

The Influence of Memorable Tourism Experiences on Place Attachment and Behavioral Intentions: A Study of Museum Visitors in Bandung, Indonesia

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Article History	Abstract
Received: 04 June 2026 Accepted: 29 June 2026 Published: 27 June 2026	<p><i>This study examines the influence of Memorable Tourism Experiences (MTEs) on Place Attachment and Behavioral Intentions among visitors to the Geological Museum of Bandung, Indonesia. A quantitative approach was employed using a survey of museum visitors selected through purposive sampling. Data were collected using a structured questionnaire adapted from established scales and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that memorable tourism experiences significantly enhance visitors' emotional attachment to the destination and positively influence their future behavioral intentions. Visitors who perceive their museum experiences as enjoyable, meaningful, novel, and educational are more likely to develop stronger emotional bonds with Bandung and demonstrate favorable behavioral responses, including revisit intentions and positive recommendations. The study highlights the strategic role of memorable experiences in strengthening museum attractiveness and fostering long-term visitor relationships. These findings contribute to museum tourism literature and provide practical implications for enhancing visitor experience management.</i></p> <p>Keywords: <i>behavioral intentions, memorable tourism experiences, museum tourism, place attachment</i></p>



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INTRODUCTION

Before making a visit, tourists form expectations and motivations that serve as the basis for their travel decision-making process (Ismarizal et al., 2026). In line with this, the global economy has increasingly shifted toward an experience-based paradigm, commonly referred to as the experience economy, where customer experiences serve as the primary source of value creation. Contemporary consumers are no longer solely focused on the functional benefits of products and services, but increasingly seek meaningful experiences that evoke emotions and create lasting memories (Ismarizal et al., 2025; Tsai, 2016). In the tourism industry, memorable experiences have become increasingly important because tourists tend to evaluate their trips based on experiences that can be remembered, shared, and relived long after their visits. According to Su et al. (2022), the value of a tourism experience largely depends on its ability to be retained in long-term memory. Therefore, tourism destinations are increasingly designing unique, authentic, and meaningful experiences to enhance visitor engagement and satisfaction.

Previous studies have demonstrated that positive travel experiences generate strong memories that subsequently influence tourists' future attitudes and behaviors (Tung & Ritchie,

2011). In tourism and hospitality contexts, the creation of memorable tourism experiences (MTEs) has emerged as a strategic approach for enhancing destination competitiveness. MTEs refer to tourism experiences that are positively remembered and recalled after the travel experience has ended (Kim, 2018). Such experiences are often associated with unique, engaging, and emotionally significant events that leave a lasting impression on visitors (Seyfi et al., 2020; Sthapit & Coudounaris, 2018). As a result, tourism experiences extend beyond the duration of a trip and continue to shape tourists' perceptions, evaluations, and future behavioral responses even after their visit has ended.

Beyond creating lasting memories, tourism experiences can also foster emotional bonds between visitors and destinations. This emotional connection is commonly referred to as place attachment, which describes the affective and psychological ties that individuals develop toward a specific place through meaningful experiences and interactions. Place attachment has been widely recognized as an important construct in tourism research because it influences how visitors perceive, value, and relate to destinations. Tourists who develop stronger emotional bonds with a destination are more likely to identify with it, feel a sense of belonging, and maintain enduring relationships with the place. Previous studies have suggested that memorable tourism experiences can strengthen visitors' emotional connections by generating feelings of attachment and personal significance toward destinations. Consequently, understanding the influence of memorable tourism experiences on place attachment is essential for explaining how tourism experiences contribute to favorable post-visit outcomes.

In addition to place attachment, memorable tourism experiences are also closely associated with tourists' behavioral intentions. Behavioral intentions refer to tourists' willingness to engage in favorable future behaviors, such as revisiting a destination, recommending it to others, and spreading positive word-of-mouth communication (Coudounaris & Sthapit, 2017; Gohary et al., 2020; Keskin et al., 2022). Positive memories derived from tourism experiences can encourage tourists to maintain favorable perceptions of destinations and increase their likelihood of returning or recommending the destination to friends and relatives (Zhang et al., 2017). Therefore, memorable tourism experiences have become a critical strategic resource for destinations seeking to cultivate visitor loyalty and long-term sustainability.

