

Understanding the Authenticity, Experience, Satisfaction Nexus to Enhance Revisit Intention in Heritage Sites

Sulis Riptonio*, Intan Muliana Rhamdhani

Faculty of Economics and Business, Universitas Putra Bangsa, Pejagoan, Indonesia. *Email: sulis.riptono@gmail.com

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ABSTRACT

This decade, the rapid development of the heritage tourism industry has been positively correlated with increasing visiting intentions and tourist demand to understand and experience heritage sites in various destinations. This study aims to investigate the role of authenticity, memorable tourist experience, and tourist satisfaction in increasing revisit intention in heritage tourism. Data were collected using a questionnaire involving 471 tourists visiting Borobudur Temple, Indonesia. Data were taken using incidental sampling techniques and analyzed using structural equation modelling with AMOS statistic software. This study proves that objective, constructive, and existential authenticity have a positive effect on memorable tourist experiences and revisit intention, while postmodern obtained different results. In addition, all dimensions of authenticity have successfully influenced satisfaction. Furthermore, memorable tourist experiences can increase tourist satisfaction and revisit intention, while satisfaction has the greatest influence in increasing revisit intention. This article addresses a crucial gap by exploring how dimensions of authenticity in heritage destination can explained to escalating tourist revisit intention.

Keywords: Authenticity, Heritage, Memorable Experience, Revisit Intention, Tourism Marketing

JEL Classifications: M31, Z32

1. INTRODUCTION

Heritage tourism is a prominent performer in the tourism business that drives socio-economic growth, environmental conservation, and management, and increases cultural understanding for tourists (Worku Tadesse, 2023; Yahaya and Arifin, 2024). Tourism that has cultural and historical value is a special appeal for tourists to travel (Mousazadeh et al., 2023; Ebabey Demissie, 2024). Heritage tourism provides valuable lessons about historical values and legacy heritage and notable property for tourism in a region that must be developed sustainably (Mousazadeh et al., 2023). One of the heritage tours in Indonesia with inherent authenticity is the Temple, such as Borobudur Temple, Prambanan Temple, Mendut Temple, Sewu Temple, Penataran Temple, and several others. Temples are cultural heritages that have invaluable value that offer experiences of past civilizations. Apart from authenticity, the charm of magnificent architecture, historical value, reliefs with stories of past lives, and even the spiritual value of temples in

Indonesia are a special attraction for domestic and foreign tourists (Damanik and Yusuf, 2022; Rahayu et al., 2023).

Heritage tourism has become increasingly popular in this decade because it is able to create a unique experience that triggers tourists' motivation to trip (Seyfi et al., 2024). This implies that the heritage tourism business not only offers tourists an experience when they visit, but can also foster tourists' desire to return to the place (Torabi et al., 2022). Researchers and practitioners in tourism marketing pay special attention tourist behavior, especially the intention to return (Hossain et al., 2023; Saryatun et al., 2024). Referring to the self-determination theory which explains that there exists a connection between cultural tourism and travel motivation (Ryan and Deci, 2002), every tourist has their own motivation when they are going to do their travel adventure.

Tourists are motivated to visit heritage tourism when they have their own motivation, namely to get and see authenticity at a

tourist destination (Gend and Genc, 2022; Shahrin and Hussin, 2023). Tourists are increasingly looking for the authentic value of a tourist destination because they want something unique that they have never seen before (Wei and Zhang, 2023; Sthapit et al., 2024). Early studies consider that authentic value is a very important factor in heritage marketing because it has different values between destinations (Seyfi et al., 2020; Eck et al., 2023). Visitors perspectives on the authenticity of a destination are something valuable that influences tourist visits because they are considered to have cultural and historical values that are very sensitive to the perception of their authenticity (Nam et al., 2022).

