Influence of 4A's Tourism Component, Memorable Tourist Experiences and Revisit Intention at Taman Sari Yogyakarta

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Article Info	ABSTRACT
	Tourism with historical and cultural nuances currently has its own appeal for tourists. Taman Sari Yogyakarta offers a combination of cultural and historical tourism that can create a unique impression for tourists and impact their intention to revisit. However, there is still a research gap regarding the influence of tourism components on revisit intention. Therefore, the purpose of this study is to examine the influence of the 4A tourism components on revisit intention using memorable tourism experience as a mediator. A total of 112 visitors were involved as samples taken by convenience sampling. The data collected were processed and analyzed using path analysis with SPSS 28. The results showed that all 4a components were significant to memorable tourism experiences, although accessibility and ancillary were not significant to revisit intention and memorable tourism experience was also proven to be significant to revisit intention. In addition, ancillary is a variable that has the greatest influence on memorable tourist experiences, and memorable tourist experience is also a variable that has the greatest influence in increasing the intention to revisit tourists at the Taman Sari Yogyakarta tourist attraction.

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1. INTRODUCTION

Tourism is a key sector that contributes significantly to the Indonesian economy, not only through increased foreign exchange earnings but also through job creation and empowerment of local communities. The government encourages the implementation of sustainable tourism to ensure the growth of this industry is in line with the preservation of the environment, culture, and local communities (Nasrullah et al., 2020; Setiawan, 2016). One of the leading destinations is Yogyakarta, which leverages its rich culture, history, and natural beauty to attract both local and international tourists. Key attractions such as the Yogyakarta Palace and Taman Sari, which combine European architecture and Javanese symbolism, not only offer a historical tourism experience but also increase tourists' intention to revisit. Tourists' revisit intention is a crucial component of tourism activities in

the tourism sector (Rahayu, Kenamon, Nazipawati, Yulitiawati, & Dona, 2023). Revisit intention refers to a tourist's desire to return in the future as a direct response to their visit behavior (Zaid, Abadi, & Kamaluddin, 2023).

Referring to self-congruity theory (Sirgy, Lee DongJin, & Yu, 2018) as a scientific framework that can be applied to understand tourist intentions and behavior. The intention to revisit is the main objective for tourism managers, because tourists are an important asset in developing destinations. Several researchers and tourism managers are of the opinion that one of the factors that can increase interest in returning is the concept of the 4a components of tourism (Anggraeni et al., 2022; Hadi et al., 2024; H. Liu et al., 2025). The 4A components of attraction, accessibility, amenities, and ancillary facilities also play a significant role in increasing revisit intention. These components include natural and cultural attractions, easy accessibility, adequate facilities, and the presence of supporting institutions that provide a sense of security for tourists (Nguyen-Viet & Van Nguyen, 2023). However, there are still gap in research results that link the 4A components and revisit intention. Previous studies explain that the 4a marketing components are important elements in increasing revisit intention (Ariesta, Sukotjo, & Suleman, 2020), but not all components can influence behavioral intention (H. Liu et al., 2025).

Revisit intention, a positive emotion experienced during tourism activities, is used as an important indicator in the tourism business cycle (Pai et al., 2021; Lin, 2024). One of the most important components of tourism that can determine the success of a destination is its tourist attractions (Hamidah et al., 2024; Hadi et al., 2024). Attractions are grouped into five categories: culture, nature, events, recreation, and entertainment. Tourist attractions can be used as a distinct advantage for a tourist destination in offering its tourism products (Sugiama et al., 2024). After all, attractions are the primary reason tourists choose and visit a destination. Previous research has examined the positive relationship between attractions and MTEs (Anggraeni et al., 2022; Wusko & Khoviyah, 2024). They found that attractions are a crucial component in creating unique impressions and experiences for visitors. In addition to positively contributing to memorable experiences, attractions can also increase tourists' revisit intentions. Previous studies have shown that attractions can predict revisit intention (Sugiama et al., 2024).