Among the various tourism attractions, museums possess considerable potential for creating memorable tourism experiences and fostering emotional connections with visitors. As educational and cultural attractions, museums provide opportunities for visitors to engage with history, heritage, science, and knowledge while simultaneously experiencing emotional and intellectual stimulation. Contemporary museums have evolved beyond their traditional role as repositories of artifacts and have become experiential spaces that integrate education, cultural preservation, and recreation. Through interactive exhibitions, storytelling, authentic environments, and immersive learning experiences, museums can create meaningful encounters that contribute to visitors' memories and attachment to the destination (Coudounaris & Sthapit, 2017).

Several studies have examined memorable tourism experiences across different tourism contexts. For example, Coudounaris and Sthapit (2017) investigated the relationship between memorable tourism experiences and behavioral intentions among museum visitors. Gohary et al. (2020) explored how memorable experiences influence destination satisfaction and behavioral intentions among Iranian tourists. More recently, Li & Wang (2023) examined the role of memorable tourism experiences in shaping behavioral intentions within traditional rural cultural landscapes. These studies consistently indicate that memorable tourism experiences contribute to favorable tourist outcomes. However, important gaps remain within the existing literature.

First, previous research has predominantly focused on the influence of memorable tourism experiences on behavioral intentions, whereas relatively limited attention has been devoted to examining place attachment as a key psychological outcome of memorable experiences. Second, empirical evidence investigating the simultaneous effects of memorable tourism experiences on both place attachment and behavioral intentions remains limited. Third, although museums represent unique environments that combine educational, cultural, and emotional experiences, museum tourism has received comparatively less scholarly attention than other tourism contexts. Finally, existing studies have been concentrated primarily in developed countries, while evidence from developing-country settings, particularly in Southeast Asia, remains scarce. Addressing these gaps is important because museums provide distinctive experiential environments that may shape visitors' emotional attachment and future behavioral responses in unique ways.

To address these gaps, the present study focuses on the Geological Museum of Bandung, one of Indonesia's most prominent educational and heritage museums. The museum offers extensive collections of geological artifacts, fossils, minerals, and information related to the Earth's history and environmental development. By combining educational content, historical interpretation, and interactive visual displays, the museum provides a favorable setting for generating memorable tourism experiences. Visitors are able to engage in learning activities that not only enhance their knowledge but also create meaningful and enduring impressions that may influence their attachment to the museum and their future behavioral intentions.

This study contributes to the tourism literature in several ways. First, it extends the memorable tourism experiences literature by examining its influence on both place attachment and behavioral intentions within a museum tourism context. Second, it provides empirical evidence from a developing-country setting, thereby enriching the geographical diversity of existing tourism research. Third, the findings offer practical insights for museum managers seeking to design engaging and memorable visitor experiences that foster stronger emotional connections and encourage favorable behavioral outcomes. Therefore, this study aims to examine the influence of memorable tourism experiences on place attachment and behavioral intentions among visitors to the Geological Museum of Bandung.

RESEARCH METHOD

This study aims to examine the influence of memorable tourism experiences on place attachment and behavioral intentions among museum visitors. A quantitative research

approach was employed using a structured questionnaire adapted from previously validated measurement scales. Data were collected from visitors to the Geological Museum of Bandung, Indonesia, between July 2025 and December 2025. The museum was selected because it is one of Indonesia's most prominent educational and heritage attractions, offering interactive and meaningful visitor experiences. The target population consisted of individuals who had visited the museum during the study period. A screening question was included to ensure that respondents had completed their visit before participating in the survey. Data were collected through a cross-sectional survey, whereby information was obtained from respondents at a single point in time (Hair, Babin, et al., 2017). The research model comprises three constructs: memorable tourism experiences, place attachment, and behavioral intentions. The collected data were subsequently analyzed to evaluate the proposed hypotheses and examine the relationships among these constructs

The target population of this study comprised visitors to the Geological Museum of Bandung, Indonesia. In line with Sekaran & Bougie (2016), a population refers to the entire group of individuals relevant to the research objectives and from which conclusions are drawn. To ensure that respondents possessed relevant experience, purposive sampling was employed. Participants were selected based on two criteria: (1) they had visited the Geological Museum of Bandung and (2) they had completed their museum visit before participating in the survey. This sampling approach enabled the collection of data from individuals with direct experience of the research setting. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). This technique was chosen because it is suitable for examining complex relationships among latent constructs and for testing the proposed hypotheses involving memorable tourism experiences, place attachment, and behavioral intentions.

