REVIST INTENTION GENERATION Z INDONESIA : *e*-RESERVATION, DESTINATION IMAGE AND MEMORABLE TOURISM EXPERIENCES OF TIGA WARNA BEACH IN MALANG REGENCY

[1]Arini Ladystia,
Student of Tourism Destination Program
University Of Merdeka Malang
Malang-East Java-Indonesia

[2]Widji Astuti*
Lecturer of Faculty of Economics and Business
University Of Merdeka Malang
Malang-East Java-Indonesia

[3]Alwin Lasaruddin,
Lecturer of Tourism Destination Program
University Of Merdeka Malang
Malang-East Java-Indonesia

[4]Rulli Krisnanda,
Lecturer of Tourism Destination Program
University Of Merdeka Malang
Malang-East Java-Indonesia

Abstract : Visiting a highlighted tourist destination and has a pleasant impression during the tour is considerable in the revisit intention. Generation Z is predicted to dominate the tourism market in the coming year. Enjoy the simplicity and mastering IT are the characteristics of Z generation, in traveling, you will consider destinations using e-reservation. The e-reservation is to be considered for travel. The Tiga Warna beach in Malang regency is a tourist destination that provides e-reservation services. This study examined the effect e-reservation, destination image, and Memorable Tourism Experiences (MTEs) on revised intention of Generation Z to Tiga Warna Beach of Malang Regency-East Java-Indonesia. Sample size was 129 respondents collected via survey questionnaire and data was analysed with Multiple linear regressions. The results showed that E-Reservation, destination image, and memorable tourism experiences significantly influenced generation Z to revisit intentions to Tiga Warna beach of Malang Regency and Memorable Tourism Experiences is the most decisively revisit intentions. In conclusion, the research findings provide insightful theoretical implications on the selling aspect tourist destination use e- reservation.

Keyword: *e*-Reservation, Destination Image, Memorable Tourism Experiences, Revisit Intention, Generation Z

I. INTRODUCTION

The world of tourism has developed very rapidly, marked by the number of new tourist destinations in every region in Indonesia ranging from artificial tourism, thematic villages, tourism villages, religious tourism, historical tourism, and natural tourism. On the other hand, at the end of the 19th century, the rapid development of information technology (IT) had also penetrated the tourism sector (Buhalis et al., 2005). With the development of tourism accompanied by the use of IT, it provides a lot of information about interesting tours to visit. Technological developments in the world of tourism have made it easier for tourists to travel practically. The generation that was born in the IT era is known as the generation that is proficient in technology and prefers practicality, it is called *Generation Z or iGeneration or Generation net*. The Z Generation is predicted to be the main market in the next 5-10 years, including in the tourism sector, thus, the tourism industry needs to understand what are the visiting interest and what *Generation Z* wants to do when traveling, to determine the right marketing strategy. Adopting the concept of consumer behavior in Repurchase Intention, then *Repurchase Intention / Revisit Intention* in the view of Cole & Scott (2004), is the willingness of tourists or plans to visit the same destination again.

Research on *revisit Intention* has been carried out by previous researchers (Ratih Nur Setyaningsih and Naili Farida, 2020; Hongmei Zhang et al. (2018); Dani Dagustani et al., (2020), proving that *revisit intention* is influenced by *destination image and memorable tourist experiences*. Likewise, the development of information technology in influencing *revisit intention* has been researched by Huyen Pham and Thu Nguyen (2019) which shows that the ease of using website information technology in travel agents for reservations has a positive effect on repurchase intention. Urvashi Tandon et al. (2017), proved that ordering *online / e-*

reservation which consists of easy access, ease of messages, completeness of information, and accuracy of records illustrated as security and privacy positively affects Revisit Intention.

The main product of tourism is the creation of travel experiences, everything that tourists feel in a destination is called a travel experience (Oh et al, 2007). An exciting experience can make memories for tourists who visit (*Memorable Tourism Experiences* / MTEs). MTEs are tourism products that offer integrated experiences to consumers, the focus is on how tourism managers can provide a unique, extraordinary, and impressive tourist experience for tourists to remain competitive and maintain a sustainable competitive advantage (Gulizar and Ali, 2016). The phenomenon of impressive experiences is the basis for knowing the behavior of tourists.

