The Impact of Memorable Tourism Experience on E-WOM Mediating Role of Destination Attachment: Study Case on Uluwatu Kecak Dance

Ni Luh Putu Pradiayu Aspariyanthi*, Ni Ketut Wiwiek Agustina

[1,2] Travel Business Management Study Program, Department of Tourism, Politeknik Pariwisata Bali, Badung, Indonesia

ABSTRACT

The purpose of this research is to investigate the influence of Memorable Tourism Experiences on e-WOM mediated by Destination Attachment. The sample of this study amounted to 180 respondents which are domestic visitors who have visited and posted some photos or videos of their experience about Uluwatu Kecak Dance performance among social media Instagram and Tiktok. Sampling uses purposive sampling technique and data collection by questionnaires distributed via google form. An analysis method called structural equation modelling (SEM) is applied and data of this study used quantitative descriptive. The findings of this study indicate that memorable tourism experience (MTEs) and destination attachment (DA) has positive and significant effect on domestic visitor e-WOM. Memorable tourism experience (MTEs) also has a positive and significant impact on e-WOM mediated by destination attachment (DA) on Uluwatu Kecak Dance.

1. INTRODUCTION

Tourist perceptions of a destination are influenced by their experiences gained during their travels. The future decisions of tourist revisit intention or recommend their travel journey are influenced by subjective evaluations of their physical, emotional, and intellectual impressions to the destination (Vada et al., 2019) According to (Lee et al., 2021), a conceptual perspective that describe a tourist's memories to a destination is known as memorable tourism experience. To create a competitive edge in the global industry, a destination is expected to offer tourist engagement in creating Memorable tourism experiences (Chaulagain et al., 2019). Based on attachment theory (Bowlby, 1975) memorable experience can foster a positive attachment of tourist to the destination. Travel business field also has been significantly impacted by the technology revolution, especially on tourism destination promotion (Wei et al., 2019).

Amid digitalization, social media facilitates effective information sharing and accelerates the spreading of e-WOM. According to the research by Andreas Kaplan and Michael (2010) as cited in (Baru & Sahid, 2023) there are six classification of social media: 1) Collaborative projects, 2) Blog or microblog, 3) Content communities, 4) Social networking sites, 5) Virtual social worlds and 6) Virtual game worlds. In this study, researcher chose Tiktok and Instagram platform were the part of social networking sites to support data collection. Social networking sites enable users to share their personal information, photos and videos as a content.

Uluwatu Kecak Dance is the outstanding cultural tourism attraction in Bali. The abundance of popular posts about Uluwatu Kecak Dance on social media platforms demonstrates the significant impact of social media promotion on the existence of balinesse cultural tourism. Various contents under hashtag #Uluwatukecakdance on Instagram and Tiktok prompted researchers to analyze the benchmark variables influencing tourist e-WOM behavior through social media. According to the analysis studies conducted (Donthu et al., 2021) regarding e-WOM, there are not many research that focus on the relationship among tourist experience and e-WOM intention, especially in the tourism industry. To complement literature on the relationship between tourist behavior and cultural tourism, this study contributes to analyzed destination attachment as a mediator influencing tourist intention to sharing their travel impressions. In

2023, data tourist visitation to the Uluwatu Kecak Dance increased by 60% compared to the previous year. Visitation in 2023 totaled approximately 730.000 tourist, compared to 292.000 tourist in 2022. This increase correlates with the rise of Uluwatu Kecak Dance content, particularly on Instagram and Tiktok

Based on previous research by (Sthapit et al., 2022) on "Memorable Halal Tourism Experience and Its Effect on Place Attachment", Memorable tourism experience (MTEs) significantly influence destination attachment. Further research by (Mim et al., 2022) titled "The Influence of Sustainable Positioning on e-WOM and Brand Loyalty: Analysis of Credible Source and Transparency Practices Based on S-O-R Model" indicates that Brand attachment has a significant relationship with e-WOM. This current study innovates by introducing variable destination attachment as a mediator between memorable tourism experiences and e-WOM.