The sample size was determined based on recommendations for Partial Least Squares Structural Equation Modeling (PLS-SEM) rather than population-based formulas. In PLS-SEM, sample size adequacy depends on model complexity and statistical power considerations (Hair, Matthews, et al., 2017). Following the "10-times rule" and statistical power guidelines, a minimum sample size should be sufficient to detect the proposed relationships among the study constructs with adequate statistical power. Previous studies have suggested that a sample size ranging from 150 to 300 respondents is generally appropriate for PLS-SEM models with moderate complexity (Hair, Matthews, et al., 2017; Leguina, 2015). Therefore, this study employed a sample of 200 museum visitors, which is considered sufficient to generate reliable and robust parameter estimates and to ensure adequate statistical power for hypothesis testing

Measurement

The memorable tourism experiences (MTEs) construct was adapted from Li and Wang (2023) and operationalized through eight dimensions: hedonism, novelty, local culture, refreshment, meaningfulness, involvement, knowledge, and adverse feeling. The hedonism, novelty, and refreshment dimensions were each measured using four indicators. The local culture, meaningfulness, involvement, knowledge, and adverse feeling dimensions were measured using three indicators each. Collectively, these dimensions capture the extent to

which visitors perceive their museum experiences as enjoyable, unique, culturally enriching, meaningful, engaging, informative, and emotionally memorable.

Place attachment was adapted from Li and Wang (2023) and conceptualized as a multidimensional construct consisting of place dependence and place identity. Place dependence was measured using five indicators reflecting visitors’ emotional bonds, sense of belonging, and personal significance associated with Bandung after visiting its museums. Place identity was also measured using five indicators capturing visitors’ preferences for museums in Bandung as places for recreation, relaxation, and historical experiences. Together, these dimensions represent the emotional and functional attachment that visitors develop toward the destination.

Behavioral intentions were adapted from Coudounaris and Sthapit (2017) and Li and Wang (2023). The construct was measured using three indicators representing visitors’ intentions to participate in similar museum activities, revisit museums in Bandung, and recommend the museums to friends and family. These indicators capture visitors’ favorable future behavioral responses following their museum experiences.

All measurement items were assessed using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This approach is consistent with prior studies in tourism and marketing research and allows for robust statistical analysis using PLS-SEM

Table 1. Measurement Items

Variable	Dimensions	Measurement Items
Memorable Tourism Experiences (Li & Wang, 2023)	Hedonism	I gained a new experience when visiting museums in Bandung.
		I participated in activities during my visit to museums in Bandung.
		I enjoyed my visit to museums in Bandung.
		I had an interesting experience at museums in Bandung.
	Novelty	I had a unique experience at museums in Bandung.
		Visiting museums in Bandung was a once-in-a-lifetime experience for me.
		My visit to museums in Bandung was different from my previous trips.
		I experienced something new during my visit to museums in Bandung.
	Local culture	I had a positive impression of the local culture during my visit to museums in Bandung.
		I had the opportunity to learn more closely about local culture through museums in Bandung.
		Local people around museums in Bandung were friendly to me.
	Refreshment	I relieved stress during my visit to museums in Bandung.