On the other hand*, tourist destinations* can produce the ability to increase the pleasure or enjoyment of tourists in traveling, so that they can build a good *destination image* so that tourists can revisit their intention in the future, as research by Chandralal et al., (2015); Chandralal and Valenzuela, (2013). *Destination image* is defined as an image likened to visiting a tourist spot which will result in visitor satisfaction and the desire to revisit at a later date. This happens depending on the manager's ability to maintain and improve tourist attractions by following per under the needs and images that have been maintained in the minds of tourists (Rajesh, 2013; Gallarza, 2002).

Thus, it is necessary to study the holistic approach of the effect of e-reservation, destination image, and memorable tourist experiences on generation Z revisit intention.

II. LITERATURE REVIEW

2.1. *Generation Z.*

Generation Z or iGeneration or Generation net is a generation that was born in the late 19th and early 20th centuries. Generation Z is a derivative of the previous generation so that some of the characteristics of the previous generation are still Generation Z or iGeneration or Generation net is a generation that was born in the late 19th and early 20th centuries. Generation Z is a derivative of the previous generation so that some of the characteristics of the previous generation are still owned by Generation Z. The characteristic of Generation Z is a digital generation who were infatuated with information technology and various computer applications, likes to communicate, indulges in privacy, more independent, more tolerant and full of ambition and easy to feel satisfied. These characteristics result in the characteristics of being accustomed to doing activities at the same time, lack of verbal communication, tend to be egocentric and individualistic, tend to be instantaneous, impatient, and do not appreciate the process. The character possessed by generation z, it makes it easier to travel, because it tends to make reservations to tourist attractions using digital technology that can be accessed via the web or online site (e-Reservation)

The character possessed by generation z, it makes it easier to travel, because it tends to make reservations to tourist attractions using digital technology that can be accessed via the web or online site (e-Reservation

2.2. e-Reservation

The use of electronic or e has the same meaning of terms on online, digital, and site. Reservations also have the meaning of general terms similar to booking or order. All processes of digitization and value chains in the tourism, travel, hospitality, and catering industries that allow organizations to maximize efficiency and effectiveness (Buhalis, 2003, 2005), are defined as the application of information and communication technology. Reservation is a reservation in advance for a specified place, time, and date (Tesone, 2005).

e– Reservation is a little bit different from the reservation. The difference lies in the media used for ordering. In e-reservations, ordering uses electronic media (e-mail, social media, telephone applications, etc.). Reservation is often used to book a hotel room or restaurant. However, in its development, it is not limited to ordering. E-Reservation or commonly used for transportation reservations, (Adi et al., 2019[a], 2019[b]), e-ticketing, accommodation reservations, restaurant reservations, tourist destination reservations, and tours and travel reservations, equipped with a Reservation system. The reservation system (Richard Bemile1, 2014) is a helpful tool for business people to manage all online marketing and sales where companies can upload rates and service availability to be seen by sales channels.

Thus, e-Reservation can be illustrated as an entire activity of ordering facilities during a tour by booking through the latest online technology (online booking), by accessing a website that is connected to the place we want to order. The advantage of e-reservation is that tourists can weigh in advance from the various information that has been provided based on the internet, before buying a product until a predetermined time (time limit). Until the specified time limit, something that has been ordered may not be sold to other consumers, because in writing or not, until the time limit the product has been prioritized for those who have made a reservation. The e-Reservation function makes it easy for customers to make various reservations such as accommodation, transportation, restaurants, and tourist destinations that they want to visit. Convenient, price comparison and lower prices were identified as the main reasons for using the internet to book trips online (Shanshan et al., 2010) because online consumers enjoy greater convenience and control by making transactions online through the completeness of the information presented. and the accuracy and certainty of order availability. Meanwhile, Urvashi Tandon et al. (2017), developing e-reservations consisting of easy access, ease of messages, completeness of information, and accuracy of recording as security and privacy.