According to Zhang et al. (2021) the authenticity of a destination divisible into four construct variables, namely “constructive authenticity (CA), existential authenticity (EA), objective authenticity (OA), and postmodern authenticity (PA)”. Tourists have different perceptions regarding classification so that they can provide their own colour in the behaviour of tourists in the next trips (Zhou et al., 2022; Guo et al., 2024). One important consequence of authenticity is the rise in visitors’ willingness to visit the area again (Salem et al., 2024). Although authenticity is very meaningfulness in heritage marketing, the biggest challenge in this tourism is the destination loss of indigenous. This means that authenticity has an influence on visitors’ behaviour in the future. However, contradictory results were found by research (Rasoolimanesh et al., 2021) which stated that authenticity had no effect on tourists’ behavioral intention to revisit. Although authenticity is weightiness in heritage marketing, research inconsistencies have still been found between authenticity and revisit intention.

Prior research indicates that when visitors are satisfied while at a tourist destination, tourists will have a tendency to make repeat visits (Torabi et al., 2022; Qian et al., 2023). Tourists who feel satisfied overall such as satisfied when visiting and satisfied during the trip, they will have a tendency to visit other heritage tourist attractions (Wong and Lai, 2021). In addition to tourist satisfaction, memorable experience has also been shown significant role in increasing tourist intentions to revisit (Zhou et al., 2022). Still, there are not many prior research that connect happiness and memorable travel experiences.

The paucity of studies investigating the mediating elements elucidating visitor pleasure and memorable experiences in heritage destinations represents another gap in the literature on the corelation between authenticity and revisit intention (Zhang et al., 2021). To address the existing research gap, because of that this study initiates in responding to the research gap by developing an empirical model that tests the linking between the authenticity dimension on revisit intention with using satisfaction and memorable tourist experience as mediators in temple tourism in Indonesia. Thus, the behavioural model of heritage destination tourists tested is a novelty in this study.

2. THEORETICAL BACKGROUND AND HYPOTHESES DEVELOPMENT

2.1. Revisit Intention

In tourism sector, revisit intention is a key element that is of particular concern to researchers or managers to monitor tourist

behaviour that is always changing (Salem et al., 2024). The intention of tourists to return to a destination serves as an indicator of the growth and success of the tourism industry (Zhou et al., 2022). Tourists’ intention to revisit in destination can be predicted from post-visit behaviour because they have evaluated the results of their visit which will determine future behaviour (Tengan et al., 2024). This means that intention is a tourist’s response in the future based on their perceptions when visiting a destination (Torres-Moraga et al., 2024). However, revisit intention in heritage destinations in tourism marketing is still very little explored (Eck et al., 2023; Sthapit et al., 2024).

2.2. Authenticity

Authenticity is a fundamental concept closely tied to destinations in tourism marketing. It plays a significant role in heritage marketing by boosting tourist visits, even though not all destinations continue to uphold authentic values because concept of authenticity is a dynamic (Yu et al., 2019; Manley et al., 2023). In heritage tourism, authenticity is regarded as a crucial factor in shaping tourists’ perceptions, which, in turn, influences their intention to revisit. Previous research has shown that authenticity in heritage destinations can enhance tourists’ likelihood of returning (Zhou et al., 2022; Salem et al., 2024). Therefore, the hypotheses examined in this study are:

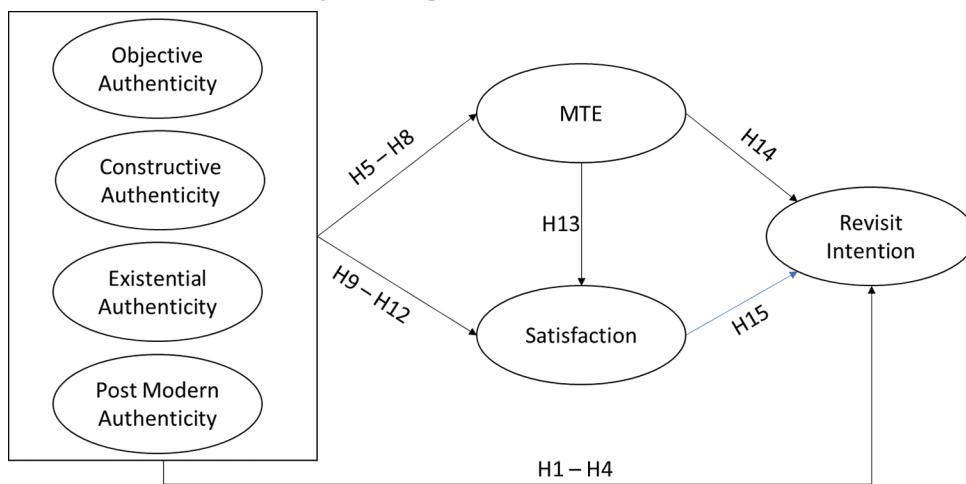
- H₁: Objective authenticity positively effects on tourists’ intention in revisiting heritage destinations
- H₂: Constructive authenticity positively effects on tourists’ intention in revisiting heritage destinations
- H₃: Existential authenticity positively effects on tourists’ intention in revisiting heritage destinations
- H₄: Postmodern authenticity positively effects on tourists’ intention in revisiting heritage destinations.