		I felt free from my daily routine during my visit to museums in Bandung.
		I had a refreshing experience while visiting museums in Bandung.
		I felt better after visiting museums in Bandung.
	Meaningfulness	I felt that I did something meaningful during my visit to museums in Bandung.
		I felt that I did something important during my visit to museums in Bandung.
		I learned something about myself from visiting museums in Bandung.
	Involvement	I visited museums in Bandung that I had strongly wanted to visit.
		I enjoyed activities that I had really wanted to do at museums in Bandung.
		I was interested in the main activities offered to tourists at museums in Bandung.
	Knowledge	I obtained a lot of information while visiting museums in Bandung.
		I gained new skills from my visit to museums in Bandung.
		I experienced a new culture through museums in Bandung.
	Adverse Feeling	I felt angry while visiting museums in Bandung.
		I felt frustrated while visiting museums in Bandung.
		I felt embarrassed while visiting museums in Bandung.
Place attachment (Li & Wang, 2023)	Place Dependence	This city is very meaningful to me because I can experience the historical atmosphere of Bandung through its museums.
		I feel strongly attached to this city after visiting museums in Bandung.
		I feel a strong sense of belonging to this city after visiting museums in Bandung.
		I have many beautiful memories with friends/family in this city after visiting museums in Bandung.
		Many of my friends/family prefer this city over other places after visiting museums in Bandung.
	Place Identity	For the recreational activities I enjoy, Bandung museums are among the best places to visit.
		I prefer museums in Bandung over other recreational attractions in Bandung.

		For relaxation activities that I enjoy, I cannot imagine anything better than the atmosphere of museums in Bandung.
		Other places cannot compare with museums in Bandung for deep historical experiences.
		When others suggest alternative recreational places in Bandung, I still prefer museums in Bandung.
Behavioral Intentions (Coudounaris & Sthapit, 2017; Li & Wang, 2023)		I plan to participate in similar activities again at museums in Bandung.
		I plan to revisit museums in Bandung in the near future to gain a deeper understanding of Bandung's history and culture.
		I plan to recommend museums in Bandung as tourism destinations to my friends or family because of the memorable historical and cultural experiences.

Sources: Authors.

Data Analysis

For analytical purposes, this study employed Partial Least Squares Structural Equation Modeling (PLS-SEM), which enables the simultaneous assessment of both the measurement and structural models (Hair et al., 2017). This technique is particularly appropriate for studies with relatively small sample sizes and complex models (Chin, 1998). The analysis was conducted using SmartPLS software to test the proposed hypotheses.

PLS-SEM has been widely applied in management and marketing research due to its flexibility and predictive capabilities (Girona, 2024; Leguina, 2015). The analytical procedure follows a two-stage approach. First, the measurement model is evaluated to assess construct reliability and validity, including internal consistency, convergent validity, and discriminant validity (Hair et al., 2017). Second, the structural model is examined to test the hypothesized relationships among constructs and to evaluate the model's predictive relevance (Hair et al., 2017).

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. PLS-SEM was selected because it is suitable for examining complex relationships among latent constructs and for prediction-oriented research (Hair et al., 2017; Leguina, 2015). This technique enables the simultaneous assessment of both the measurement model and the structural model.

The analysis followed a two-step procedure. First, the measurement model was evaluated by assessing indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Second, the structural model was examined to test the proposed hypotheses by assessing path coefficients, coefficient of determination (R^2), effect sizes (f^2), and predictive relevance (Q^2) (Hair et al., 2017). This procedure ensured the robustness and validity of the proposed research model.

RESULT AND DISCUSSION

Table 2. Respondent Profile

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	92	46.0
	Female	108	54.0
Age	18–25 years	78	39.0
	26–35 years	64	32.0
	36–45 years	38	19.0
	>45 years	19.0	10.0
Education	High School	42	21.0
	Diploma	36	18.0
	Bachelor's Degree	94	47.0
	Postgraduate Degree	28	14.0
Visitation Frequency	First-time visitor	116	58.0
	2–3 visits	54	27.0
	More than 3 visits	30	15.0

Sources: Authors.

The demographic profile of 200 respondents is presented in Table X. The sample consisted of slightly more female respondents (54.0%) than male respondents (46.0%). Most respondents were aged 18–25 years (39.0%), followed by 26–35 years (32.0%). In terms of education, the majority held a Bachelor's degree (47.0%). Regarding visitation frequency, most respondents were first-time visitors (58.0%), while the remaining respondents had visited the museum previously. These characteristics indicate that the sample represents a diverse group of museum visitors with different backgrounds and levels of experience (see table 2).