2.3. *Destination Image*

Psychologically, an image is a way of storing information in the realm of thought (mind). Tourist destination image (Lawson and Baud Bovy, 1977), a picture in the mind of an individual or group about the expression of knowledge, impressions, prejudice, imagination, and emotional thoughts that may lie on an object. The opinion that is commonly used in research, citing the views of Crompton (1979), the destination image is the whole of the beliefs, ideas, and impressions that a person has about a destination. More precisely, a destination image is an expression of all meaningful knowledge, impressions, prejudice, imagination, thoughts, and emotions from a person or group of people about a destination (Lawson & Baud-Bovey, 1977), Jenkins, O.H. (1999).

Destination image is one of the important factors that influence tourists' decision to choose a tourist destination (Beerli and Martín, 2004; Allameh, Pool, Jaberi, Salehzadeh, and Asadi, 2014). Destination image (Zhang et al. 2016), is the core product image that can be observed from the attraction, facilities, and travel cost. Kim and Chen, (2016) view, as a series of destinations that form the image of tourism destination attributes which are influenced by individual personal characteristics or internal factors

such as existing motivations, impressions, beliefs, opinions, product preferences, knowledge, which continue to accumulate from various memorable travel experiences in the tourist destination attribute image. Meanwhile, Baloglu & McCleary, (1999) destination image is formed by driving factors and tourist characteristics. The results of this investigation have important implications for strategic image management and can assist in designing and implementing marketing programs to create and improve a tourism destination image.

The study of tourist destination image components has been developed by Mayo (1975) introducing 3 basic dimensions of destination images from a functional approach: scenery, congestion, and climate. Different views use psychological characters, namely atmosphere (Echtner and Ritchie, 1991), friendliness (Ross, 1994). Furthermore, Echtner and Ritchie (1991) developed the dimension of destination image consisting of Common functional attributes, Unique functional attributes, Common Psychological and Unique Psychological attributes. Meanwhile, Stepchenkova and Morrison, (2006), destination image consists of cognitive and affective assessment, interdependent and woven in general impression.

2.4. Memorable Tourist Experiences/MTEs

Tourism experience can be interpreted as an important impression on tours that are subjective, affective, and durable (Fernandes and Cruz, 2016). An unforgettable tourist experience always remembered for a long time, it can be said that the person had a travel experience with a memorable visit to a tourist destination. According to JH Kim, Ritchie, and McCormick, (2012), it is the impression of tourists who are continuously remembered after the visit is over.

MTEs according to Knobloch, Robertson, & Aitken, 2017; Ryan, 2002; Uriely, 2005; Kim et al., 2012 summarized 19 components of experience that have been identified by various researchers to understand the experience of tourism that can be observed through engagement, hedonism, happiness, pleasure, relaxation, stimulation, refreshment, the interaction of social action, spontaneity, meaningfulness, knowledge, challenge, sense of separation, immortality, adventure, personal relevance, novelty, and intellectual cultivation. Ali, Hussain, & Ragavan, (2014) have different views; Ali, Ryu, & Hussain, (2016); Kim et al., (2010); and Quadri-Felitti & Fiore, (2013) examined the experiences of tourists in generating memories that can significantly influence tourists' memories and become unforgettable experiences that can be indicated by education, aesthetics, entertainment, escape, engagement, hedonism, and local culture. Kim et al., (2012), introduced 7 elements of MTEs: Hedonism, Refreshment, Novelty, Social and Culture interaction, Knowledge, Meaningfulness, Involvement.

2.5. Revisit Intention

Some of the same terms are used by Al-Maghrabi et al (2011), Argyriou (2012), Yap and Kew (2007), for revisit intentions such as repurchase intention (Heri et al.,2019[a], 2019[b],2020) repeat purchase intention, rebuying intention, re-patronage intention, continuance intention, and return intention. Cole and Scott (2004) argue that revisit intention is the willingness of tourists or plans to visit the same destination again. Revisit an intention is a form of satisfaction due to the fulfillment of needs, which will then encourage further (repeat) visits in the future. As seen by Chen and Chen (2010), revisit intention is a commitment behavior in the future to buy back a product or service. Kozak (2001) argues that tourists revisit intention is real action as a response to certain behavior which generally refers to the willingness of tourists to visit a destination. Meanwhile, Baker and Crompton (2000) define tourists revisit intention as the desire of tourists to re-visit a destination or the willingness to buy certain products again and consider this behavior as an expression of customer loyalty. Chen, N., and Funk, (2010), divides visitor behavior into three stages: pre-visit, during the visit, and post-visit.

