

ABSTRACT

Indonesia has various tourist destination with immense potential. The government has undertaken a strategic approach to harness this potential by implementing a policies and plans to foster tourism development. Among these, five Destinasi Super Prioritas have been identified with Taman Nasional Borobudur being one of them. The Taman Wisata Borobudur has undergone both physical development and human resource enhancement initiatives aimed at elevating the quality of its facilities and services, thereby attracting a growing number of tourists. The creation of memorable tourism experience is very important for tourist destination. Extensive research has shown that such experience can repeat visits, ultimately boosting the overall number of tourist. Nevertheless, there remains a research gap in understanding the extent to which these experiences effectively influence tourists intention to revisit. This study aims to address this research gap by developing an empirical research model based on the service-dominant logic theory, examining the interplay between memorable tourism experience value congruity, destination advocacy, and revisit intention.

The research model developed in this research is memorable tourism experience, value congruity, destination advocacy, and revisit intention with the service-dominant logic theory. Data was collected from 273 respondents who had previously visited the Taman Wisata Borobudur. Structural Equation Modelling (SEM) analysis was conducted using the Analysis Moment of Structural (AMOS) software version 24. The finding of this research validate the hypothesis that value congruity and destination advocacy act as reinforcing factors int the relationship between memorable tourism experience. Specifically, memorable tourism experience were found to significantly and positively impact value congruity. In turn, value congruity had a significant positive effect on destination advocacy, which subsequently influenced tourist intentions to revisit. These findings contribute to the existing body of research by further elucidating how memorable tourism experience can exert a substantial influence on tourists intention to revisit.

Keywords : *Memorable Tourism Experience, Value Congruity, Destination Advocacy, Revisit Intention, Service-Dominant Logic*