Authenticity in a destination can have an impact on creating different and memorable experiences for tourists. Previous research has demonstrated a positive relationship between authenticity and Memorable Tourism Experiences (Zhou et al., 2022; Seyfi et al., 2024). Thus, the hypotheses tested in this study are:

- H₅: Objective authenticity positively effects on memorable tourist experiences in heritage destination
- H₆: Constructive authenticity positively effects on memorable tourist experiences in heritage destination
- H₇: Existential authenticity positively effects on memorable tourist experiences in heritage destination
- H₈: Postmodern authenticity positively effects on memorable tourist experiences in heritage destination.

Furthermore, authenticity in tourist attractions can also provide pleasure for visitors, thus creating satisfaction when visiting. Previous studies revealed that authenticity is significant to tourist satisfaction (Nam et al., 2022; Wei and Zhang, 2023). Thus, the proposed hypotheses are:

- H₉: Objective authenticity positively effects on satisfaction in heritage destination
- H₁₀: Constructive authenticity positively effects on satisfaction in heritage destination
- H₁₁: Existential authenticity positively effects on satisfaction in heritage destination

Figure 1: Empirical research framework

- H_{12} : Postmodern authenticity positively effects on satisfaction in heritage destination.

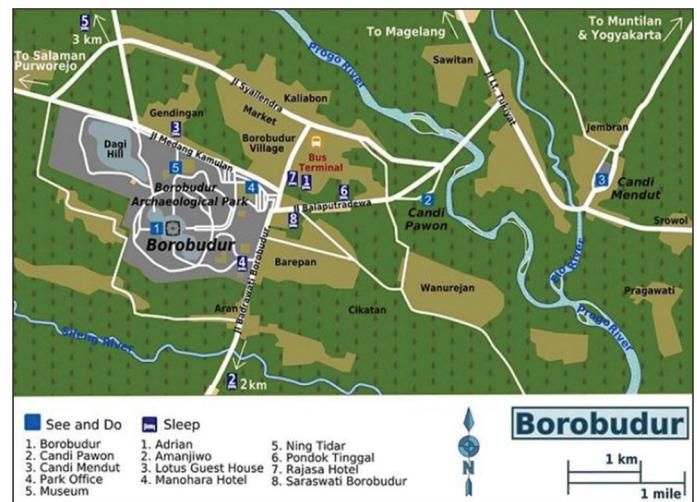
2.3. Memorable Tourist Experiences

MTEs is described as a positive encounter or memory of tourists in carrying out their visit activities. Visitors are interested in seeking new experiences and they tend to remember experiences during their visits (Hosseini et al., 2024). In the tourism and hospitality sector, delivering memorable experiences is a key objective for evaluating service success, which ultimately influences future behavior (Elshaer and Marzouk, 2024). This means that tourism service providers are required to adapt and transform into experience providers and even creators of memorable experiences (Sthapit et al., 2024). Furthermore, When tourists form a strong impression of their experience, they are more likely to remember it and retain it as part of tourism activities (Jiang et al., 2022; Tiwari et al., 2023). Earlier research have revealed that memorable tourist experiences are a strong antecedent in increasing visitor satisfaction (Torabi et al., 2023; Guleria et al., 2024). In consequences, memorable tourist experiences can predict tourists' intention to revisit (Tiwari et al., 2023; Sthapit et al., 2024). Thus, the hypotheses tested in this study are:

- H_{13} : Memorable tourist experiences positively effect on tourist satisfaction in heritage destination
- H_{14} : Memorable tourist experiences positively effect on tourist revisit intention in heritage destination.

