination Image increases the likelihood of tourists returning.

4.3.3. The Influence of Destination Image on Tourist Satisfaction

Based on the results of hypothesis testing through partial testing (t-test), H3 is confirmed as accepted, indicating that Destination Image has a positive and significant effect on tourist satisfaction. Nugraha and Rafdinal (2022) explain that Destination Image encompasses various aspects of product quality and communication elements that influence the selection of tourist destinations. Karimunjawa's natural beauty, rich marine biodiversity, and tranquil atmosphere are key factors contributing to tourist satisfaction as a marine destination. Visitors who experience attractions that align with their expectations, such as snorkeling to admire the underwater panorama or watching the sunset at Tanjung Gelam Beach, tend to feel more satisfied with their visit. Satisfied tourists are more likely to revisit and serve as indirect promoters through positive word-of-mouth, further strengthening the Destination Image and attracting more visitors in the future (Nugraha & Rafdinal, 2022). These findings align with the research of Caroline R.M. (2021), which also confirms that Destination Image has a positive and significant effect on visitor satisfaction. Additionally, research by Sinatra et al. (2022) further supports this conclusion, reinforcing that a strong Destination Image enhances tourist satisfaction.

4.3.4. The Influence Memorable Tourist Experience on Revisit Intention

Based on the results of hypothesis testing through a partial test (t-test), H4 is rejected, indicating that Memorable Tourist Experience has a negative and insignificant effect on Revisit Intention. This finding suggests that, although tourists may have a memorable experience during their visit to Karimunjawa, it does not necessarily increase their intention to revisit the destination. Factors such as the desire to explore new destinations, limited time and budget, and preferences for diverse travel experiences may explain why a memorable experience does not directly drive Revisit Intention. Tourists who feel they have fully experienced Karimunjawa may be more inclined to seek new destinations for a different travel experience. Additionally, individuals with a strong exploratory tendency are more likely to visit new places than return to the exact location (Sulistyono et al., 2024). These findings align with Kim et al. (2010), who stated that the Memorable Tourist Experience influences visitors' intention to revisit a destination. However, in some instances, negative experiences can be more memorable than positive ones. Furthermore, research by Sulistyono et al. (2024) supports this conclusion, showing that the Memorable Tourist Experience does not significantly affect Revisit Intention.

4.3.5. The Influence of Tourist Satisfaction on Revisit Intention

Based on the results of hypothesis testing through a partial test (t-test), H5 is accepted, confirming that Tourist Satisfaction has a positive and significant effect on Revisit Intention. Tourist Satisfaction is an emotional response, whether in the form of joy or disappointment, that arises from comparing the impressions and experiences obtained with previously held expectations (Alvianna et al., 2020). In line with this, good service and satisfying experiences can enhance tourist loyalty to specific destinations (Arifin & Ali, 2023). When tourists are satisfied with various aspects of a destination, such as its natural beauty, quality of service, comfort of facilities, and the friendliness of residents, they are more likely to develop a strong desire to return. Moreover, satisfied tourists not only intend to revisit but also tend to recommend the destination to family and friends, contributing to positive word-of-mouth that strengthens the destination's attractiveness and increases tourist visits. In the case of Karimunjawa, tourists who are pleased with the beauty of its underwater world while snorkeling, the hospitality of the local community, and the tranquil atmosphere elements that are often difficult to find elsewhere are more likely to return. These findings align with the research of Putri (2021), which revealed that tourist satisfaction has a positive and significant effect on revisiting intentions. Additionally, the study by Irsyadi & Andriani (2024) further supports this conclusion, showing that Tourist Satisfaction significantly influences the intention to revisit a destination.

4.3.6. The influence of Destination Image on Revisit Intention mediated by Memorable Tourist Experience

Based on the results, it is evident that Memorable Tourist Experience does not mediate the relationship between Destination Image and Revisit Intention. This indicates that although Karimunjawa's Destination Image positively influences the Memorable Tourist Experience, the experience does not significantly increase tourists' intention to return to the same destination. In other words, the connection between Destination Image and Revisit Intention is neither strengthened nor facilitated by the Memorable Tourist Experience. While memorable tourist experiences tend to be emotional and personal, they do not always translate into a decision to revisit. Tourists who have had an unforgettable experience in Karimunjawa may be more inclined to seek new and different experiences elsewhere rather than returning to the exact location. These findings align with the study by Cipriani et al. (2024), which also concluded that Memorable Tourist Experiences do not mediate the effect of Destination Images on Revisit Intention.

4.3.7. The influence of Destination Image on Revisit Intention mediated by Tourist Satisfaction

Based on the results of indirect testing, Tourist Satisfaction is found to mediate the relationship between Destination Image and Revisit Intention. This indicates that a positive Destination Image directly increases tourists' intention to revisit and indirectly through higher levels of Tourist Satisfaction. The better the perception of Karimunjawa as a tourist destination, the greater the satisfaction experienced by visitors, ultimately encouraging them to return (Sitanggang et al., 2020). Additionally, satisfied tourists are more likely to provide positive recommendations, which can attract new visitors and increase repeat visits. These findings align with the study by Sitanggang et al. (2020), which demonstrates that Tourist Satisfaction mediates the effect of Destination Image on Revisit Intention. Similarly, research by Anugrah et al. (2022) supports this conclusion, showing that a strong Destination Image enhances satisfaction and directly influences tourists' intention to revisit.

V. Conclusion

Destination Image has a positive and significant effect on Memorable Tourist Experience and Tourist Satisfaction and a positive effect on Revisit Intention. However, Memorable Tourist Experience has not been proven to significantly affect Revisit Intention and does not mediate the relationship between Destination

Image and Revisit Intention. On the other hand, tourist satisfaction mediates the relationship between destination image and revisit intention. These findings suggest that tourism destination managers, particularly in Karimunjawa, should focus on maintaining and enhancing a positive Destination Image through strategies such as improving facilities and implementing practical promotional efforts. Since Tourist Satisfaction plays a crucial role in driving revisit intentions, tourism managers must ensure that the experiences offered meet or exceed tourist expectations. Future research should expand the scope by exploring other factors influencing Revisit Intention, such as pricing, accessibility, and environmental sustainability. Additionally, further investigation into the role of Memorable Tourist Experience in shaping Revisit Intention is necessary to understand its impact better. Longitudinal studies are also suggested to analyze changes in tourist preferences over time and their effects on destinations like Karimunjawa.

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