Accessibility, which includes supporting facilities and infrastructure such as transportation, tourist itineraries, and related information, is also crucial in facilitating tourists' access to destinations (Hamidah et al., 2024). Accessibility facilitates tourists' access to destinations through key factors such as distance and transportation. Furthermore, amenities, which include facilities supporting tourist comfort such as accommodation, restaurants, health centers, and shopping centers, are also crucial elements in enhancing the quality of the tourist experience (H. Liu et al., 2025). Accessibility is a crucial aspect of destination development, providing tourists with easy access to the destination (Hadi et al., 2024; Hamidah et al., 2024). Tourists are highly concerned about the costs involved in reaching a destination, whether it is easy or difficult. Therefore, tourism managers must provide clear information regarding accessibility to tourist sites. Tourists expect conveniences such as easy access to information, easy access to the destination, easy access to road conditions, easy facilities and infrastructure, easy public transportation, and other tourist amenities (Ariesta et al., 2020; Sugiama et al., 2024). Previous studies have demonstrated that accessibility to tourist attractions can provide unique experiences for tourists (Ghanem & Shaaban, 2022; Zhou et al., 2023). Furthermore, ease of access to a location will also determine future tourist intentions and behavior. Previous research has shown that accessibility is an important determinant of tourists' revisit intentions (Ariesta et al., 2020; Sugiama et al., 2024).

Amenities encompass all facilities used to meet tourist needs, such as entertainment venues, accommodations, and shopping (J. J. Kim, Lee, & Han, 2023). Finally, institutional, or ancillary factors, which include organizations that facilitate the development and marketing of tourist destinations, such as tourism offices, travel agencies, tour guides, and other related institutions, also play a crucial role in providing a sense of security and facilitating tourism activities at the destination

(Hadi et al., 2024). This study aims to analyze the factors influencing tourists' revisit intention at Taman Sari, specifically examining the role of the 4A and MTE components. By understanding the relationship between these factors, this research is expected to provide useful recommendations for enhancing Taman Sari's tourist appeal and supporting sustainable tourism development in Yogyakarta. Amenities emphasize the attributes and characteristics of tourist attractions in providing a sense of safety, comfort, and enjoyment to visitors (Liu et al., 2023). Amenity theory states that elements that provide a pleasant experience can fulfill emotional needs, attract people, and encourage regional development (H. Liu et al., 2025). This makes amenities play a crucial role in the tourism business, requiring tourism attraction managers to be more selective in managing appropriate amenities (J. J. Kim et al., 2023). Previous research conducted by (J. J. Kim et al., 2023). stated that amenities have a significant influence on the tourist experience. In addition, previous research found that amenities have a positive impact on revisit intention (Tafesse & Tariq, 2025).

Ancillary facilities are evident in the public facilities provided by managers to facilitate visitors' tourism activities, such as information officers, security, health, telecommunications, ATMs, money changers, and so on (Hamidah et al., 2024). Tourism managers must ensure the availability of ancillary facilities to create a lasting impression for visitors (Hadi et al., 2024). This means that the more comprehensive ancillary facilities a destination provides, the more memorable the experience will be for visitors. Previous research has found that tourist destinations with ancillary facilities that are beneficial to tourists provide a more immersive experience (Tsani et al., 2021; Hamidah et al., 2024). Furthermore, each destination offers different ancillary services. The more comprehensive the supporting services, the higher the intention of tourists to return (Islam, Sayyid, & Rahmatullah, 2023).

The interaction between tourists and destinations will build their experiences, which are temporary, but the experiences stored in their memories will influence future actions (J. H. Kim, 2018). In tourism marketing, previous studies have revealed that memorable tourist experiences (MTEs) are used to predict future tourist attitudes and behavior (Rasoolimanesh et al., 2021; Tiwari et al., 2023; Seyfi et al., 2024; Yabo et al., 2024). Tourist experiences vary from person to person and are a key determinant of their travel experience. Only memorable experiences can foster revisit intentions (Skavronskaya et al., 2020; Hurombo et al., 2024). Therefore, the purpose of this study is to contribute to the field of marketing management by examining the influence of the 4A tourism components on revisit intention, with memorable tourism experience as a mediator. This study is expected to provide new insights by using different methods and research locations compared to previous studies.

The concept of MTEs was developed to predict future tourist behavior (Wong & Lai, 2021). Destinations that create memorable experiences for visitors significantly increase their revisit intentions. Therefore, the relationship between MTEs and revisit intentions is crucial and needs to be investigated and explored theoretically and practically (Zhou et al., 2023). Previous research suggests that experiences that leave a lasting impression on tourists will trigger revisit intentions (Riptiono, 2022; Saryatun et al., 2024). Based on the literature review, the empirical framework and hypotheses test in this research capture in figure 1.
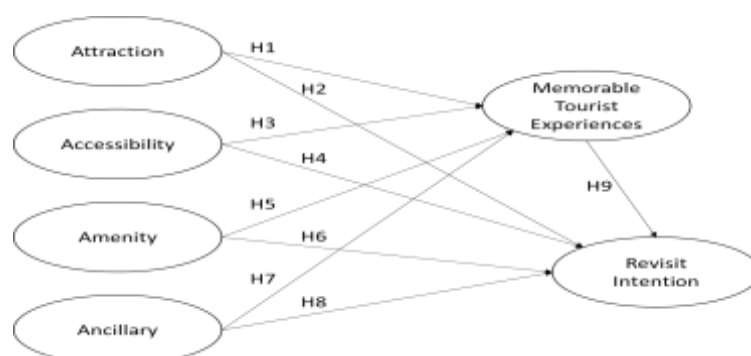
Figure1. Empirical Model