2.4. Tourist Satisfaction

Satisfaction is a key factor that must be understood by marketing because it is directly related to the consumer consumption experience which is based on the consumer's post-choice evaluative assessment of an object. The fulfilment of visitors' general needs and expectations for what they anticipate from a tourist destination is referred to in the tourism industry as "tourist satisfaction." (Damanik and Yusuf, 2022). Tourist satisfaction is determined by the activities or experiences at the heritage site in question (Nam et al., 2022; Lanca et al., 2024). Previous studies indicate that the intention to revisit is viewed as a reflection of visitors' satisfaction with a destination (Hossain et al., 2023). Tourist satisfaction is identical to the feeling of pleasure obtained by tourists towards a tourist destination which leads to the revisit

Figure 2: Geographical location of site

intention (Nguyen Viet et al., 2020). Thus, the hypothesis tested in this study is:

- H_{15} : Satisfaction positively effect on tourist revisit intention in heritage destination.

Based on the hypothesis's development, the conceptual framework captured in Figure 1.

3. METHODOLOGY

3.1. Sampling and Study Site

Borobudur Temple was chosen as the case study for a heritage site destination. The temple, situated at Borobudur, Magelang, Central Java, Indonesia, is positioned on a plateau encircled by two pairs of mountain ranges: Sindoro-Sumbing to the northwest and Merapi-Merbabu to the northeast. Tidar Hill is located to the north, and the Menoreh Hills are positioned to the south. The area is situated roughly 100 km southwest of Semarang, 86 km west of Surakarta, and 40 km northwest of Yogyakarta. It is located at $7^{\circ}36'28''S$ and $110^{\circ}12'13''E$ (Figure 2). Furthermore, Borobudur Temple is a prominent UNESCO World cultural Site and is among the most sought-after cultural tourism attractions in Southeast Asia (Figure 3).

3.2. Measurement and Data Analysis

To guarantee the validity and reliability of the survey questionnaire, this study included variables modified from other studies. The measurement of the authenticity variable is based on Zhang et al. (2021), categorizing it into four dimensions (OA, CA, EA, and PA) which have been explained in the literature review. OA is measured using 4 question items (Zhang et al., 2021; Zhou et al., 2022), CA is measured using 4 question items (Zhang et al., 2021; Zhou et al., 2022), CA is measured using 4 questions (Zhang et al., 2021), and PA is measured using 4 questions (Zhang et al., 2021). Memorable Tourist Experiences was measured using 5 question items adopted from (Elshaer and Marzouk, 2024). Tourist satisfaction was measured using three question items adopted from (Rasoolimanesh et al., 2021). Finally, the revisit intention construct of three items was adapted (Rasoolimanesh et al., 2021; Salem et al., 2024).

Based on pertinent literature, all build items were modified for the heritage tourism setting, and measured using a 7-point Likert scale (from “strongly disagree” to “strongly agree”). A total of 23 items were used as measurements of the constructs of this research model. Referring to (Hair et al., 2010), the number of respondents can be obtained from 15 to 20 multiplied by the number of parameters ($23 \times 20 = 460$). 500 tourists were selected through accidental sampling, of which 471 were considered valid for this study and 29 of them were excluded due to incomplete data or missing issues. Furthermore, confirmatory factor analysis (CFA) and structural equation modelling (SEM) tests were used to determine the relationship between variable constructs and processed with AMOS.

4. RESULTS AND DISCUSSIONS

4.1. Respondents Information

Information on visitors to the Borobudur temple heritage tourism destination in Central Java is displayed in Table 1. Regarding respondents by gender category, 244 tourists (51.60%) are female 227, and (48.20%) are male. Respondents aged 35-44 years are the most respondents are 141 (29.94%), the level of education of the respondents is mostly Bachelor's degree as many as 212 (45%). Regarding the marital status of respondents, it is known that

Figure 3: Borobudur site



most respondents or 318 (67.52) are married and the remaining 153 (31.48%) are single. Finally, the respondent's income is indicated by a monthly salary (million rupiah) in the range of 7,500 - 9,999, a total of 153 respondents (31.48%).

