THE EFFECT OF DESTINATION ATTRIBUTES AND MEMORABLE TOURISM EXPERIENCES ON REVISIT INTENTION IN GENERATION Z

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Abstract

This study aims to explain the influence of destination attributes and memorable tourism experience on revisit intention. The research employs a quantitative approach with data collected through an online questionnaire distributed via Google Form. The population is Generation Z, with samples determined using the purposive sampling technique. A total of 150 respondents who are students of Universitas Maritim Raja Ali Haji (UMRAH) were selected because they had visited Lagoi Bay at least once. The results show that most respondents experienced a clean beach atmosphere, comfortable facilities, and beautiful scenery that created a memorable travel experience. The findings indicate that destination attributes and memorable tourism experience have a positive influence on revisit intention. In other words, the better the destination's attributes and the more memorable the tourist experience, the greater the visitors' desire to return to Lagoi Bay.

Keywords: Destination Attributes, Memorable Tourism Experience, Revisit Intention

Introduction

Tourism is a creative industry sector currently experiencing rapid growth (Susanto & Astutik, 2020). Tourism is the activity of an individual or group of people traveling outside their place of residence for the purpose of enjoying a vacation, business, or educational activities (Destiani et al., 2025).). Tourism is a strategic sector in supporting regional economic development because it has significant potential to increase income and the welfare of local communities. One crucial factor in the development of the tourism industry is the ability to effectively market the destinations to potential tourists, both domestic and international (Khasanah et al., 2024).

One region with significant tourism development potential is the Riau Islands Province. The Riau Islands Province offers considerable potential for national tourism development. Geographically, this region comprises approximately 2,408 islands, with 96% being ocean and only 4% land, making it a maritime region with potential for marine and island tourism. Its sea area reaches 417,012.97 km² and is administratively divided into seven districts/cities. Post-pandemic, the number of foreign tourist visits showed a positive trend, increasing from 25,558 in 2022 to 57,538 in 2023. However, as of October 2024, the number of visits remained at 45,296 and had not yet returned to pre-pandemic levels (Dinas Pariwisata Kepri, 2022).

The dimensions of tourism services have undergone extensive development, so that one of the attributes of tourism is also the pursuit of healing. Simultaneously, it has become mainstream that travel encompasses all generations, including Generation Z (Johannes & Deci, 2022). Healing is understood as a process of mental, emotional, and physical recovery through calming activities such as interacting with nature. According to Indonesia (IDN Research Institute, 2024), 90% of Generation Z choose vacations as a form of self-healing, with 84% preferring tranquil and beautiful natural destinations. It demonstrates that tourism is now also seen as a means of maintaining emotional well-being.

In line with this, various natural tourist destinations continue to be developed to meet tourists' needs for a relaxing and quality experience. One of the leading natural destinations in the Riau Islands is Lagoi Bay, located on Bintan Island. Administratively located in Teluk Sebong District, this area is known for its white sandy beaches, clear seawater, and a tranquil atmosphere that supports healing activities. Lagoi Bay is equipped with modern facilities such as a resort, parking area, and public restrooms to ensure tourist comfort. Access to the location is also relatively easy, approximately a 1.5-hour drive from Tanjungpinang City or via Batam by sea transportation (BintanResorts, 2025).

This relatively easy access is one of the factors that attracts tourists to visit Lagoi Bay. The results of a pre-survey conducted by researchers on 30 Generation Z respondents in Tanjungpinang City support this fact. Of several frequently visited beaches, 83.3% of respondents chose Lagoi Bay Beach as their primary destination, far surpassing Trikora Beach (13.3%) and Tanjung Siambang Beach (3.3%). These findings indicate that Lagoi Bay has a powerful appeal among Generation Z, making it relevant for further research.

The high level of interest and fascination among Generation Z in Lagoi Bay demonstrates the potential for tourists to revisit the destination. In tourism research, revisit intention is a crucial aspect to consider (Normalasari et al., 2023). According to Purnama et al. (2024), revisit intention reflects tourists' satisfaction with their previous experiences and is an indicator of successful destination management.