2.   RESEARCH METHOD

This research is a quantitative study using a questionnaire as a data collection tool. The items in the questionnaire will be measured using a Likert scale of 1-5 (Strongly Disagree - Strongly Agree). The population in this study is all tourists who have visited the Taman Sari tourist attraction in Yogyakarta. This study was conducted with a survey involving 112 visitors as a sample. The sampling technique used in this study is non-probability sampling with a purposive sampling method. The criteria for respondents selected as samples in this study are tourists who have visited the Taman Sari tourist attraction in Yogyakarta, with a minimum age of 17 years.

This study used path analysis, which uses several statistical techniques to establish, evaluate, and test relationships between variables (Bollen & Noble, 2011). Path analysis is used to test the direct influence of variables based on the proposed hypotheses. The collected data will be processed using SPSS version 28 software. In addition, testing for the validity and reliability of the instruments is conducted to ensure that all questionnaire items are valid and reliable.

The design of this research uses the 4a components consisting of Attraction (X_1), Accessibility (X_2), Amenity (X_3), and Ancillary (X_4), with the Memorable Tourist Experience (MTE's) variable as Y_1, and Revisit Intention as the Y_2 variable. The operational variables in this study are measured using measurements from previous research. The Attraction variable is measured with 3 indicators adopted from previous research (Sugiama et al., 2024), Accessibility with 3 indicators adopted from previous research (Ariesta et al., 2020; Sugiama et al., 2024). Amenity with 4 indicators adopted from previous research (Hadi et al., 2024), Ancillary with 3 indicators adopted from previous research (Tsani et al., 2021), Memorable Tourist Experiences (MTE's) with 7 indicators adopted from previous research (Tsai, 2016), Revisit Intention with 4 indicators adopted from previous research (Nguyen Viet, Dang, & Nguyen, 2020).

3.   RESULTS AND DISCUSSIONS

3.1. Result
a.   Characteristic of Respondents
        This research involves 112 visitors to the tourist attraction who are enjoying their visit. Based on the survey results, the demographic conditions of the respondents tested in this study can be described as outlined in Table 1.

Table 1. Demographic of 112 Respondents

Characteristics	Amount	Percentage
Jenis Kelamin		
Male	37	33.04
Female	75	66.96
Age (Years)		

Characteristics	Amount	Percentage
17-22	37	33.04
23-28	22	19.64
29-33	16	14.29
34-39	11	9.82
>40	26	23.21
Income per month (000)		
1.100 - 2.500	52	46.43
2.600 - 4.000	23	20.54
4.100 - 5.500	16	14.29
>5.500	21	18.75
Occupation		
Employee	23	11.61
Business	18	16.07
Servant Civil	17	15.18
Student	45	40.18
Others	19	16.96

Based on Table 1, it can be seen that by gender, the visitors are predominantly female, with 75 people or 66.96%, while the remaining visitors are male, with 37 people or 33.04%. Then, respondents by age are mostly in the relatively young age group, specifically in the 17-22 age range, with 37 people or 33.04%, and the least are in the 34-39 age range, with 11 visitors or 9.82%. The next characteristic of the respondents is based on income, with 52 visitors or 46.43% dominating the largest number of respondents in the income range of Rp.1,100,000 – Rp. 2,500,000, and the least in the income range of Rp. 4,100,000 – Rp. 5,500,000, with 16 people or 14.29%. As for occupation, most visitors are students, with 45 people or 40.18%, while the least are private employees, with 23 people or 11.61%.

b. Validity and Reliability Result
    Validity and reliability tests are used to ensure that the processed data is valid and reliable.