Table 3. Results of Validity and Reliability Tests

Construct	Dimensions	Indicator	Factor Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted	Remarks
Memorable Tourism Experiences	Hedonism	HM1	0.929	0.905	0.934	0.780	Valid & Reliable
		HM2	0.846				
		HM3	0.922				
		HM4	0.831				
	Novelty	NY1	0.838	0.890	0.924	0.752	
		NY2	0.865				
		NY3	0.884				
		NY4	0.853				
	Local culture	LC1	0.876	0.815	0.890	0.730	
		LC2	0.835				
		LC3	0.864				
	Refreshment	RT1	0.855	0.871	0.912	0.721	
RT2		0.869					

		RT3	0.832	0.833	0.900	0.750	
		RT4	0.839				
	Meaningfulness	MS1	0.889	0.833	0.900	0.750	
		MS2	0.856				
		MS3	0.852				
	Involvement	IT1	0.957	0.919	0.949	0.862	
		IT2	0.957				
		IT3	0.868				
	Knowledge	KE1	0.837	0.822	0.894	0.738	
		KE2	0.862				
		KE3	0.878				
	Adverse feeling	AF1	0.893	0.835	0.901	0.752	
		AF2	0.862				
AF3		0.846					
Place attachment	Place dependence	PD1	0.848	0.919	0.939	0.756	Valid & Reliable
		PD2	0.830				
		PD3	0.860				
		PD4	0.888				
		PD5	0.828				
	Place identity	PI1	0.819	0.908	0.932	0.733	
		PI2	0.802				
		PI3	0.858				
		PI4	0.831				
		PI5	0.870				
Behavioral Intentions	CA1	0.903	0.871	0.921	0.796	Valid & Reliable	
	CA2	0.864					
	CA3	0.908					

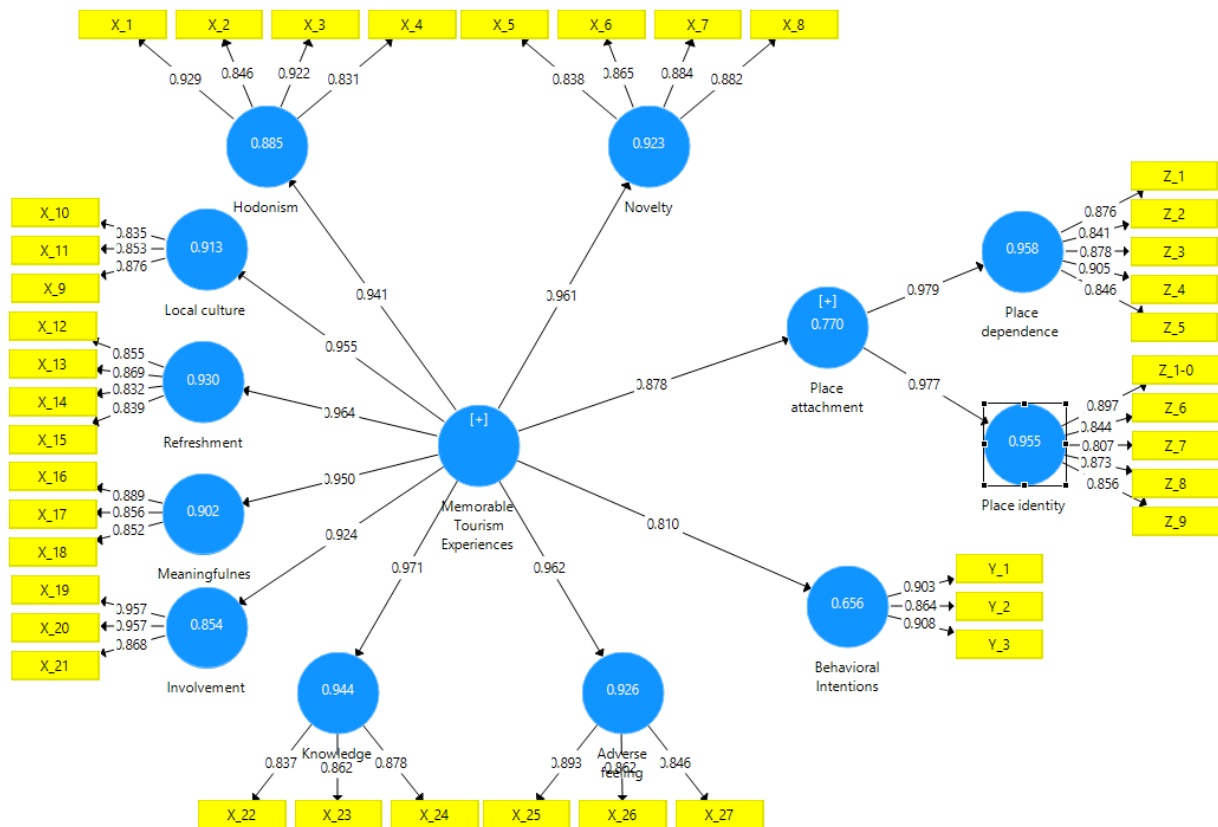
Sources: Authors.

