

The Influence of Facilities, Co-Creation Experience, and Memorable Tourism Experience on Tourists' Revisit Intention

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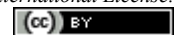
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Abstract

This study aims to determine the influence of facilities, co-creation experience, and memorable tourism experience on tourists' revisit intention at Arenan Kalikese, Limbangan District. While the rising number of tourist visits to Arenan Kalikese Tourism Village indicates growth in tourism activity, this increase does not automatically imply that tourists intend to return. This situation serves as a crucial basis for identifying factors associated with revisit intention, specifically facilities, co-creation experience, and memorable tourism experience. The study employs a quantitative approach using a survey method. Data were collected from 100 tourist respondents via questionnaires and analyzed using multiple linear regression with IBM SPSS Statistics 23 software. The results indicate that facilities, co-creation experience, and memorable tourism experience all have a positive influence on revisit intention.

Keywords: Facilities, Co-Creation Experience, Memorable Tourism Experience, Revisit Intention, Arenan Kalikese Tourism Village.

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1. Introduction

The tourism sector is a strategic sector that contributes to regional economic growth through increased tourist visits, job creation, and community income. Fierce competition among destinations requires managers not only to attract new tourists but also to retain existing ones so they intend to return (revisit intention) [1]. This intention serves as an indicator of a destination's success because returning tourists have generally experienced satisfaction, positive experiences, and loyalty. The Arenan Kalikese Tourism Site. has been in operation since 2021 and covers an area of approximately 2.5–3 hectares. The managers have participated in training programs organized by the Regional Disaster Management Agency (BPBD), the Department of Tourism, Diponegoro University, and the Community Service Program (KKN) to improve the quality of community-based management. The number of visits to this destination continues to rise, as shown in Table 1.

Table 1. Number of Tourist Visits to the Kalikese Arenan Tourist Site, 2023–2025

No.	Tahun	Jumlah Pengunjung
1.	2023	208.735
2.	2024	471.133
3.	2025	481.706

Although visitor numbers have increased, field observations, Google Maps reviews, and social media comments still reveal complaints from tourists. These complaints include a lack of gazebos and shaded areas, limited rest areas and seating on weekends, unclean restrooms, low water flow, disorganized parking, narrow access roads, and litter scattered about when visitor numbers surge. The intention to revisit can be

explained through repurchase intention theory, which states that the intention to use a service again is formed from consumers' evaluations of the quality, value, and satisfaction of their previous experiences [2]. Experience Economy Theory adds that experiences that are intentionally designed and actively engage customers become a source of value and loyalty, with facilities serving as one of the cues that shape impressions [3]. Based on this framework, three factors have been extensively studied. First, facilities have been shown to have a positive and significant influence on the intention to revisit at [4] [5] [6].

Second, co-creation experiences that is, tourists' active involvement in creating experiences enhance satisfaction and emotional connection with the destination [17]. This concept is rooted in social exchange theory, which states that tourists are motivated by the social and psychological benefits of their involvement [18]. Experiences created through this involvement are considered effective in driving the intention to revisit, enhancing the value of the experience and loyalty, and making the experience more memorable [7]. Third, memorable tourism experiences positive experiences that are retained in long-term memory are linked to satisfaction, loyalty, and the intention to revisit. Their direct influence on the intention to revisit has also been reported as significant [8] [9] [10].

However, most previous studies were conducted in popular destinations such as Malioboro, Taman Sari, Nglangeran, and Dieng, or in tourism villages in East Java [11]. Studies on co-creation experiences have also largely focused on hotels, homestays, tourist parks, and urban destinations [12]. Research examining facilities,

co-creation experiences, and memorable tourism experiences simultaneously in relation to the intention to revisit BUMDes-based destinations, particularly in Kendal Regency, remains very limited or nonexistent. On the other hand, the increase in visits to Arenan Kalikeseck has not been accompanied by an improvement in the quality of facilities and tourism experiences [13]. This gap has the potential to reduce tourist loyalty and the intention to return [14]. This study also integrates these three variables into a single model based on Experience Economy Theory, thereby providing a more comprehensive understanding of how the intention to revisit community-based destinations is formed [15]. Based on this description, this study aims to analyze the influence of facilities, co-creation experiences, and memorable tourism experiences on tourists' intention to return to Arenan Kalikeseck, both partially and simultaneously [16]. The results are expected to serve as a basis for evaluation by managers and stakeholders in improving the quality of the destination and ensuring the sustainability of tourist visits.