The main factors influencing revisit intention include destination attributes such as attractions, facilities, transportation, and hospitality (Guzel, 2017; Mill, 2010; Yacob et al., 2019) as well as memorable tourism experiences, which include enjoyment, uniqueness, refreshment, local culture, meaning, engagement, and knowledge (J. H. Kim et al., 2022). Therefore, it is essential to examine how destination attributes and memorable tourism experiences in Lagoi Bay influence Generation Z's revisit intention. Several previous studies have also shown that the attractiveness of a destination and the enjoyable experiences experienced by tourists can make them want to return.

According to Rahmania & Abrian (2023) and Ratulangie et al. (2025), when a tourist destination offers good facilities, atmosphere, and services, tourists tend to feel satisfied and interested in returning. Furthermore, Dianty et al. (2021) explain that memorable experiences during travel can create an emotional bond with the destination visited. Other research from Chen et al. (2020) and Suripto & Ernawadi (2024) also supports the notion that positive experiences foster loyalty and a desire to return to the same destination. Based on these findings, this study was conducted to strengthen evidence that destination attributes and memorable tourism experiences can influence return intention.

Literature Review

Revisit Intention

Revisit intention refers to the desire of tourists to return to a place or region they have previously visited (Purnama et al., 2024). Revisit intention can be characterized by a willingness to revisit the same destination in the future and recommend it to others (Sukendar et al., 2021). In this regard, repeat visits can be approached through three dimensions, namely (Huang & Liu, 2017). A visit again refers to the intention of tourists to make a second or repeat visit to a tourist destination they have visited previously. The indicators of a visit again are: Willingness or intention to revisit the destination. The possibility or opportunity to revisit the destination in the near future (Wulanjani & Derriawan, 2017).

Planning a visit is the process of organizing a return trip to a specific tourist location. Indicators of a plan to visit include visitors inviting relatives, friends, and family to visit the destination and sharing their experiences. A desire to return is a tourist's wish to revisit a destination in the future. This dimension is measured by the visitor's willingness to revisit the destination (Wulanjani & Derriawan, 2017).

Destination Attributes

Destination attributes are defined as characteristics inherent to a tourist destination that can satisfy tourists and create an intention to revisit (Guzel, 2017). Based on various destination attributes such as location beauty, local cultural experiences, infrastructure facilities, security, and available activities, they have a significant influence on tourist preferences at various stages of decision-making In line with that, this study uses four dimensions, namely (Mill, 2010): Attractions are elements that attract tourists to visit a destination (Mill, 2010). Indicators of attractions are cultural attractions, natural attractions, events, and recreation.

Facilities are an industrial sector that provides services for tourists who are far from home and need a place to rest, as well as the provision of food and drinks (Mill, 2010). Indicators of facilities are lodging places, restaurants, support services, and infrastructures (Mill, 2010). Transportation is an essential means that supports tourist mobility, both on the way to the destination and when moving between tourist locations (Mill, 2010). Transportation plays a crucial role in supporting tourist mobility, both en route to the destination and when moving between tourist locations. Hospitality is essentially a form of acceptance that tourists experience when they arrive at a destination (Mill, 2010). Indicators of hospitality include local communities and industries employed (Mill, 2010).

Memorable Tourism Experiences

Memorable tourist experiences are defined as those that are remembered positively and after the event takes place (J.-H. Kim et al., 2012). Therefore, this study uses the MTE scale (Kim et al., 2012), which is constructed in seven dimensions, namely: Hedonism is defined as a feeling of excitement/pleasure (Kim et al., 2012). Then, Kim et al. (2012) classified the dimensions of hedonism into four indicators, namely the feeling of pleasure in getting new experiences, genuinely enjoying the whole experience, being pampered with activities, and perceiving the experience as something exciting.