4.2. Measurement Model

Table 2 demonstrating the verification of the validity and reliability test results using CFA. The measurement test findings

Table 1: Characteristic of respondents

Demographic Information	n=471	Percentage
Gender		
Male	227	48.20
Female	244	51.60
Age		
18-24 years	43	9.13
25-34 years	119	25.29
35-44 years	141	29.94
45-54 years	125	26.54
55 years and over	43	9.13
Education		
Senior high school and below	149	31.63
Junior college	54	11.46
Undergraduate	212	45.01
Postgraduate and above	56	11.89
Marital status		
Unmarried	318	67.52
Married	153	32.48
Salary monthly (million rupiahs)		
Under 2.499	23	4.88
2.500-4.999	78	16.56
5.000-7.499	120	25.48
7.500-9.999	153	31.48
10.000 and over	97	20.59

Table 2: CFA results

Factors	Factor loading	Cronbach alpha	CR	AVE
Objective authenticity	0.813 0.728 0.829 0.807	0.819	0.924	0.868
Constructive authenticity	0.835 0.712 0.887 0.721	0.804	0.922	0.865
Existential authenticity	0.766 0.734 0.704 0.851	0.789	0.908	0.844
Postmodern authenticity	0.868 0.782 0.731 0.725	0.811	0.915	0.855
Memorable tourist experiences	0.923 0.818 0.723 0.813 0.708	0.834	0.940	0.872
Tourist satisfaction	0.757 0.709 0.849	0.784	0.887	0.851
Revisit intention	0.922 0.781 0.819	0.861	0.930	0.904

for this study model showed good validity and reliability. The level of loading factors observed in all items studied exceeded the threshold set at 0.7. Furthermore, the acquisition of the Cronbach's alpha value was proven to have a level of consistency that was in accordance with obtaining a value that exceeded the threshold of 0.7 for the value of the extracted variance (AVE) obtained a value that exceeded the threshold set at 0.5 or greater than the correlation of the squared latent variables (Forenall and Larcker, 1981). To ensure that the research model is suitable for testing, it must obtain a Goodness-fit-indices value that is in accordance with the requirements. The Goodness-fit-indices of the measurement model were: $\chi^2 = 1612.117$, $P < 0.001$; $\chi^2/df = 2.951$; $RMSEA = 0.062$; $CFI = 0.877$; $IFI = 0.891$, thus implying a statistically acceptable level.

4.3. Hypotheses Results and Discussion

The results indicated that out of 15 direct relationships tested (H_1-H_{15}) there were 13 successfully accepted hypotheses and 2 rejected hypotheses. The hypothesis test findings were recorded in Table 3, which also displays the data analysis and the research hypotheses.

The examination of the initial hypothesis (H_1), the effect of objective authenticity on revisit intention, the results were significant confirmed by t-value; P-value; and β -value (0.001; 3.783; 0.337) so that the first hypothesis was declared accepted. Authenticity in a tourist attraction is important in heritage marketing and is the main attraction that must be maintained and its objective authenticity must be maintained occasionally (Zhang et al., 2021; Zhou et al., 2022). The results of this investigation align with (Scarpini and Raggiotto, 2023) which suggests that objective authenticity serves as a subjective perception of authenticity for tourists, influencing their behavior to revisit the destination in the future.

The second hypothesis (H_2) was confirmed, indicating that constructive authenticity significantly influences revisit intention ($t = 4.291$, $P < 0.05$, and $\beta = 0.358$). Authenticity in destination construction become significant to affected intention to return on heritage destinations. The authenticity of tourist attractions can be understood from the constructive aspect that reflects the tourist's point of view (Zhou et al., 2022). In addition, tourists' views on

constructive authenticity are an important factor in increasing tourists' revisit intention (Scarpini and Raggiotto, 2023).