2. Research Method

This study employs a quantitative approach with a causal design to examine the effects of facilities (X1), co-creation experience (X2), and memorable tourism experience (X3) on the intention to revisit (Y), as shown in Figure 1.

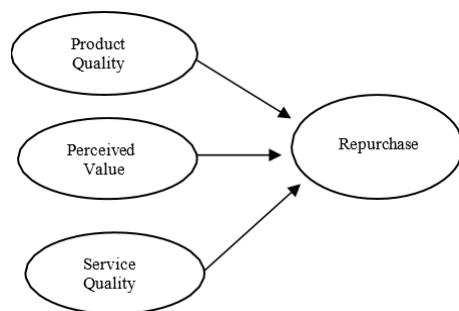


Figure 1. Conceptual Framework

The study was conducted in Arenan Kalikeseck Tourism Village, Kendal Regency, a destination managed by a Village-Owned Enterprise (BUMDes) that has seen an increase in visitor numbers [19]. The study took place from August to September 2026. Data collection began after the questionnaire was deemed valid for use [20]. The population consists of all tourists who have ever visited Arenan Kalikeseck Tourism Village, whether on weekdays or weekends. The exact number is unknown because there is no accurate data and visitor numbers are dynamic. The sample size was calculated using Lemeshow's formula for an unlimited population, as follows:

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{d^2}$$

Where n is the minimum sample size. Z is the standard normal value at a 95% confidence level (1.96). p is the event proportion, set at 0.5 because the actual proportion is unknown. d is the margin of error, set at 0.10. Substituting these values yields $n = (3.8416 \times$

$0.25) / 0.01 = 96.04$, which is rounded to 100 respondents. The sample was selected using purposive sampling, a non-probability technique based on specific criteria. The respondent criteria were (1) having visited more than once and (2) being willing and able to complete the questionnaire fully and honestly. These criteria ensure that respondents have firsthand experience with the variables under study.

The dependent variable is revisit intention (Y), while the independent variables are facilities (X1), co-creation experience (X2), and memorable tourism experience (X3). The indicators were developed based on theory and previous research: facilities [13], co-creation experience [14], memorable tourism experience [15], and revisit intention [8]. The research instrument consists of a closed-ended questionnaire with 11 statements, comprising [number] items for X1, 13 for X2, 24 for X3, and 12 for Y. Each item is rated on a five-point Likert scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. Primary data was collected via an online Google Forms questionnaire distributed to tourists who met the sampling criteria from August 26, 2026, to September 10, 2026. Secondary data was obtained from a literature review (books, scientific journals, and official documents) as well as visitor data provided by the site management.

3. Result and Discussion

This study involved 100 respondents to analyze the influence of Facilities, Co-Creation Experience, and Memorable Tourism Experience on the Intention to Return. The validity test results indicate that all items across the four variables were found to be valid. This is evidenced by the calculated r values for all items being greater than the critical r value of 0.1966 at a 5% significance level. Thus, the entire instrument can be used in the research analysis. The results of the reliability test show that all variables have Cronbach's Alpha values above 0.60. The Facilities variable obtained a value of 0.898, Co-Creation Experience 0.934, Memorable Tourism Experience 0.964, and Intention to Return 0.929. These results indicate that all instruments possess good internal consistency and are reliable for use in this study.

Based on this table, Co-Creation Experience (X2) has a significance value of $0.073 > 0.05$, thus meeting the criteria for a normal distribution. Meanwhile, Intention to Return (Y) at 0.012, Facilities (X1) at 0.014, and Memorable Tourism Experience (X3) at 0.009 have significance values less than 0.05; thus, based on the Kolmogorov-Smirnov test, these three variables are not normally distributed. However, based on the Normal P-P Plot, the residual points are scattered around and follow the direction of the diagonal line. Considering the sample size of 100 respondents and the pattern on the Normal P-P Plot, the model is deemed to satisfy the assumption of normality.

