DOES NOSTALGIC EMOTION AFFECT REVISIT INTENTION COVID-19 ERA?

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ABSTRACT

This study aimed to determine the effect of nostalgic emotion on memorable tourism experiences, and their impact on tourists' revisit intentions at hot spring natural tourist destinations in Indonesia during the COVID-19 era. Nostalgic Emotion plays a vital role in influencing memorable tourism experience and impacts revisit intention to visit tourist destinations. In this study, the research subject is consumers (visitors) in Indonesia's natural hot spring tourist destinations. The method used in this research is an explanatory survey. Respondents in this study were visitors to Indonesia's hot spring natural tourist destinations at the study time, totaling 200 people. The sampling technique used in this research is proportional random sampling. This study uses a questionnaire as a data collection tool and data analysis techniques using SEM (Structural Equation Modeling) analysis using the SmartPLS 3.0 software. Based on the study results, it is known that nostalgic Emotion has a positive and significant effect on memorable tourism experiences and impacts revisit intention.

Keywords: Nostalgic Emotion, Memorable Tourism Experience, Revisit Intention.

INTRODUCTION

One of the policies made by the Indonesian government so that tourist destinations are in great demand by domestic and foreign tourists is that the government makes a Sapta Pesona program. Sapta Pesona contains seven elements in every tourism product used as a benchmark for increasing tourism products (UNWTO, 2011). The seven aspects of tourism products are Safe, Orderly, Clean, Cool, Beautiful, Friendly, and Memories. Through Sapta Pesona, it is hoped that it can encourage the growth and development of the tourism industry through the seven elements in Sapta Pesona. Domestic tourists and foreign tourists have various reasons to visit tourist destinations in Indonesia, ranging from just curiosity and wanting to know a natural beauty, even tourists who come back to enjoy its natural beauty. Tourists travel to gain experience, either behavioral or perceptual, cognitive or emotional or implied or explicit (Ahn & Back, 2018; Meng & Han, 2018; Tsai, 2016).

Covid-19 is a global outbreak that harms the human and social dimensions (Hu et al., 2021; Sigit & Newsome, 2021; Villac et al., 2021). After spreading from China, the pandemic quickly spread to 210 countries, including Indonesia. The Covid-19 pandemic is a big shock to the global economy, including Indonesia. The economy is in decline for at least the first half of the year and possibly longer if Covid-19 containment measures are ineffective (Chen & Hang, 2021; Yin & Ni, 2021). The Covid-19 pandemic has caused global, domestic supply chains, financial market volatility, consumer demand shocks, and negative impacts in critical sectors such as travel and

tourism. The effect of the Covid-19 outbreak will no doubt be felt throughout the tourism value chain. Small and medium-sized companies are particularly affected.

The country of Indonesia often does lockdown, which has an impact on a drastic decrease in visits to all destinations in Indonesia, including the goals we are researching. Suppose someone chooses to travel to a place (Hu et al., 2021). In that case, tourists must start looking for information about the tourist destination they are going to. Suppose tourists have gone to tourist destinations that have been visited (Souiden & Full, 2020; Sugathan & Ranjan, 2019; Zhou et al., 2020). In that case, there are times when these tourists desire to return to those tourist destinations. The desire to repeat or re-experience the atmosphere that has been experienced is called nostalgic emotion (Kang, 2016; Khoshghadam et al., 2019). Although nostalgia was initially rooted in psychology, nostalgia has now been developed in marketing science and sociology to make the sciences more influential and persuasive (Hunt & Johns, 2013; Li et al., 2019).

The diversity of Indonesian tourism makes tourists have many choices that cause tourists to visit different tourist destinations' attractiveness (Barnes et al., 2016; Zhang et al., 2016). So that the problem of revisit intention arises in several Indonesian tourist attractions. In addition, revisit purpose also plays a significant role in the development of tourist destinations. This is supported by the statement of (Um et al., 2006), which states that predicting revisit intention can determine the most effective marketing strategy implementation in a tourist destination. Apart from that, Indonesia has abundant tourist attractions in various regions (Kim et al., 2012).