Similarly, in evaluating the third hypothesis (H_3), which was deemed accepted, existential authenticity was demonstrated to significantly affect tourists' desire to revisit ($t = 3.235$, $P < 0.05$, and $\beta = 0.221$). Tourists who visit will see and feel the authenticity of the destination in real time which has an impact on the intention to revisit. Tourist activities will directly assess the condition of existential authenticity at a destination (Kim and Song, 2020). This condition of existential authenticity can trigger tourist visiting behaviour in the future (Scarpini and Raggiotto, 2023).

Different results are shown in the fourth hypothesis test (H_4), postmodern authenticity has no influence revisit intention ($t = 0.509$, $P > 0.05$, and $\beta = 0.105$), thus the fourth hypothesis test is rejected. This means that tourist revisits to heritage destinations are not influenced by postmodern authenticity. Postmodern is considered a fragmented and saturated individual acceptance angle (Ryan and Deci, 2002), so there needs to be a touch on tourist attractions as a destination attraction. The results of this study differ from previous studies which state that postmodern authenticity has an effect on tourist behaviour (Wei and Zhang, 2023). In addition, tourists pursue the authenticity of tourist attractions, not postmodern authenticity which refers to artificiality, simulation, or imitation (Zhang et al., 2021).

Furthermore, testing the fifth hypothesis (H_5), the influence between objective authenticity on memorable tourist experience is proven to be significant ($t = 3.317$, $P < 0.05$, and $\beta = 0.293$) so that the fifth hypothesis is declared accepted. The authenticity of an object significantly influences the impression it provides to tourists. The more original an object visited by tourists will have an impact on a different experience from other destinations. This means that tourists' perspectives on originality are a reflection of the servicescape that is able to provide a memorable experience (Sthapit et al., 2024). Thus, the experience is given to their perception of the actual object period to feel authenticity, such as constructive and existential authenticity (Wu et al., 2019).

Testing the sixth hypothesis (H_6), reveal that the influences of constructive authenticity on memorable tourist experience

Table 3: Hypothesis results

Hypothesis test	Coef.	t-value	P-value	Supported
H_1 :Objective authenticity→Revisit intention	0.337	3.783	0.001	Yes
H_2 :Constructive authenticity→Revisit intention	0.358	4.291	0.000	Yes
H_3 :Existential authenticity→Revisit intention	0.221	3.235	0.020	Yes
H_4 :Postmodern authenticity→Revisit intention	0.105	0.509	0.371	No
H_5 :Objective authenticity→MTE	0.293	0.317	0.019	Yes
H_6 :Constructive authenticity→MTE	0.359	4.488	0.000	Yes
H_7 :Existential authenticity→MTE	0.342	4.406	0.002	Yes
H_8 :Postmodern authenticity→MTE	0.155	3.198	0.196	No
H_9 :Objective authenticity→Satisfaction	0.427	4.345	0.000	Yes
H_{10} :Constructive authenticity→Satisfaction	0.314	3.376	0.005	Yes
H_{11} :Existential authenticity→Satisfaction	0.336	3.312	0.014	Yes
H_{12} :Postmodern authenticity→Satisfaction	0.330	3.309	0.021	Yes
H_{13} :MTE→Satisfaction	0.343	3.329	0.015	Yes
H_{14} :MTE→Revisit intention	0.445	4.513	0.000	Yes
H_{15} :Satisfaction→Revisit intention	0.502	5.494	0.000	Yes

results are significant ($t = 4.488$, $P < 0.05$, and $\beta = 0.359$) hence leading to the acceptance of the sixth hypothesis. This means that tourists' projections of the authenticity of site construction can give a unique impression to their visiting experience. Although constructive authenticity can be reconstructed and changed, it will provide a special experience for visitors (Zhang et al., 2021). The study's findings support earlier research showing that positive authenticity might influence memorable travel experiences (Seyfi et al., 2024).