Based on Table 3, all measurement items meet the recommended criteria for convergent validity and reliability. Factor loadings range from 0.802 to 0.957, exceeding the threshold of 0.70 (Hair et al., 2017). In addition, Cronbach's Alpha values range from 0.815 to 0.919, while Composite Reliability values range from 0.890 to 0.949, indicating satisfactory internal consistency across all constructs and dimensions. These results confirm that the measurement model is both valid and reliable and therefore suitable for structural model evaluation.

The structural model was evaluated by examining the coefficient of determination (R^2), predictive relevance (Q^2), and the significance of the hypothesized relationships. The R^2 value indicates the proportion of variance in the endogenous constructs explained by the exogenous construct, whereas the Q^2 value assesses the model's predictive capability (Hair et al., 2017). Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS to evaluate the significance of the path coefficients.

Figure 1 presents the structural model used to examine the effects of Memorable Tourism Experiences on Place Attachment and Behavioral Intentions among visitors to the Geological Museum of Bandung.

Figure 1. Outer Model



Sources: Authors.

The predictive power of the model was assessed using the coefficient of determination (R^2). As presented in Table 4, the model demonstrates substantial explanatory power across all endogenous constructs and dimensions. The predictive power of the structural model was assessed using the coefficient of determination (R^2). In this study, Memorable Tourism Experience (MTE) was conceptualized as a higher-order construct (HOC) formed by several lower-order dimensions, including hedonism, novelty, local culture, refreshment, meaningfulness, involvement, knowledge, and adverse feelings. Therefore, the R^2 values reported for these dimensions should be interpreted as the explanatory power of their respective indicators by the antecedent constructs within the hierarchical component model (HCM) specification rather than as separate endogenous constructs.

Following the repeated indicator approach in PLS-SEM, the higher-order construct was estimated through its lower-order components (LOCs). The high R^2 values across the MTE dimensions indicate that the proposed model successfully explains substantial variance in the formation of the MTE construct. In addition, R^2 values for the endogenous constructs, including place dependence, place identity, and behavioral intentions, represent the predictive capability of the structural relationships among the latent variables.

Table 4. R-Square Values

Variable	R-Square	Adjusted R-Square
Hedonism	0.885	0.884
Novelty	0.923	0.923
Local culture	0.913	0.912
Refreshment	0.930	0.929
Meaningfulness	0.902	0.901
Involvement	0.854	0.853
Knowledge	0.944	0.925
Adverse feeling	0.656	0.654
Place dependence	0.958	0.958
Place identity	0.955	0.954
Behavioral Intentions	0.656	0.654

Sources: Authors.

Table 5 presents the results of hypothesis testing. Memorable Tourism Experiences significantly influence Place Attachment ($\beta = 0.878$, $p < 0.001$) and Behavioral Intentions ($\beta = 0.810$, $p < 0.001$), supporting H1 and H2. These findings indicate that memorable museum experiences strengthen visitors' emotional attachment to the destination and encourage favorable behavioral responses, including revisit and recommendation intentions.