Revisit intention is part of repurchase intention, including post-purchase behavior (Hultman et al., 2015; Rasoolimanesh et al., 2021; W. Tan, 2016). Revisit intention is considered very important in increasing the number of tourist visits in the future because satisfied tourists tend to make return visits and provide positive word of mouth (Hultman et al., 2015). According to (Koo et al., 2014), the definition of revisit intention is the intention to visit again or the desire of tourists to revisit the identical tourist destination. While (Huang & Liu, 2018; Rasoolimanesh et al., 2021; Tan, 2016) define review intention as the desire of tourists to revisit a tourist destination that has been visited for the second time within a certain period.

Nostalgic emotion can be a concept that describes a sad memory or a moving memory. In addition, nostalgia is defined as the influence of preferences on an object so that it can be reminiscent of an event in the past (Goulding & Goulding, 2006). According to (Su et al., 2018; Zhang et al., 2018), the nostalgia period comes from psychology which describes the psychological state of an individual towards a longing that existed in the past. In consumer behavior, nostalgia can be conceptualized as part of the tendency to use goods and food and requires encouragement in proximity to artifacts, narratives, or images that have a positive relationship and connection with the past (Hunt & Johns, 2013; Khoshghadam et al., 2019). Even though nostalgia initially has its roots in psychology, nostalgia has been developed by experts through marketing science and sociology to be more effective and persuasive (Wen et al., 2019).

That most of them utilize nostalgic emotion in the advertising business and product design from a marketing point of view by emphasizing subjects that tend to evoke nostalgia (Creighton, 1997; Maher et al., 2021). Nostalgia affects the value of the experience that consumers can feel (Tsai, 2016). Nostalgia arises because someone sees something that can connect them at certain times. So that it can understand how an individual responds to the source with the feeling of nostalgia that is being felt, thus the individual can feel nostalgia so that it helps explain consumer behavior in society. Nostalgia has been used in the study of tourism travel and car preferences (Pezenka & Buchta, 2012). Schindler & Holbrook (2003) stated that nostalgia forms an

experience that significantly influences the involvement of the value of the knowledge of the respondents. Therefore, nostalgia in the consumer literature can support the theoretical perspective of nostalgia, namely preserving experiential values.

Memory is one of the primary sources of information used by tourists in determining the desire to make a return visit to a place (Chen, 2014; Wen et al., 2019). Some experiences directly affect the experiences and feelings contained in the literature, such as joy, pleasure, sociability, guilt, and concern (Kim et al., 2012). (Chandralal et al., 2015; Rasoolimanesh et al., 2021; Zhang et al., 2018)stated that MTE can be defined as a virtual event stored in memory and is always known after the event. According to (Chandralal & Valenzuela, 2013; Coelho et al., 2018), MTE relies on two elements: 1) the traveler's experience in time and space and 2) the process of building memory involved in the experience. The memory or past choices of tourists are among the most valuable sources of information when deciding to revisit a particular destination (revisit) (Mahdzar, 2019; Rasoolimanesh et al., 2021; Zhang et al., 2018).