Data normality can also be assessed not only through

statistical tests but also by using a Normal P-P Plot. To interpret it, observe the distribution of data points around the diagonal line on the Normal P-P Plot of Regression Standardized Residuals. If the points are scattered around the diagonal line and tend to follow its direction, the data can be considered normally distributed. Conversely, if the data points are scattered far from the diagonal line and do not follow the line's pattern, then the data tends not to be normally distributed. Thus, this graph helps to more clearly reinforce the results of the normality test on Figure 2.

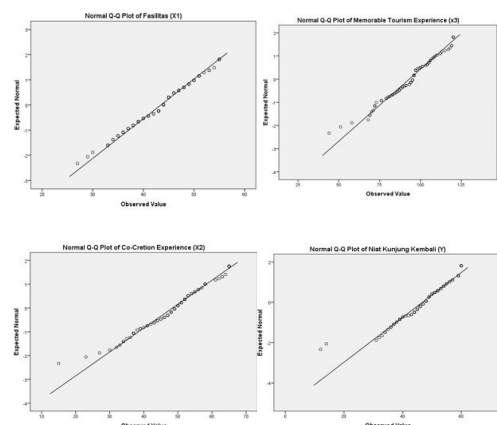


Figure 2. Result of Normality

The results show that the data points are scattered around the diagonal line and tend to follow the direction of that diagonal line. This indicates that the data are normally distributed. States that if the data points are scattered around and aligned with the diagonal line, then the regression model satisfies the normality assumption. Thus, this graph helps to more clearly confirm the results of the normality test. Next is the heteroscedasticity test in Figure 3.

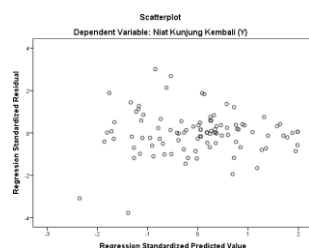


Figure 3. Result of the Heteroscedasticity

The results of the heteroscedasticity test via the scatterplot show that the data points are randomly scattered above and below the value of 0 on the Y-axis and do not form a specific pattern. Thus, there are no signs of heteroscedasticity in the regression model. Based on the results of the multicollinearity test, the Tolerance values are 0.589 for Facilities, 0.355 for Co-Creation Experience, and 0.356 for Memorable Tourism Experience. All of these values are greater than 0.10. Meanwhile, the VIF values are 1.698, 2.820, and 2.811, respectively, all of which are below 10. Thus, there are no signs of multicollinearity among the independent variables. The results of the multiple linear regression analysis yielded the following equation: $Y = 0.859 + 0.662X_1 + 0.136X_2 + 0.113X_3 + e$

The regression coefficients are 0.662 for Facilities, 0.136 for Co-Creation Experience, and 0.113 for Memorable Tourism Experience. All three coefficients are positive, indicating a positive relationship with the Intention to Return. The coefficient of determination (R-squared) is 0.528. This means that Facilities, Co-Creation Experience, and Memorable Tourism Experience collectively explain 52.8% of the variation in Intention to Return, while 47.2% is explained by other factors outside the research model. The results of the F-test show that the calculated F-value of 35.778 is greater than the critical F-value of 3.091, with a significance level of $0.000 < 0.05$. Thus, Facilities, Co-Creation Experience, and Memorable Tourism Experience simultaneously have a significant effect on the Intention to Return.

Specifically, Facilities had a calculated t-value of 5.108 with a significance level of $0.000 < 0.05$. These results indicate that Facilities have a positive and significant effect on the Intention to Return. Meanwhile, Co-Creation Experience has a t-value of 1.277 with a significance level of $0.205 > 0.05$, indicating that its effect is positive but not significant. Memorable Tourism Experience has a t-value of 1.714 with a significance level of $0.090 > 0.05$, indicating that its effect is also positive but not significant.

4. Conclusion

The results of the study indicate that Facilities have a positive and significant effect on the Intention to Return, suggesting that the availability of adequate facilities can increase tourists' desire to return. The Co-Creation Experience has a positive but insignificant effect, likely because tourist participation in the programs and activities offered remains limited, so tourist engagement is not yet strong enough to drive the intention to return. Memorable Tourism Experience also has a positive but insignificant effect, which may be because the memorable experiences tourists have had have not yet become a strong enough factor in determining their intention to revisit. Collectively, Facilities, Co-Creation Experience, and Memorable Tourism Experience have a significant effect on Intention to Return, explaining 52.8% of the variation in the dependent variable.

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