Table 5. Hypothesis Testing Results

Hypothesis		Coefficient	p-value	Remarks
Memorable Tourism Experiences → Place attachment	H1	0.878	0.000	Supported
Memorable Tourism Experiences → Behavioral Intentions	H2	0.810	0.000	Supported

Sources: Authors.

Discussion

The findings of this study demonstrate that Memorable Tourism Experiences (MTEs) significantly influence both Place Attachment and Behavioral Intentions among visitors to the Geological Museum of Bandung. These results support the proposed hypotheses and reinforce the growing body of literature emphasizing the importance of memorable experiences in shaping tourists' psychological and behavioral outcomes.

First, the results indicate that Memorable Tourism Experiences have a strong positive effect on Place Attachment. This finding suggests that museum visitors who perceive their experiences as enjoyable, meaningful, engaging, and educational are more likely to develop emotional and psychological bonds with the destination. The dimensions of MTEs, including hedonism, novelty, meaningfulness, involvement, and knowledge, appear to contribute substantially to visitors' feelings of belonging and identification with Bandung as a cultural destination. This result is consistent with the theoretical perspective that place attachment develops through meaningful interactions and experiences within a specific environment

(Shen, 2016; Tsai, 2016). When visitors actively engage with museum exhibits and gain valuable knowledge about local history and culture, they tend to assign personal significance to the destination, thereby strengthening their emotional connection to the place.

The finding also supports previous empirical studies that identified memorable tourism experiences as a key antecedent of place attachment. Li and Wang (2023) reported that memorable experiences in cultural tourism settings positively enhance visitors' emotional attachment toward destinations. Similarly, Tsai (2016) found that tourism experiences characterized by emotional engagement and personal relevance contribute significantly to place identity and place dependence. The present study extends these findings by demonstrating that museums, despite often being perceived primarily as educational attractions, are capable of generating meaningful experiences that foster strong emotional bonds between visitors and destinations. This highlights the role of museums not only as repositories of knowledge but also as experiential spaces that facilitate emotional engagement and destination attachment.

Second, the results reveal that Memorable Tourism Experiences significantly influence Behavioral Intentions. Visitors who reported higher levels of memorable experiences expressed stronger intentions to revisit museums in Bandung, participate in similar activities, and recommend the destination to others. This finding aligns with the Experience Economy perspective, which argues that memorable experiences create enduring value that influences future consumer decisions and behaviors. Positive memories generated during tourism experiences remain accessible in long-term memory and subsequently affect tourists' evaluations and future intentions (Tung & Ritchie, 2011).

The positive relationship between MTEs and Behavioral Intentions is consistent with previous studies conducted in various tourism contexts. Coudounaris and Sthapit (2017) found that memorable museum experiences significantly increase revisit intentions and positive word-of-mouth communication. Likewise, Gohary et al. (2020) and Li and Wang (2023) demonstrated that memorable experiences encourage destination loyalty and favorable behavioral responses among tourists. The current findings suggest that visitors who perceive museum visits as unique, enjoyable, and personally meaningful are more likely to maintain positive attitudes toward the destination and engage in supportive behaviors after their visit. Consequently, memorable experiences serve as an important mechanism through which museums can enhance visitor retention and destination competitiveness.

An interesting aspect of the findings is the relatively stronger effect of MTEs on Place Attachment compared with Behavioral Intentions. This suggests that memorable experiences first influence visitors at an emotional and psychological level before translating into behavioral outcomes. In the context of museum tourism, emotional connections may emerge through exposure to historical narratives, cultural heritage, and educational content that resonate with visitors' personal values and identities. These emotional bonds subsequently contribute to favorable behavioral responses, such as revisitation and recommendation intentions. This observation is consistent with attachment theory, which posits that emotional bonds formed through meaningful experiences often precede behavioral commitment toward a place.