METHODOLOGY

The method used in this research is explanatory survey. Respondents in this study were visitors to Indonesia's hot spring natural tourist destinations at the time of the study, totaling 200 people. The sampling technique used in this research is proportional random sampling. This study uses a questionnaire as a data collection tool and data analysis techniques using SEM (Structural Equation Modeling) analysis using the SmartPLS 3.0 software.
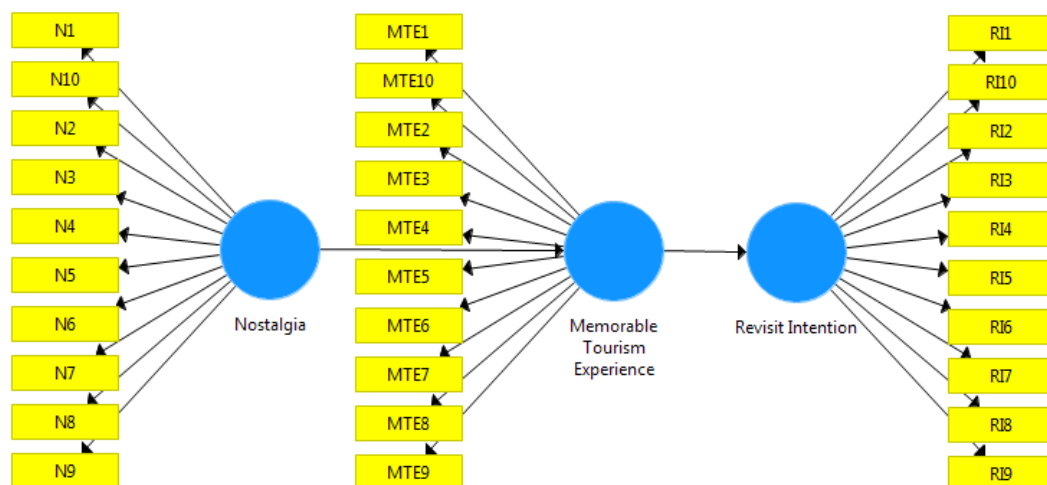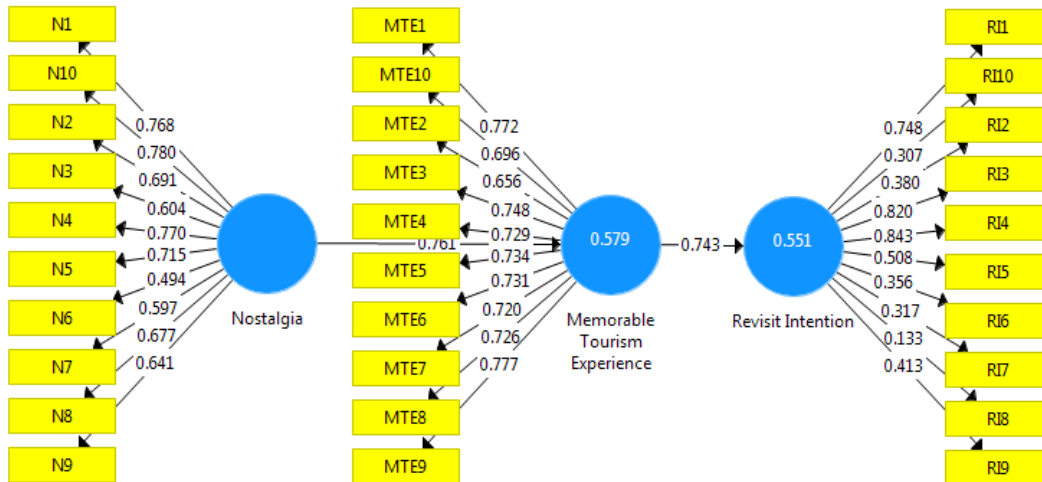

FIGURE 1
CONCEPTUAL MODEL

1. Effect of Nostalgic Emotion on Memorable Tourist Experience
2. Effect of Memorable Tourism Experience on Revisit Intention

RESULT AND DISCUSSION

This research model will be analyzed using the Partial Least Square (PLS) method and assisted by SmartPLS 3.0 software. After processing the data using SmartPLS 3.0, the resulting inner structural model can be seen in Figure 2 as follows:

FIGURE 2
MODEL STRUCTURAL

R-Square

The value that is only owned by the endogenous variable in addition to the r-square also shows how much the exogenous variable affects. After processing the data using SmartPLS 3.0, the value of r-square can be shown in Table 1 as follows:

Table 1 R-SQUARE		
	R Square	**Adjusted R Square**
Memorable Tourism Experience	0,538	0,533
Revisit Intention	0,555	0,551

From the results of data processing in Table 1 above, it can be seen that the revisit intention variable is influenced by 55% by nostalgia and memorable tourism experiences, where the eliminated variables probably influence the remaining 45%. Meanwhile, the memorable tourism experience variable is controlled by 53% by nostalgic emotion and revisit intention, where the eliminated variables probably influence the remaining 47%.