Novelty is defined as a psychological feeling resulting from a new experience (Kim et al., 2012). Meanwhile, Kim et al. (2012) categorize novelty into four distinct indicators: a once-in-a-lifetime experience that remains unchanged upon repetition, a unique experience that differs from previous ones, and something entirely new. Local culture in the MTE dimension can refer to the level of positive impressions about local society and culture (Kim et al., 2012). He classified local culture into three indicators, namely a good impression of the local community (especially managers), experiencing local culture closely through interaction with (managers), and the local community (especially managers) of the destination being friendly.

Refreshment is defined as a feeling of being refreshed (Kim et al., 2012). Then he classified the refreshment into four indicators, namely experiences that are free from stress and routine, refreshing, and revitalizing (feeling better. Meaningfulness is defined as a feeling of getting something of great value or significance (Kim et al., 2012). Meanwhile, Kim et al., 2012) divides meaningfulness into four indicators,

namely a once-in-a-lifetime experience that even if repeated will not be the same, a unique experience, different from previous experiences, something new.

Knowledge is defined as information, facts, or experiences known to an individual (Kim et al., 2012). (Kim et al., 2012) divides involvement into three indicators: visiting a place one truly wants to visit, enjoying an activity (such as camping) that one truly wants to do, and being interested in the main activity. Knowledge is defined as information, facts, or experiences known to an individual (Kim et al., 2012). (Kim et al., 2012) divides knowledge into three indicators: exploring, gaining new knowledge, and experiencing a new culture.

Research Hypotheses

A hypothesis is a tentative conclusion that is then tested for accuracy. Therefore, the hypotheses in this study are:

1. H1: Destination attributes are suspected to influence revisit intention.
2. H2: Memorable tourism experiences are suspected to influence revisit intention.
3. H3: Destination attributes and memorable tourism experiences are suspected to influence revisit intention simultaneously.

Methods

This study employs a quantitative approach, utilizing an online questionnaire instrument via Google Forms. The measurement scale used is a five-point Likert scale ranging from 1 to 5. The population of this study was tourists who visited Lagoi Bay, a tourist destination in Bintan Regency, Tanjungpinang City, Riau Islands, with a sample size of 150 respondents. Sampling employed a purposive sampling technique, focusing on Generation Z students from Raja Ali Haji Maritime University (UMRAH) who have traveled to Lagoi Bay and made multiple visits. The collected data were analyzed descriptively and tested using the SmartPLS 4 application with the stages of outer model analysis, inner model analysis, and hypothesis testing.

Results and Discussion

Validity Test

Validity testing is conducted to determine the extent to which a measurement instrument accurately represents the construct being measured. According to Ghozali & Kusumadewi (2023), validity in SmartPLS can be evaluated through the loading factor values of each indicator within the construct. Furthermore, Hair et al. (2021) also emphasized that a loading factor value of 0.70 or higher is the standard threshold for convergent validity in PLS-SEM models.

Convergent Validity

An indicator is considered to have a high loading factor if it shows a correlation of more than 0.70 with the construct it measures. In this study, a minimum loading factor limit of 0.70 was used. Indicators with loading factor values below this threshold were considered for removal as they may not accurately represent the construct. In addition, convergent validity can also be evaluated through the Average Variance Extracted (AVE), where values above 0.50 indicate adequate convergence (Hair et al., 2021). The result is shown in Figure 1.