2. METHODS

This research uses nonprobability sampling technique known as purposive sampling with quantitative method. According to (Sekaran & Bougie, 2020), purposive sampling restricts sample selection to spesific respondents who can provide desired information. Following (Hair et al., 2019) the sample size for structural equation modeling (SEM) should range between 100 – 200 respondents or ten times the number of indicators. With 18 questions measured against Hair's criteria and the total results of sample size was determined to be 180 respondents. PLS -SEM is considered adequate to analyzed research models with relatively small number of samples. This research chose Uluwatu Kecak Dance as an object because it is one of the outstanding tourist attraction in Bali. The data collection used questionnaire with several statements and distributed via google form to domestic tourists who have witnessed and uploaded content about their experience on social media instagram and tiktok. Data were analyzed using SmartPLS 4 (Ringle et al., 2022). The variables used in this research are memorable tourism experience as independent variable, e-WOM as dependent variable and destination attachment as mediation variable. This research also used a Likert scale of five interval scales according to (Hair et al., 2019), where the most extensive scale on each question was 5 and the lowest scale was 1.

3. RESULTS AND DISCUSSIONS

Results
Characteristic of Respondents

Respondents in this research were domestic tourists throughout Indonesia who had visited and shared some content photos or video about Uluwatu Kecak Dance on social networking sites especially on their instagram and tiktok platform. The characteristics of total 180 respondents identified by gender, age and occupation can be seen in Table 1 below :

Tabel 1. Characteristic of Respondent

	Characteristic of Respondent	Frequency	(%)
Gender	Man	85	47%
	Woman	95	53%
	Total		**100%**
		180	
Age	<21 Years	9	5%
	21 – 30 Years	121	67%
	31 – 40 Years	42	23 %
	>40 Years	8	4%
	Total	**180**	**100%**
Ocuppation	Students	49	27%
	Private employees	73	41%
	Civil servants	11	6%
	Entrepreneurs	22	12%
	Other	25	14%
	Total	**180**	**100%**

Based on Table 1, the demographic result in this research showed as many as 95 people or (53%) were female and 85 respondents are man, Therefore, it can be concluded that most respondents in this

study are female. The majority of respondents were 21-30 years old, as many as 121 people (67%) and observed by the occupation, most of respondents with a percentage 41% were private employees.

Tabel 2. Operational Definition Variable and Convergent Validity Test Results

Conception Definition	Dimension	Indicator	Source	Outer Loading	Remarks
Memorable Tourism Experience	Hedonism	- The performance can attract the attention of every individual who witnesses it.		0.800	Valid
		- The performance is very entertaining.		0.857	Valid
	Novelty	- Introducing new cultural tourism for the audience.		0.795	Valid
		- Offers a tourist experience that is different from others.		0.829	Valid
		- An unique attraction that is discovered once in a lifetime by the audience.	Kim in (Septiana, 2023)	0.756	Valid
	Local Culture	- Interpreting a local culture.		0.825	Valid
		- Inviting tourists to get closer to the local culture.		0.847	Valid
	Refreshment	- Freedom of expression during the perfomance.		0.774	Valid
		- Reduce fatigue from daily activities after watching the perfomance.		0.785	Valid
	Meaningfullness	- Very important and meaningful for the audience.		0.866	Valid
	Involvement	- The perfomance involve audience interaction during the attraction		0.796	Valid
	Knowladge	- The performance invites the audience to explore knowladge of art and culture		0.821	Valid
Destination Attachment	Place Identity	- The location offers a special view	(Woosnam & Strzelecka, 2018)	0.918	Valid
				0.828	Valid
	Place Dependence	- The venue is the best place			
e-WOM	e-WOM intensity	- The tourist attraction is recommended		0.840	Valid

		repeatedly to other people.		
			0.896	Valid
e-WOM Content	-	The desire of tourist to create content related to the perfomance.	(Goyette et al., 2010) in (Saputra & Barus, 2020)	
Positive e-WOM	-	Intention to share a positive experience.	0.894	Valid
Negative e-WOM	-	Intention to share about unpleasant experiences.	0.788	Valid

Source: SmartPLS 4 Output (2024)

The outer loading value aims to test the validity of the indicator with criteria if the outer loading >0,7 which means valid. Based on Table 2, shows that all indicators of e-Wom, memorable tourism experience and destination attachment variables are greater than 0,7. Therefore, it can be concluded that all indicators of the research construct are convergently valid. There are several indicators that produce a loading factor >0,60 which according to (Ghozali, 2021) is acceptable.