Path Coefficient

Path coefficient is a value that can indicate whether the hypothesis has a positive or negative direction. After processing the data using SmartPLS 3.0, the value of the path coefficient can be shown in Table 2 as follows:

Table 2 PATH COEFFICIENTS			
Path Coefficients	**Memorable Tourism Experience**	**Nostalgic Emotion**	**Revisit Intention**

			0,745
Memorable Tourism Experience			0,745
Nostalgic Emotion	0,733		

From the results of data processing in Table 2 above, it can be seen that the path coefficients for the nostalgic emotion variable are 0.733 and the path coefficients for the memorable tourism experience variable are 0.745.

T-Statistic (Bootstrapping)

This study's t-statistic or bootstrapping test was adjusted to the PLS assessment criteria with a significant value of 0.05. In addition to being declared effective, the results of the t-statistic must be more than 1.96. The following are the results of data processing for t-statistic testing in Table 3 as follows:

Table 3 T-STATISTIC (OUTPUT BOOTSTRAPPING)							
T Statistic	**Path Coef**	**Sample average**	**Std Dev.**	**t- Stat**	**P-Value**	**Information**	
						H0	**Ha**
Memorable Tourism Experience → Revisit Intention	0,745	0,743	0,065	11,437	0,000	rejected	accepted
Nostalgia → Memorable Tourism Experience	0,733	0,730	0,081	9,042	0,000	rejected	accepted

From the results of data processing in Table 3 above, it can be seen that the t-statistic of the memorable tourism experience variable on revisit intention is 11.437. The t-statistic of the nostalgia variable for a unique tourism experience is 9.042, based on the PLS assessment criteria. The t-statistic must be more than 1.96 then from that, the results of the above data processing have a significant effect by the research of (Rasoolimanesh et al., 2021; Tan, 2016).
The results of testing the hypothesis of this study are as follows:

H1: Memorable Tourism Experience has a positive and significant impact on Revisit Intention.

From the data in Table 3, it can be seen that the t-statistic value of memorable tourism experience on revisit intention is 11.437, which is greater than t-table 1.96 (t-statistics > t-table), it can be said that the variable unique tourism experience has a significant effect on positive on revisit intention. While the P-value obtained is 0.000, which is smaller than alpha (α) 0.05 (P-value < α), it can be said that the effect of the memorable tourism experience variable on revisit intention is having a significant impact. While the path coefficient value of the influence of the memorable tourism experience variable on revisit intention is 0.745, where every increase in unique tourism experience can increase revisit intention by 0.745. Thus it can be concluded that Hypothesis 1 Memorable Tourism Experience has a positive and significant effect on Revisit Intention, is accepted.

H2: Nostalgic Emotion has a positive and significant effect on Memorable Tourism Experience.

From the data in Table 3, it can be seen that the t-statistic value of nostalgia for memorable tourism experiences is 9.042, which is greater than t-table 1.96 (t-statistics > t-table), it can be said that the nostalgia variable has a positive effect on memorable tourism experiences. . While

the P-value obtained is 0.000 which is smaller than alpha (α) 0.05 (P-value $< \alpha$), it can be said that the influence of the nostalgia variable on the memorable tourism experience has a significant effect. In comparison, the path coefficient value of the impact of the nostalgia variable on the memorable tourism experience is 0.733. Thus it can be concluded that Hypothesis 2 Nostalgia has a positive and significant effect on Memorable Tourism Experience is accepted.

Predictive Relevance

Predictive relevance is a value to show how good the value of the observations resulting from the research conducted. To determine the value of predictive relevance, a blindfolding test is carried out. After processing the data using SmartPLS 3.0, the value of the predictive relevance obtained from the blindfolding test can be shown in Table 4 as follows:

Table 4 PREDICTIVE RELEVANCE			
Predictive Relevance	SSO	SSE	Q^2 (=1- SSE/SSO)
Memorable Tourism Experience	800,000	580,502	0,274
Nostalgic Emotion	400,000	400,000	
Revisit Intention	300,000	184,007	0,387

From the results of data processing in Table 4 above, it can be seen that the results of predictive relevance through the blindfolding test for memorable tourism experiences are 0.274. For revisit intentions are 0.387 were based on the PLS assessment criteria for predictive significance. When the value is above 0, then the observation value is good. In other words, the observation value of the above research is quite good.