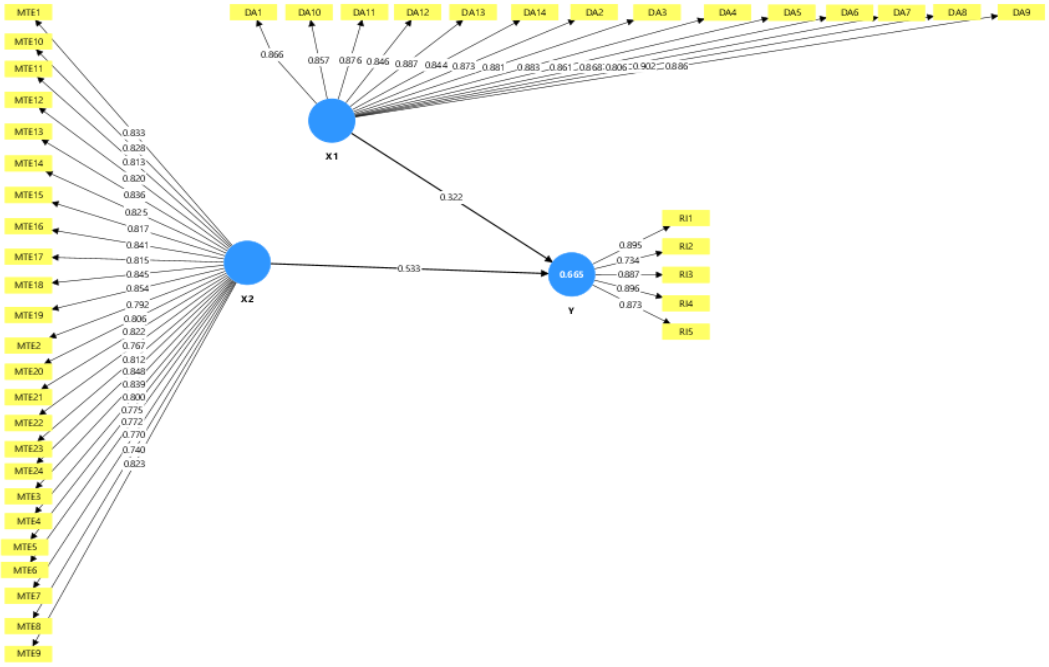

Figure 1. Outer Model

Figure 1 presents the outer model, illustrating the relationships between latent variables and their respective indicators. In the model, arrows connecting latent variables to indicators show both the direction and strength of each indicator's contribution in representing its corresponding construct. This visualization helps readers understand the role of each indicator in shaping the latent variable and the interrelationships among indicators within the overall model. The outer model serves as a preliminary basis for assessing construct validity and reliability, making it an essential step before further analysis of the structural (inner) model. By examining Figure 1, it is possible to identify indicators with strong contributions as well as those that may require further evaluation in representing latent variables.

To complement the understanding from the outer model, Table 1 presents the outer loading values of each indicator. The outer loading values reflect the strength of the relationship between an indicator and the latent variable it measures. Indicators with high values show a strong and consistent ability to represent the construct, whereas lower values suggest weaker representation. Based on SmartPLS data processing, all indicators in this study have outer loading values above 0.70, meeting the criteria for adequate to good convergent validity.

Considering both the outer model in Figure 1 and the outer loading values in Table 1, readers can assess the quality of the indicators comprehensively. Table 1 provides detailed numerical values to facilitate comparison of each indicator's contribution and serves as a key reference for evaluating convergent validity before proceeding to reliability testing and structural model analysis.

Additionally, convergent validity is further assessed through the AVE, which shows the proportion of variance captured by a construct relative to measurement error. A construct is considered to have adequate convergent validity if its AVE is at least 0.50. Constructs with AVE below this threshold indicate that the indicators may not sufficiently explain the latent variable, highlighting the need for further evaluation or adjustment. Table 2 presents the AVE values for all constructs in this study, providing additional support for assessing indicator validity alongside the outer loading values.

Overall, the combination of outer model visualization, outer loading values, and AVE values provides a comprehensive assessment of indicator quality in this study. This multi-faceted evaluation ensures that each latent variable is adequately represented by its indicators, strengthening the measurement model before moving to the structural analysis. By presenting both graphical and numerical evidence, readers can clearly see which indicators perform well and which may require careful consideration, thereby enhancing the overall rigor and credibility of the research findings.