Testing the seventh hypothesis (H_7 concerning the impact of existential authenticity on memorable visitor experiences, are significant ($t = 4.406$, $P < 0.05$, and $\beta = 0.342$) because of that the seventh hypothesis declared accepted. This means that existential authenticity that reflects tourist attraction activities can create experiences for tourists in their tourism activities. Existential authenticity can help explain the diversity and variation of tourism experiences (Wu et al., 2019). In addition, existential authenticity by involving tourists in activities such as cultural exhibitions, telling the history of reliefs on heritage sites can provide a memorable experience. The findings of this study support the idea that memorable travel experiences are preceded by existential authenticity (Sthapit et al., 2024).

Different results were found in testing the eighth hypothesis (H_8), the influence of postmodern authenticity on memorable tourist experience is significant ($t = 0.198$, $P > 0.05$, $\beta = 0.155$) leading unsupported of the eighth hypothesis. This means that heritage destinations created and adjusted to postmodern tourist values cannot affect memorable experiences. It is possible that they get the same experience at other destinations. Tourists look for authentic attractions but to enjoy their visiting experience (Gao et al., 2022). Postmodern authenticity emphasizes that experiences that are in accordance with what tourists expect are key for tourists to respond to falsehood or unreality (Yi et al., 2018).

The findings from the examination of the ninth hypothesis (H_9), objective authenticity is proven to be significant for tourist satisfaction at heritage tourism sites ($t = 4.345$, $P < 0.05$, and $\beta = 0.427$), hence validating the acceptance of the ninth hypothesis test results. Objective authenticity at heritage sites plays an important role as a trigger for tourist satisfaction, the more authentic a site is, the more satisfied tourists will be. The authenticity of the object shows a real picture that reflects the culture and historical records at the heritage site (Wu et al., 2019). Objective authenticity exerts a more significant influence on tourist satisfaction than constructive, existential, and postmodern authenticity. This result is in line with earlier research showing that objective authenticity raises visitor satisfaction (Zhang et al., 2021).

The testing of the tenth hypothesis (H_{10}), constructive authenticity is proven to be significant for tourist satisfaction at heritage tourism sites ($t = 3.376$, $P < 0.05$, and $\beta = 0.314$) which indicating acceptance of the hypothesis test results. This means that tourists consider that constructive authenticity significantly enhances tourist satisfaction when they carry out tourist visit activities. The assumption that destination services are in accordance with their expectations is leading factor in heritage tourism. This

study supports earlier research that revealed favorable effects of constructive authenticity on visitor satisfaction (Zhang et al., 2021). Thus, tourists feel that constructive authenticity in the places they visit will be more satisfied.

The findings from the examination of the eleventh hypothesis (H_{11}), constructive authenticity is proven to be significant for tourist satisfaction at heritage tourism sites ($t = 3.312$, $P < 0.05$, and $\beta = 0.336$) which means that the results of the eleventh hypothesis test are accepted. This proves that existential authenticity is a precursor of satisfaction in heritage site. Given that existential is triggered by the experience and direct interaction of tourists with the site (Manley et al., 2023). Related to existential authenticity, tourists can learn the history of tourist attractions by being directly involved with the site (Zhu et al., 2024). The findings of this study support earlier research showing existential authenticity improves their satisfaction (Zhang et al., 2021).

The findings from the examination of the twelfth hypothesis (H_{12}), postmodern authenticity is proven to be significant for tourist satisfaction at heritage tourism sites ($t = 3.309$, $P < 0.05$, $\beta = 0.330$) which means that the results of the twelfth hypothesis test are accepted. This study demonstrates that postmodern authenticity positively influences tourist satisfaction. Postmodern tourists can be described as someone who likes various different experiences (Gao et al., 2022). Postmodern authenticity's understanding of destinations can have different perceptions even at the same destination (Yi et al., 2018). The results of this study are in line with previous studies showing that postmodern authenticity has a positive effect on tourist satisfaction (Zhang et al., 2021).

Furthermore, for the test results on the thirteenth hypothesis (H_{13}), MTE is proven to provide support in increasing tourist satisfaction ($t = 3.329$, $P < 0.05$, and $\beta = 0.343$) which means that the results of the thirteenth hypothesis test are accepted. Experience significantly contributes to enhancing tourist pleasure at a site; memorable experiences will increase their contentment. The study's findings support earlier studies showing that memorable travel experiences play a significant role in raising visitor satisfaction in heritage tourism (Torabi et al., 2023; Guleria et al., 2024).