The value of Q2 (predictive relevance) on the revisit intention variable is declared good if the value is > from the memorable tourism experience variable. Therefore, it can be seen from Table 4 where the predictive relevance revisits intention value is 0.387 > from the predictive relevance memorable tourism experience value, which is 0.274, this shows that the validity of the predictive relevance of the fit model is strong by the research conducted (Li et al., 2019; Zhang et al., 2018).

Model Fit:

Model fit is a way to find out how well the model studied in a study is. After processing the data using SmartPLS 3.0, the value of the model fit obtained is shown in Figure 3 and Table 5 as follows:
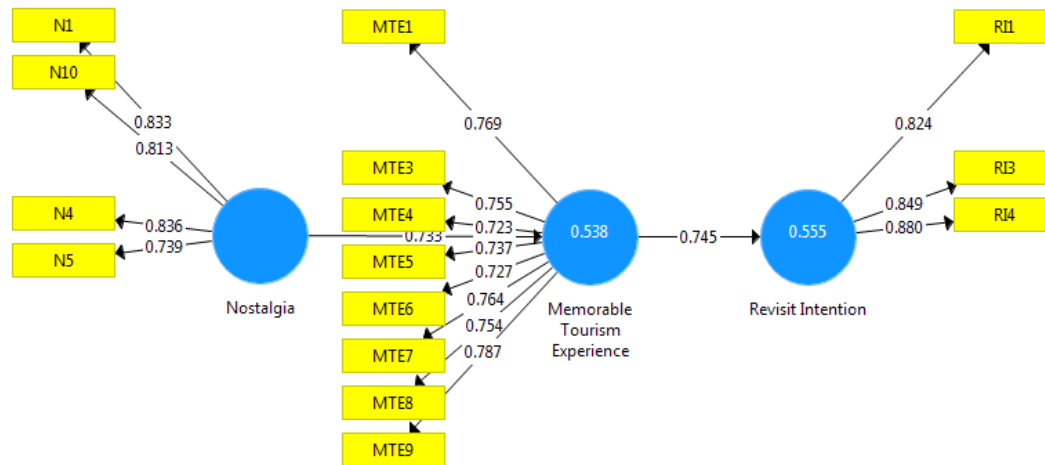
FIGURE 3
MODEL FIT

Table 5 Model Fit		
Fit Model	**Model Saturated**	**Model Estimate**
SRMR	0,077	0,085
d_ULS	0,712	0,872
d_G	0,423	0,458
Chi-Square	223.196	233.917
NFI	0,756	0,745

From the results of data processing in Table 5 above, it can be seen that the results of the fit model in the NFI column are 0.745, which when presented is 74%. In other words, the impact of the fit model above is that it has 74%. This study indicates that nostalgia has a significant effect on memorable tourism experiences and has a positive impact on revisit intention. This is by the research conducted by (Kessous & Roux, 2008), which interprets incidents that happened in the past to have a powerful influence on nostalgia. Likewise, the results of this study are by research conducted by (Cho et al., 2019), where the intensity of nostalgia significantly and positively affects the intention to re-experience the experience of past activities. The research results conducted by (Chandralal & Valenzuela, 2013) show that tourists who have positive and very memorable experiences can increase their intention to revisit these tourists. Then the results of research conducted by (Zhang et al., 2016) showed that there was some influence from the tourist experience that made the tourists revisit these tourist attractions.

CONCLUSION

The study results show that nostalgic emotion has a positive and significant impact on memorable tourism experiences, its impact on revisit intention in Indonesian hot spring tourist destinations. Based on testing, the nostalgia variable has a significant effect on the memorable tourism experience. It has a positive impact on revisit intention. Then based on the memorable tourism experience test, it has a positive and significant effect on revisit intention. The

Indonesian government has set priority tourism destinations with various challenges, even more so in this Covid-19 pandemic, tourism promotion and marketing programs that have been previously planned have become constrained. Therefore, it is necessary to adapt the tourism program to remain productive during the pandemic and the new normal through collaboration and collaboration with all government, business, community, and educational institutions.

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