Table 2. Results of Validity and Reliability

Items	Alpha Cronbach	r-value	Conclusion
Attraction			
ATT1		0.809	Valid and Reliable
ATT2	0.713	0.692	
		0.775	
Accessibility			Valid and Reliable
ACC1		0.849	
ACC2	0.775	0.789	
ACC3		0.853	
Amenity			Valid and Reliable
AME1		0.837	
AME2	0.827	0.819	
AME3		0.816	
AME4		0.776	
Ancillary			Valid and Reliable
ANC1		0.882	
AMC2	0.763	0.767	
ANC3		0.654	
MTE			Valid and Reliable
MTE1		0.680	
MTE2		0.739	
MTE3		0.733	
MTE4	0.824	0.680	
MTE5		0.588	
MTE6		0.721	
MTE7		0.734	
Revisit Intention	0.845		Valid and Reliable

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REV1	0.793
REV2	0.842
REV3	0.862
REV4	0.827

Based on Table 2, the validity test results show that all question items in each variable have a correlation value (r-count) greater than the r-table value of 0.186, thus all items are declared valid. Additionally, the results of the reliability test using Cronbach's Alpha (α) value, all items in the research instrument showed values that met the reliability criteria, namely α > 0.70. In the Attraction variable, the α value of 0.713 indicates that this item is reliable. Next, the Accessibility variable has a value of α equal to 0.775, Amenity equal to 0.827, and Ancillary equal to 0.763, all of which are declared reliable. The variable Memorable Tourism Experience with an α value of 0.824 and Revisit Intention with an α value of 0.845 also meet the reliability criteria.

c. Hypothesis Result

Table 3. Result of Hypotheses Test

Hypothesis	Path			Beta	Sig	Result
H1	Attraction	→	MTE	0.215	0.010	Accepted
H2	Attraction	→	Revisit Intention	0.083	0.277	Rejected
H3	Accessibility	→	MTE	0.191	0.011	Accepted
H4	Accessibility	→	Revisit Intention	0.265	0.018	Accepted
H5	Amenity	→	MTE	0.272	0.001	Accepted
H6	Amenity	→	Revisit Intention	0.025	0.324	Rejected
H7	Ancillary	→	MTE	0.293	0.001	Accepted
H8	Ancillary	→	Revisit Intention	0.013	0.881	Rejected
H9	MTE	→	Revisit Intention	0.371	0.000	Accepted

3.2. Discussion

a.   Attraction, MTE, dan Revisit Intention

Based on the results of the first hypothesis test examining the influence of attraction on memorable tourist experiences, it can be seen that the significance value obtained is less than 0.05, specifically 0.10. Therefore, the first hypothesis test is accepted. The magnitude of the influence of attraction on MTE is 0.215. The tourist attractions of Taman Sari offer an unforgettable experience for visitors by presenting unique and interesting attractions such as: bathing pools (umbul pasiraman/umbul binangun), underground tunnels, gumuling wells, stage gates, flower gardens, and the kenongo building. The results of this study are in line with previous research conducted by (Anggraeni et al., 2022; Wusko & Khoviyah, 2024) which found that the tourist attractions offered by a destination will contribute positively to a memorable experience for tourists.

Next, in the second hypothesis (H2) testing the influence of attraction on revisit intention, a significance value of more than 0.050 was obtained, namely 0.277 with an influence value of 0.083. This means that the second hypothesis test is rejected, indicating that although attraction, which is a main component in cultural or heritage tourism marketing, is a reason for tourists to revisit, this was not proven in this study. If compared to heritage tourist attractions in Yogyakarta, although Taman Sari has its own unique charm that has the potential to foster the intention to revisit, the attraction offered has not yet been able to increase tourists' intention to return. The results of this study are in line with previous research which states that attraction does not significantly influence tourists' intention to revisit (Wusko & Khoviyah, 2024; Ariesta et al., 2020).

b.   Accessibility, MTE, and Revisit Intention

The third hypothesis (H3) test was conducted to examine the effect of accessibility on MTE. The research results obtained a significance value smaller than 0.050, which is 0.011, with a beta value of 0.191. Therefore, the conclusion of the third hypothesis test is accepted. Accessibility, according to tourists, is an important component in making a relatively easy journey to Taman Sari, creating

unique experiences and impressions. This may be because Taman Sari's location within the city of Yogyakarta offers city views, ease of transportation, good facilities, and easy access to information, making it unforgettable for tourists. The results of this study are relevant to previous research that shows that infrastructure leading to destinations provides a unique experience for tourists (Zhou et al., 2023). Therefore, accessibility is an important aspect that needs to be improved, such as the provision of public transportation (Ghanem & Shaaban, 2022).