From a practical perspective, the findings provide important implications for museum managers and tourism policymakers. Since memorable experiences significantly affect both place attachment and behavioral intentions, museum administrators should focus on enhancing visitor experiences through interactive exhibitions, immersive storytelling, digital technologies, and participatory learning activities. Strengthening opportunities for visitor engagement can increase the likelihood that museum visits will be remembered positively and contribute to stronger emotional connections with the destination. Additionally, integrating local cultural narratives and authentic heritage elements into museum exhibitions may further enhance the meaningfulness and memorability of visitor experiences.

Overall, this study confirms that memorable tourism experiences represent a critical strategic resource for museum destinations. By creating experiences that are enjoyable, meaningful, educational, and emotionally engaging, museums can strengthen visitors' attachment to destinations and encourage favorable future behavioral intentions. These findings contribute to the tourism literature by extending the application of MTE theory within the museum tourism context and by providing empirical evidence from a developing-country setting, thereby enriching the understanding of how memorable experiences shape tourist responses in cultural and educational attractions.

CONCLUSION

Conclusion

This study examined the influence of Memorable Tourism Experiences (MTEs) on Place Attachment and Behavioral Intentions among visitors to the Geological Museum of Bandung. The findings confirm that memorable tourism experiences significantly and positively affect both place attachment and behavioral intentions. Visitors who perceive their museum experiences as enjoyable, meaningful, educational, and unique are more likely to develop stronger emotional bonds with the destination and exhibit favorable future behavioral responses, including revisit intentions and positive word-of-mouth recommendations. The results highlight the important role of memorable experiences in shaping tourists' post-visit evaluations and strengthening long-term relationships between visitors and cultural attractions.

Furthermore, the findings suggest that memorable experiences contribute not only to behavioral outcomes but also to the development of psychological connections with destinations. In the context of museum tourism, experiences that combine education, cultural engagement, and emotional stimulation can enhance visitors' sense of belonging and attachment to Bandung as a tourism destination. Therefore, creating memorable visitor experiences should be considered a strategic priority for museums seeking to improve visitor loyalty and destination competitiveness.

Theoretical Implications

This study contributes to the tourism literature by extending the application of Memorable Tourism Experiences theory within the museum tourism context. While previous

studies have primarily focused on the relationship between MTEs and behavioral outcomes, this research demonstrates that memorable experiences also play a significant role in fostering place attachment. The findings provide empirical support for the proposition that meaningful tourism experiences serve as an important antecedent of both emotional and behavioral responses. Additionally, the study enriches the existing literature by providing evidence from a developing-country setting, particularly Indonesia, where research on museum tourism and memorable experiences remains limited.

Practical Implications

The findings offer several practical implications for museum managers and tourism policymakers. First, museum administrators should focus on designing interactive, immersive, and educational experiences that stimulate visitors emotionally and intellectually. The use of digital technologies, augmented reality, interactive exhibitions, storytelling techniques, and experiential learning activities can enhance the memorability of museum visits.

Second, museum managers should strengthen the integration of local culture, heritage narratives, and authentic historical experiences into exhibition design. Such initiatives can increase visitors' emotional engagement and foster stronger place attachment toward the destination. Third, tourism authorities should position museums not merely as educational facilities but also as experiential tourism attractions capable of generating meaningful and memorable visitor experiences. Collaborative marketing programs involving museums, heritage sites, and cultural attractions may further strengthen Bandung's image as a cultural tourism destination and encourage repeat visitation.

Recommendations for Future Research

Several limitations provide opportunities for future research. First, this study focused on a single museum in Bandung; therefore, future studies should examine multiple museums or different cultural attractions to enhance the generalizability of the findings. Second, the research employed a cross-sectional design, which limits the ability to observe changes in visitors' perceptions over time. Longitudinal studies could provide deeper insights into how memorable experiences influence attachment and behavioral intentions in the long term.

Third, future research may incorporate additional variables such as destination satisfaction, authenticity, visitor engagement, destination image, emotional experiences, or museum experience quality as mediating or moderating factors. Finally, comparative studies across different countries or cultural contexts would contribute to a broader understanding of how memorable tourism experiences influence visitor behavior and destination attachment in diverse tourism settings.

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