Table 1. Outer Loading Values

Indicator	Variable	Outer Loading Value	Description
Revisit Intention (Y)	RI1	0,895	Valid
	RI2	0,734	Valid
	RI3	0,887	Valid
	RI4	0,896	Valid
	RI5	0,873	Valid
Destination Attributes (X1)	DA1	0,866	Valid
	DA2	0,873	Valid
	DA3	0,881	Valid
	DA4	0,883	Valid
	DA5	0,861	Valid
	DA6	0,868	Valid
	DA7	0,806	Valid
	DA8	0,902	Valid
	DA9	0,886	Valid
	DA10	0,857	Valid
	DA11	0,876	Valid
	DA12	0,846	Valid
	DA13	0,887	Valid
	DA14	0,844	Valid
Memorable Tourism Experiences (X2)	MTE1	0,833	Valid
	MTE2	0,792	Valid
	MTE3	0,839	Valid
	MTE4	0,800	Valid
	MTE5	0,775	Valid
	MTE6	0,772	Valid
	MTE7	0,770	Valid
	MTE8	0,740	Valid
	MTE9	0,823	Valid

Indicator	Variable	Outer Loading Value	Description
	MTE10	0,828	Valid
	MTE11	0,813	Valid
	MTE12	0,820	Valid
	MTE13	0,836	Valid
	MTE14	0,825	Valid
	MTE15	0,817	Valid
	MTE16	0,841	Valid
	MTE17	0,815	Valid
	MTE18	0,845	Valid
	MTE19	0,854	Valid
	MTE20	0,806	Valid
	MTE21	0,822	Valid
	MTE22	0,767	Valid
	MTE23	0,812	Valid
	MTE24	0,848	Valid

Source: Primary data processing, SmartPLS, (2025)

All constructs in this study meet the minimum requirement, with AVE values above 0.50, indicating that the indicators adequately represent their respective latent variables. Higher AVE values reflect stronger convergent validity. Table 2 presents the AVE values for each construct as a reference for assessing the quality of the measurement model.

Table 2. Average Variance Extracted (AVE) Results

Variable	AVE	Description
Revisit Intention (Y)	0,738	Valid
Destination Attributes (X1)	0,752	Valid
Memorable Tourism Experiences (X2)	0,661	Valid

Source: Primary data processing, SmartPLS, (2025)

Based on the results of convergent validity testing using the Average Variance Extracted (AVE) value shown in the table, it can be concluded that all research variables have met the convergent validity criteria.

Discriminant Validity

Discriminant validity testing can be conducted in two ways. First, by examining the cross-loading value between the indicator and its construct. An indicator is considered to meet the criteria if it has a cross-loading value greater than 0.70 on the same construct. The results of the discriminant validity test are shown in the following table

Table 3. Discriminant Validity Value (Cross Loading)

Variable	Destination Attributes (X1)	Memorable Tourism Experiences (X2)	Revisit Intention (Y)
DA1	0.866	0.686	0.629
DA2	0.873	0.735	0.723
DA3	0.881	0.726	0.666
DA4	0.883	0.732	0.675
DA5	0.861	0.680	0.666
DA6	0.868	0.710	0.676
DA7	0.806	0.675	0.591
DA8	0.902	0.695	0.661
DA9	0.886	0.691	0.701
DA10	0.857	0.705	0.619
DA11	0.876	0.660	0.593
DA12	0.846	0.667	0.609
DA13	0.887	0.686	0.649
DA14	0.844	0.704	0.632
MTE1	0.766	0.833	0.798
MTE2	0.683	0.792	0.729
MTE3	0.756	0.839	0.760
MTE4	0.706	0.800	0.748
MTE5	0.635	0.775	0.667

Variable	Destination Attributes (X1)	Memorable Tourism Experiences (X2)	Revisit Intention (Y)
MTE6	0.681	0.772	0.646
MTE7	0.680	0.770	0.642
MTE8	0.648	0.740	0.609
MTE9	0.714	0.823	0.682
MTE10	0.683	0.828	0.601
MTE11	0.631	0.813	0.590
MTE12	0.604	0.820	0.618
MTE13	0.653	0.836	0.645
MTE14	0.632	0.825	0.583
MTE15	0.601	0.817	0.571
MTE16	0.655	0.841	0.605
MTE17	0.622	0.815	0.581
MTE18	0.654	0.845	0.610
MTE19	0.630	0.854	0.594
MTE20	0.600	0.806	0.590
MTE21	0.565	0.822	0.621
MTE22	0.588	0.767	0.574
MTE23	0.569	0.812	0.574
MTE24	0.625	0.848	0.667
RI1	0.695	0.749	0.895
RI2	0.503	0.551	0.734
RI3	0.685	0.701	0.887
RI4	0.679	0.710	0.896
RI5	0.643	0.674	0.873