Tabel 3. Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Avarage Variance Extracted (AVE)
Memorable Tourism Experience	0.953	0.959	0.661
Destination Attachment	0.701	0.866	0.765
e-WOM	0.877	0.916	0.732

Source: SmartPLS 4 Output (2024)

Based on Table 3, first, testing construct reliability using Cronbach's Alpha obtained a coefficient of 0.931 for e-WOM, 0.953 for memorable tourism experience, and 0.701 for destination attachment. The results show that three constructs have Cronbach Alpha >0.7, so it can be concluded reliable. Second, testing the reliability of the constructs using composite reliability (rho c) obtained a value 0.866 for e-WOM, 0.959 for memorable tourism experience and 0.866 for destination attachment. The results show that three constructs have a value point >0.7, which can be concluded that reliable. Third, testing construct validity using AVE obtained a value of 0.732 for e-WOM, 0.661 for memorable tourism experience and 0.765 for destination attachment. The results show that three constructs have a value >0.5, which can be concluded that have good discriminant validity.

Tabel. 4 Inner Model Evaluation Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (|O/STDEV|)	P Values
DA1 <- Destination Attachment	0,918	0,916	0,015	61,829	0,000
DA2 <- Destination Attachment	0,828	0,830	0,029	28,306	0,000
E-WOM1 <- E-WOM	0,840	0,838	0,034	24,880	0,000
E-WOM2 <- E-WOM	0,896	0,893	0,024	36,935	0,000
E-WOM3 <- E-WOM	0,894	0,892	0,021	42,808	0,000
E-WOM4 <- E-WOM	0,788	0,781	0,049	16,129	0,000
MTE1 <- Memorable Tourism Experience	0,800	0,794	0,040	20,157	0,000
MTE2 <- Memorable Tourism Experience	0,857	0,853	0,030	28,637	0,000
MTE3 <- Memorable Tourism Experience	0,795	0,789	0,044	18,050	0,000

MTE4 <- Memorable Tourism Experience	0,829	0,825	0,038	22,016	0,000
MTE5 <- Memorable Tourism Experience	0,756	0,753	0,038	20,027	0,000
MTE6 <- Memorable Tourism Experience	0,825	0,822	0,034	24,343	0,000
MTE7 <- Memorable Tourism Experience	0,847	0,845	0,026	32,230	0,000
MTE8 <- Memorable Tourism Experience	0,774	0,774	0,032	24,370	0,000
MTE9 <- Memorable Tourism Experience	0,785	0,783	0,038	20,806	0,000
MTE10 <- Memorable Tourism Experience	0,866	0,864	0,025	34,436	0,000
MTE11 <- Memorable Tourism Experience	0,796	0,796	0,038	21,053	0,000
MTE12 <- Memorable Tourism Experience	0,821	0,821	0,028	29,057	0,000

Source: SmartPLS 4 Output (2024)

Structural model analysis is carried out to determine the relationship between construct in the research model (Hair et al., 2019). Based on table 4 above, the result of inner model evaluation can be stated that all reflexive construct indicators are valid with the resulting T-Statistic value > 1.96 (Ghozali, 2021).

Tabel. 5 Coefficient of Determination

	R-Square	R- Square Ajusted
Destination Attachment	0.344	0.341
e-WOM	0.597	0.593

Source: SmartPLS 4 Output (2024)

Based on the results on Table 5, The R-Square value of 0.344 indicates that 34.4% of the increase in destination attachment is contributed by memorable tourism experience and the R-Square value of 0.597 indicates that 59.7% of the increase in e-WOM is contributed by memorable tourism experience and destination attachment. Therefore, it can be concluded that the construct of memorable tourism experience (X) can be explained by the construct of e-WOM (Y) and the construct of destination attachment (M) is strong.

Tabel. 6 Results of the Direct and Indirect Effect Hypothesis Testing Analysis

Hypotheses	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (|O/STDEV|	P Values
Direct Effect						
H1	DestinationAttachment -> E-WOM	0,250	0,250	0,068	3,685	0,000
H2	MemorableTourism Experience-> DestinationAttachment	0,587	0,582	0,075	7,784	0,000
H3	MemorableTourism Experience -> E-WOM	0,599	0,593	0,077	7,795	0,000
Indirect Effect						
H4	MemorableTourism Experience-> Destination Attachment -> E-WOM	0,147	0,147	0,049	3,025	0,002

Source: SmartPLS 4 Output (2024)

Based on Table 6, First, the result of direct effect testing analysis the effect of memorable tourism experience on e-WOM, memorable tourism experience on destination attachment and destination attachment on e-WOM shows T-count > 1.96 and p-values <0.05, So three hypotheses of this study are accepted and it can be concluded a positive and significant among variables.