The same result was shown in the testing of the fourth hypothesis (H4) which examined the influence of accessibility on revisit intention. The significance value obtained is less than 0.050, namely 0.018 with a beta value of 0.265, thus, the results of this test support the fourth hypothesis. Access to Taman Sari is very easy as it can be done using personal vehicles and public transportation. The use of traditional transportation can leave tourists with an interesting and unique impression. The results of this study are in line with previous research conducted by (Ariesta et al., 2020; Sugiama et al., 2024) which states the importance of accessibility in tourism marketing to facilitate tourists in reaching and arriving at destinations effectively and efficiently.

c.   Amenity, MTE, and Revisit Intention
Next, the fifth hypothesis (H5) test to examine the influence of amenities on MTE. Based on the calculation results, it is known that the significance value obtained is less than 0.050, which is 0.001, with a beta value of 0.272. Therefore, the results of the fifth hypothesis test are accepted. This means that the supporting facilities at Taman Sari, such as hotels, restaurants, public amenities like toilets, souvenir shops, and others, make tourists feel comfortable and can meet their needs while vacationing at a destination. Thus, their experience during the visit will further enhance the positive impression. The results of this study are in line with previous research conducted by (J. J. Kim et al., 2023), which states that tangible or physical amenities have a significant impact on the experience.

Different results were also shown in the sixth hypothesis test (H6) which examined the influence of amenities on revisit intention. The significance value obtained is greater than 0.050, namely 0.324 with a beta of 0.025. Therefore, the sixth hypothesis test is rejected. This means that the amenities at the Taman Sari tourist attraction are considered to have no impact on tourists' intention to make a return visit. Although visitors can enjoy the beauty of the Javanese-Portuguese architecture, walk through the underwater tunnel, and enjoy the view from the Tall Building, these tangible amenities do not enhance tourists' intention to revisit. The results of this study contradict previous research that found amenities to be a predictor in determining future tourist behavior (Tafesse & Tariq, 2025; Tafesse & Tariq, 2025).

d.   Ancillary, MTEs, and Revisit Intention
The seventh hypothesis (H7) examined the relationship between ancillary facilities and (MTE). The calculation results showed a significance value of less than 0.050, namely 0.001, and a beta value of 0.293. Therefore, the seventh hypothesis was accepted. A better destination's ancillary facilities positively impacted the memorable experience. Taman Sari provides supporting services to tourists during their visit, such as tour guides, directions, an information center, and other services. The historical stories told by the tour guides provided an understanding of the site's history, creating a memorable experience. This finding aligns with previous research by (Tsani et al., 2021; Hamidah et al., 2024), which stated that additional services seen in public facilities utilized by tourists can enhance their experience and memory of the destination.

Different results were shown in the eighth hypothesis (H8), which was rejected because the significance value was greater than 0.050, namely 0.881, with a beta value of 0.013. This means that the ancillary services provided by Taman Sari tourism management are incapable of motivating tourists to revisit. Ancillary services only support the customer experience during their visit but do not increase revisit intentions. This finding contrasts with previous research by (Hadi et al., 2024) which found that ancillary services are crucial for motivating tourists to revisit

e.   MTE's dan Revisit Intention

Finally, the ninth hypothesis (H9), which examined the effect of MTE on revisit intention, was accepted with a significance level of less than 0.05, at 0.000 and a beta of 0.371. When tourists visit, they conduct research based on their thoughts and feelings, creating an impression of the destination. Taman Sari provides tourists with an unforgettable experience, which leads to repeat visits. These results align with previous research by (Riptiono, 2022; Saryatun et al., 2024), which suggests that experiences that leave a lasting impression on tourists will trigger revisit intentions. In other words, MTE is a predictor of increased revisit intention.

4.   CONCLUSION

This study reveals that not all the 4A components in tourism marketing influence MTE or revisit intention. Tourists' intention to visit Taman Sari is influenced by accessibility and MTE. MTE has a significant impact on determining future tourist intentions. Furthermore, MTE is influenced by attraction, accessibility, security, and ancillary factors. Accessibility plays the most significant role in increasing MTE. The results of this study suggest that tourism managers should pay attention to the 4A components to create memorable experiences that can increase revisit intention.

This study has two important implications: 1) It is important for Taman Sari managers to consider the 4A components to improve strategic services for tourists. 2) Implement service strategies to create unique and memorable experiences for tourists during their travels. Limitation of this study is that it cannot simultaneously demonstrate the influence of component 4a on revisit intention. Therefore, future research should further examine other variables to increase revisit intention to Taman Sari.

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