Source: Primary data processing, SmartPLS, (2025)

Reliability Testing

In this study, reliability testing was conducted on all indicators contained in the questionnaire. Standard methods for reliability testing include Cronbach's alpha and composite reliability, both of which serve as essential benchmarks in quantitative research. According to Hair et al. (2021), Cronbach's alpha and composite reliability values above 0.70 indicate an adequate level of reliability and can be categorized as reliable. Therefore, if the obtained values meet these criteria, the questionnaire items can be considered suitable for further analysis.

Table 4. Cronbach Alpha and Composite Reliability Results

Variable	Cronbach's Alpha Value	Composite Reliability Value
Revisit Intention (RI)	0,910	0,919
Destination Attributes (DA)	0,975	0,975
Memorable Tourism Experience (MTE)	0,978	0,979

Source: Primary data processing, SmartPLS, (2025)

Based on the test results, all indicators in the questionnaire were proven reliable, meaning they provided consistent and reliable data. Therefore, this research instrument is ready for use in the next stage of analysis.

R-Square Value

The R-squared is a measure used to assess how much of the variation in the dependent variable can be explained by the independent variables. It indicates the model's strength in explaining the relationship between variables; the higher the R-Square, the greater the proportion of the variation in the dependent variable that the independent variable can explain.

In this study, R-Square was used to evaluate the extent to which the Destination Attributes and Memorable Tourism Experience variables explained variation in the Revisit Intention variable. The R-Square result is an essential indicator in assessing the suitability and strength of this research's structural model.

Table 5. R-Square Value

Variable	R-square	Adjusted R-square
Revisit Intention (Y)	0,665	0,660

Source: Primary data processing, SmartPLS, (2025)

Based on the test results, the R-Square value for revisit intention is 0.665 with an adjusted R-Square of 0.660. It means that the destination attributes and memorable tourism experience variables simultaneously

explain 66.5% of the variation in revisit intention. In comparison, the remaining 33.5% is influenced by other factors outside the research model.

Effect Size (F-Square)

The F-Square (f^2) value is used to measure the magnitude of the partial effect of each independent variable on the dependent variable. A higher f^2 value indicates a greater contribution of the independent variable in explaining the variance of the dependent variable, and vice versa.

According to (Ghozali & Kusumadewi, 2023), the F-Square interpretation is as follows:

1. An F-Square ≥ 0.35 indicates a strong influence on the latent variable.
2. An F-Square between 0.15 and 0.35 indicates a moderate influence.
3. An F-Square between 0.02 and 0.15 indicates a weak influence.

Table 6. F-Square Value

Variable	Revisit Intention (Y)	Description
Destination Attributes (X1)	0,109	Weak
Memorable Tourism Experiences (X2)	0,300	Medium

Source: Primary data processing, SmartPLS, (2025)

Based on the F-Square calculation results in Table 6, the F-Square value for destination attributes is 0.109, indicating a weak partial influence on revisit intention. Meanwhile, the F-Square value for memorable tourism experience is 0.300, indicating a moderate partial influence on revisit intention.

Hypothesis Testing

Hypothesis testing in this study was conducted to determine the level of significance of the relationship between latent variables. The analysis was performed by examining the path coefficient value in the inner model and comparing the t-statistic value from data processing with the t-table value. If the t-statistic value obtained is greater than the t-table value, then the proposed hypothesis is declared supported or statistically significant. With a 95% confidence level ($\alpha = 0.05$), the t-table value for the two-tailed test is set at ≥ 1.96. Based on these criteria, the results of the hypothesis testing in this study are presented in the following table.