The finding of testing the fourteenth hypothesis (H_{14}), MTE proved significant to tourist satisfaction ($t = 4.513$, $P < 0.05$, and $\beta = 0.445$), therefore validating the acceptance of the hypothesis test results. The more memorable a tourist experience is, the more it will increase the intention to revisit. This means that creating a tourist experience is the goal of the tourism business that has an impact on revisit intention (Elshaer and Marzouk, 2024). This study is in line with previous studies which found that MTE is a predictor of revisit intention (Kim, 2018; Tiwari et al., 2023; Sthapit et al., 2024).

The finding from the examination of the fifteenth hypothesis (H_{15}), indicate that tourist satisfaction is proven to be significant towards revisit intention ($t = 5.494$, $P < 0.05$, and $\beta = 0.502$) which means the decision of the fifteenth hypothesis test are accepted. This study shows that the main element influencing the intention to return in the historical tourist industry is satisfaction. Furthermore,

compared to other factors, visitor satisfaction is the most important factor determining the inclination to return to heritage sites. Prior literature indicates that the intention to return is viewed as a manifestation of tourist satisfaction with a destination (Hossain et al., 2023). Tourist satisfaction is identical to the feeling of pleasure obtained by tourists towards a tourist destination which leads to the intention to revisit (Nguyen Viet et al., 2020).

5. CONCLUSION, IMPLICATIONS AND LIMITATIONS

This study investigates revisit intention at Borobudur temple as heritage tourism with authenticity, MTE, and tourist satisfaction as antecedents' which are outlined in an empirical model framework. In heritage tourism, authenticity refers to the attachment of indigenous values to a heritage site. Although the authenticity dimension plays a central role in fostering revisit intention, it is proven to be insignificant in the postmodern variable. The study's results demonstrate that, within the authenticity dimension, objective authenticity, specifically constructive and existential authenticity positively influences revisit intention, with constructive authenticity exerting the most substantial impact, whereas postmodern authenticity has not shown significant effects on revisit intention.

Furthermore, creating a tourist experience during their visit is very important, especially in heritage tourism. This study shows that the factor that can foster a memorable experience is authenticity, although in postmodern authenticity is not significant. In addition, the impact of an unforgettable experience is that tourists will have plans to visit again. Furthermore, tourists in making a tourist visit will always compare reality with what they expect. In cultural heritage sites, this satisfaction is very dependent on the authenticity or indigenousness of a site. The results of the study prove that tourist satisfaction depends on all dimensions of authenticity. This satisfaction has a great impact on increasing tourists' intention to visit again.

This study presents three primary contributions to theoretical implications. The characteristics of authenticity—objective, constructive, existential, and postmodern—do not all impact revisit intention and memorable tourist experiences; ultimately, they solely contribute to tourist satisfaction. This research enhances the comprehension of heritage tourism by examining the relationship among these variables inside a single research model. Third, we provide an enhanced comprehension of tourists' intentions to revisit heritage tourism, particularly about the significance of authenticity, memorable experiences, and satisfaction. This study's findings suggest that enhancing revisit intention at the Borobudur temple necessitates management's focus on tourist satisfaction, tourism activities that embody MTE, and the authenticity of the site. In addition, we offer a deeper understanding of how the antecedents used in this research model interact effectively in the context of heritage tourism. Finally, to increase revisit intention at a heritage destination, managers must be able to deeply understand the importance of the authenticity dimension to create an inveterate experience for tourists so that they are able to satisfy their visit which will have an impact on the intention to revisit.

Our study has some limitations. First, this study focuses only one heritage destination, namely the Borobudur temple, which may not be generalized to other heritage destinations. Therefore, for future research, heritage destinations with the same characteristics or several heritage sites can be grouped. Second, the respondents used were domestic respondents. Thus, future research can use foreign tourists. Third, post-modern is not significant to memorable tourism experience and revisit intention, for future research, the relationship between these variables can be re-examined with mediation.

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