Second, the result of indirect effect testing analysis shows that the effect of memorable tourism experience on e-WOM through destination attachment is obtained a path coefficient of 0.147 with a t-count of 3.025 and p-value of 0.002. The results show T-count >1.96 and p-values <0.05, so destination attachment can significantly mediate the effect of memorable tourism experience on electronic word of mouth (e-WOM).

Discussion

The Effect of Memorable Tourism experience on Destination Attachment

Based on the results of the path analysis conducted in this research, it was found that memorable tourism experiences felt by domestic tourist who have posted their experience on Uluwatu Kecak Dance have a positive and significant impact on destination attachment. The hypothesis testing directly indicates that the variable "memorable tourism experience's statically significant (0,000 < 0,05), suggesting that the better memorable tourism experience, the stronger the destination attachment created. The findings of this research are supported by previous research conducted by (Sthapit et al., 2022) titled "Memorable Halal Tourism Experience and Its Effect on Place Attachment" which shows that memorable tourism experiences has a significant and positive effect on destination attachment.

The Effect of Destination Attachment on e-WOM

Based on the results of path analysis in this research, destination attachment on Uluwatu Kecak Dance was found have a significant and positive impact on domestic tourist's e-WOM behavior through instagram or tiktok. The hypothesis testing directly indicates that the variable destination attachment is statistically significant (0,000<0,05), indicating that the stronger perceived destination attachment, the more likely domestic tourist are engage on electronic word of mouth activities to Uluwatu Kecak Dance attraction. These results are supported by (Mim et al., 2022) on their study titled "The Influence of Sustainable Positioning on E-Wom and Brand Loyalty", which shows a positive and significant relationship between destination attachment on e-WOM behavior.

The Effect of Memorable Tourism Experience on Electronic Word of Mouth

According to the result of path analysis on Tabel 6, memorable tourism experiences were found have a positive effect on domestic tourist's e-WOM behavior. The hypothesis testing directly indicates that the variable MTEs is statistically significant (0,000<0,05), showing the better memorable tourism experiences felt by domestic tourist on the tourist attraction, the higher intensity of e-WOM about Uluwatu Kecak Dance that we can found on social media sharing network especially Instagram and Tiktok. The findings of this research also conducted with previous study by (Moliner-Tena et al., 2023) that similar found a positive and significant effect between variable memorable tourist experience on e-WOM.

The effect of Destination Attachment between memorable tourism experience and e-WOM

Based on the results of the Path analysis in Tabel 6, show that destination attachment has a positive effect to mediate between memorable tourism experiences and e-WOM. The indirect effect testing shows a path coefficient 0,147 with t – value 3,025 and p-value 0,002. These results indicate that T-Value >1.96 and p-values <0,05, confirming the acceptance of that hypothesis. This research contributes to analyze how destination attachment significantly mediates the influence of memorable experiences of domestic tourist on their e-WOM behavior through social networking sites.

CONCLUSION

According to the result, this research aims to investigate and examine the role of destination attachment in mediating the relationship among memorable tourism experience and electronic word of mouth performed by domestic tourist whi have shared their impressions to Uluwatu Kecak Dance on social networking sites, especially Instagram and Tiktok platform. This study provides several contributions in the field of Tourism and Marketing. First, Memorable tourism experiences and destination attachment simultaneously have a significant and positive effect on e-WOM behavior on domestic tourist who shared their travel experiences while witnessing Uluwatu Kecak Dance performance. Second, partially memorable tourism experience and destination attachment positively influence domestic tourist's e-WOM behavior.

Third, path analysis results on indirect effect also provide empirical evidence that memorable tourism experiences can influence e-WOM directly and indirectly through destination attachment. In conclusion, this research contributes to understanding the impact of memorable tourism experiences and destination attachment to gained tourist's behavior on social media.

This research is suffiecient to provide insight, it does mean that it has no limitations. First, this study focus examines domestic tourist behaviour on Uluwatu Kecak Dance. Hence, future research should analyze tourist behavior on cultural tourism in more general. Second, this research model provides a good opportunity to be developed. Further study may concern with the investigation of memorable tourism experience that can be applied to other various tourist destination.