Table 7 Path Coefficients

	Original Sample	Mean Sample	Standard Deviation	T Statistic	P Values
Destination Attributes (X1) -> Revisit Intention (Y)	0,322	0,319	0,125	2,585	0,010
Memorable Tourism Experiences (X2) -> Revisit Intention (Y)	0,533	0,539	0,125	4,270	0,000

Source: Primary data processing, SmartPLS, (2025)

Based on the results in Table 7, each relationship proposed in the hypothesis was analyzed through a simulation process. In this study, the analysis was conducted using the bootstrapping method on the obtained samples. The use of the bootstrapping method is intended to overcome or minimize problems that may arise due to abnormal data distribution, thus making the test results more stable and reliable. Therefore, bootstrapping functions are used to produce a more accurate empirical distribution of path coefficients, t-statistics, and p-values for significance testing between latent variables.

Simultaneous Test (F Test)

According to Ghozali & Kusumadewi (2023), the simultaneous test is used to determine whether all independent variables collectively influence the dependent variable, provided that the calculated F-value > F-

$$F = \frac{R^2 / K}{(1 - R^2)/(n - k - 1)}$$

table. The formula used to calculate the F-test is as follows.

R^2 : Coefficient of Determination (R-Square)
n : Number of Samples
k : Number of Independent Variables

Based on the calculation formula, the calculated F-value is:
Given:
R^2 : 0,665 (R-Square)
n : 150 (number of samples)
k : 2 (number of independent variables)

$$F = \frac{R^2/K}{(1-R^2)/(n-k-1)}$$

$$= \frac{0{,}665/2}{(1-0{,}665)/(150-2-1)}$$

$$= \frac{0{,}3325}{0{,}002279}$$

$$= 145{,}9$$

The F-value is obtained from the F-distribution table based on:

1. The degrees of freedom in the numerator (df1) = the number of independent variables, k
2. The degrees of freedom in the denominator (df2) = the number of samples n minus the number of independent variables k minus 1, i.e., n−k−1n−k−1
3. The significance level α (e.g., 0.05)

The Influence of Destination Attributes on Revisit Intention

Based on the results of the hypothesis test, a positive path coefficient of 0.322 was obtained, with a p-value of 0.010 and a t-statistic of 2.585. These results are in accordance with the rule of thumb, where a p-value of 0.010 < 0.05 and a t-statistic of 2.585 > 1.96. Thus, it can be concluded that the destination attributes variable has a significant positive effect on revisit intention. Therefore, H1 is accepted and H0 is rejected

The Influence of Memorable Tourism Experiences on Revisit Intention

Based on the results of the hypothesis testing, the path coefficient value was 0.533 with a p-value of 0.000 and a t-statistic of 4.270. This value meets the testing criteria because the p-value of 0.000 < 0.05 and the t-statistic of 4.270 > 1.96. This indicates that memorable tourism experiences have a positive and significant effect on revisit intention. Thus, hypothesis H2 is accepted and H0 is rejected.

The Influence of Destination Attributes and Memorable Tourism Experience on Revisit Intention

From the results of the simultaneous test (F Test), the F-count was obtained at 145.9, which is much larger than the F-table = 3.06 at a significance level of α = 0.05 with degrees of freedom df1 = 2 and df2 = 147. These results indicate that the two independent variables, namely destination attributes (X1) and memorable tourism experiences (X2), together have a significant influence on the dependent variable, namely revisit intention (Y). In other words, changes or variations in the two independent variables can simultaneously explain variations in respondents' revisit intentions to Lagoi Bay. Because the F-count value > F-table, it can be concluded that the hypothesis H3 is accepted and H0 is rejected.

Discussion

Based on the results of the hypothesis testing, it was found that destination attributes and memorable tourism experiences have a positive and significant effect on tourists' revisit intention to visit Lagoi Bay. This means that the better the characteristics of a destination and the more memorable the experience tourists have during their visit, the higher their intention to revisit. A further discussion of the analysis results obtained through data processing using SmartPLS 4.0 is as follows:

This study reveals that revisit intention, or tourists' intention to revisit Lagoi Bay, is influenced by destination attributes and memorable tourism experiences, combined with good area management. This finding aligns with research (Kurnia Putri, 2023; Rahmania & Abrian, 2023; Ratulangie et al., 2025), which demonstrates the significant influence of destination attributes on revisit intention. Comprehensive and attractive destination attributes can increase visitor satisfaction and create a positive impression that encourages them to return.

Lagoi Bay is a tourist area managed by PT Bintan Resort Cakrawala (BRC), a private company that acts as the primary manager of the international tourism area in Bintan. BRC implements an integrated management system, ranging from infrastructure development and public facility provision to tourism promotion activities. This professional management ensures that Lagoi Bay maintains high standards of service and facilities, enhancing tourist comfort. With good governance, tourists can enjoy a more quality and memorable travel experience (Platform, 2022).

Lagoi Bay's destination attributes are key factors influencing visitor satisfaction and revisit intentions. The beauty of its white sandy beaches, crystal clear waters, and serene natural scenery is a natural attraction that captivates visitors. Furthermore, supporting facilities such as a spacious parking area, clean public restrooms, a restaurant serving local specialties, a souvenir center, and water sports like jet skis and banana boats enhance visitor comfort. The availability of professional spas like the Banyan Tree Spa also provides added value for travelers seeking relaxation (BintanResorts, 2025).

Beyond facilities, memorable tourism experiences also play a crucial role in building revisit intentions. Travelers who experience friendly service, a pleasant atmosphere, and engaging activities will have positive memories of the destinations they visit. Memorable tourism experiences deepen visitors' emotional attachments, with enjoyable activities and excellent service creating positive memories that foster loyalty and generate revisit intentions, according to findings (Indriani et al., 2021; Putri, 2023; Tran, 2022) which states that a pleasant tourism experience influences loyalty and the decision to make repeat visits.

A comprehensive and attractive destination's attributes enhance tourist satisfaction, thus encouraging them to return. Another study by (Mubarok, 2022) found that destination attributes and memorable tourism experiences simultaneously significantly influence revisit intention, suggesting that both factors must be considered together to maximize tourists' revisit intentions.

Overall, the results of this study indicate that professional management by private companies, comprehensive destination attributes, and memorable tourism experiences play a crucial role in fostering tourist loyalty to Lagoi Bay. Destinations that offer natural beauty, comprehensive facilities, and excellent service will always hold a special place in the hearts of visitors. Therefore, improving the quality of destination attributes and tourism experiences needs to be a priority to ensure Lagoi Bay remains a leading tourist destination in the Riau Islands.

Conclusion

The research results show that visitors to Lagoi Bay are satisfied with the available destination attributes, as they provide a pleasant, comfortable, and memorable travel experience. Complete facilities, including seating areas, dining areas, clean restrooms, and adequate parking, are among the reasons visitors are satisfied, as they facilitate activities and create a comfortable stay. The clean beach environment and beautiful natural scenery contribute to a sense of calm and relaxation for visitors, making Lagoi Bay an ideal place to unwind and enjoy the outdoors.

Furthermore, the presence of various recreational activities and interesting photo spots also attracts tourists, especially Generation Z, who enjoy exploring and capturing precious moments. These activities not only provide entertainment but also create lasting emotional experiences and reinforce positive impressions of the destination. Easy access to the tourist location and the comfort of exploring the beach area also support visitors in experiencing and enjoying every facility and activity offered without significant obstacles. This way, visitors not only see the available attributes but also experience them directly through interaction with the environment, facilities, and atmosphere presented at Lagoi Bay.

Attractive destination attributes and memorable travel experiences are closely linked to feelings of enjoyment, satisfaction, and the desire to revisit in the future. It confirms that Lagoi Bay's success in managing destination attributes and creating memorable travel experiences is a crucial factor in maintaining tourist loyalty and maintaining Lagoi Bay's position as a relevant beach destination for Generation Z, who seek a balance between entertainment, comfort, and meaningful travel experiences.

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