ACKNOWLEDGE

REFERENCES

Baru, M., & Sahid, M. (2023). *PENGGUNAAN MEDIA SOSIAL DALAM PENINGKATAN PENDAFTAR MAHASISWA BARU*. *3*(8), 7417–7428.

Bowlby, J. (1975). *Attachment theory, separation anxiety, and mourning*. American Handbook of Psychiatry.

Chaulagain, S., Wiitala, J., & Fu, X. (2019). The impact of country image and destination image on US tourists' travel intention. *Journal of Destination Marketing and Management*, *12*, 1–11. https://doi.org/10.1016/j.jdmm.2019.01.005

Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). *Mapping the electronic word-of-mouth (eWOM) research : A systematic review and bibliometric analysis*. *135*(February), 758–773.

Ghozali, I. (2021). *Partial Least Square*. Badan Penerbit Universitas Diponegoro. https://openlibrary.telkomuniversity.ac.id/home/catalog/id/166531/slug/partial-least-squares-konsep-teknik-dan-aplikasi-menggunakan-program-smartpls-3-2-9-untuk-penelitian-empiris-3-e-.html

Goyette, I., Ricard, L., & Bergeron, J. (2010). *e-WOM Scale : Word-of-Mouth Measurement Scale for e-Services Context *. *23*, 5–23.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Lee, K., Lee, S., Lee, K., & Lee, S. (2021). Cognitive appraisal theory , memorable tourism experiences , and family cohesion in rural travel in rural travel. *Journal of Travel & Tourism Marketing*, *38*(4), 399–412. https://doi.org/10.1080/10548408.2021.1921094

Mim, K. B., Jai, T. C., & Lee, S. H. (2022). *The Influence of Sustainable Positioning on eWOM and Brand Loyalty : Analysis of Credible Sources and Transparency Practices Based on the S-O-R Model*.

Moliner-Tena, M. A., Monferrer-Tirado, D., Estrada-Guillén, M., & Vidal-Meliá, L. (2023). Memorable customer experiences and autobiographical memories: From service experience to word of mouth. *Journal of Retailing and Consumer Services*, *72*(February), 103290. https://doi.org/10.1016/j.jretconser.2023.103290

Ringle, C. M., S, W., & J M, B. (2022). *The Use of SmartPLS*.

Saputra, S., & Barus, F. M. (2020). Pengaruh Electronic Word Of Mouth (e-Wom) Dan Citra Merek Terhadap Minat Belanja Konsumen Di Batam. *Jurnal Ilmiah Manajemen Dan Bisnis*, *5*(1), 1–11. http://journal.undiknas.ac.id/index.php/manajemen

Sekaran, U., & Bougie, R. (2020). *Research Methods for Business: A Skill-building Approach*. wiley. https://books.google.co.id/books?id=8RxOzQEACAAJ

Septiana, V. (2023). Analisis Faktor Memorable Tourism Experience Di Desa Wisata Edukasi Cisaat. *Jurnal Pendidikan Dan Perhotelan (JPP)*, *3*(2), 58–64. https://doi.org/10.21009/jppv3i2.08

Sthapit, E., Björk, P., Coudounaris, D. N., & Jiménez-barreto, J. (2022). Memorable Halal Tourism Experience and Its Effects on Place Attachment Memorable Halal Tourism Experience and Its Effects on Place Attachment. *International Journal of Hospitality & Tourism Administration*, *00*(00), 1–27. https://doi.org/10.1080/15256480.2022.2135666

Vada, S., Prentice, C., & Hsiao, A. (2019). The influence of tourism experience and well-being on place attachment. *Journal of Retailing and Consumer Services*, *47*, 322–330. https://doi.org/10.1016/j.jretconser.2018.12.007

Wei, W., Qi, R., & Zhang, L. (2019). Effects of virtual reality on theme park visitors ' experience and behaviors : A presence perspective. *Tourism Management*, *71*(October 2018), 282–293. https://doi.org/10.1016/j.tourman.2018.10.024

Woosnam, K. M., & Strzelecka, M. (2018). *The Role Of Place Attachment In Developing Emotional Solidarity With Residents*. *XX*(X), 1–9. https://doi.org/10.1177/1096348016671396