Thus, it can be said that revisit intention is a strong desire to repurchase or revisit tourist destinations. The large incentive for tourists to return to a tourism destination is caused by past experiences of the holidays, destination attractiveness, and perceived value (Petrick J.F, 2002; Um et al., 2006). According to Lin (2014), the intention to visit again is dimensioned by (1) the desire to recommend to others, and (2) the desire to return to visit. According to S. Huang & Hsu, (2009), four different views can cause the intention to visit again, namely: a. Motivation to travel, b. Past Experiences, C. Perceptions of perceived constraints on the tourist's willingness to visit again, d. Attitude measures the extent of the traveler's attitude.

III. RESEARCH METHODOLOGY

The research design was explanatory research with a descriptive quantitative approach. Hypothesis will be tested to determine whether there is a relationship or influence between the variables to be studied. The variables to be examined in this study are e-Reservation, Destination Image, Memorable Tourist Experiences and the Revisit Intention.

3.1 Population and Sample

The population is generation Z who have been to Tiga Warna Beach Malang regency using online ordering reservations. Samples are people who have been to Tiga Warna Beach, Malang Regency, aged between 25-30 years when the research was conducted. According to Hair (2010: 176) for sizes where the population is unknown with certainty or the sample size is too large, the sample size is 5-10 from the observation, number between 85-170 respondents. In this study, the sample size of respondents was determined by 129 tourist, so sampling technique using purposive random sampling.

The selection of research location in Tiga Warna beach of Malang Regency is considered as the only destination whose visits are through online reservations and tourist destinations that pay attention to environmental sustainability by planting mangroves and limiting the number of tourist visits with the aim to preserve the environment. While the data analysis technique uses multiple linear regression statistical analysis.

3.2 Data and Sources of Data

For this study primary data has been collected. Data collected by survey via a google form, IG. All measurements use a 5-point Likert scale from strongly agree to strongly disagree. The questionnaire used consisted 38 items. To measure e-reservation the 6-item. To measure customer destination image the 10-item. To measure memorable toutism experiences the 12-Item and to measure revisit intention the 10-Item instruments was used. To measure the variable of the item under study was developed:

Tabel 3.1. Research Instruments

Variable	Definitions	Indicators
e-Reservation	an entire activity of ordering facilities during a tour by booking through the latest online technology (online booking), by accessing a website that is connected to the place we want to order.	easy access, completeness of information, and accuracy of recording orders
Destination Image	an expression of all meaningful knowledge, impressions, prejudice, imagination, thoughts, and emotions from a person or group of people about a destination	Common functional attributes, Unique functional attributes, Common Psychological and Unique Psychological attributes
Memorable Tourist Experiences	The impression of tourist who are continuously rememberred after the visit is over	Involvement, Hedonism, Refreshment, Social Culture interaction, Novelty, and interaction, Novelty, and Knowledge.
Revisit Intention	the willingness of tourists or plans to visit the same destination again.	Steady with the destination frequency of visits, intention to recommend, and WOM positive intention

3.3 Theoretical framework

Variables of the study contains dependent and independent variable. The study used pre-specified method for the selection ofvariables. The study used revisit intention are as dependent variable. The independent variable is e-reservation, destination image, and memorable tourism experiences.

Research on interest in returning to visit has been conducted by several researchers. Kim et al., (2010) and Hongmei et al. (2018), resulting in MTEs affecting on revisit intention. Meanwhile, Chen and Tsai (2007) and Allameh et al. (2014) show that destination image has a positive effect on revisit intention. Revisit intention (Baker and Crompton, 2000) is the intention of the visitor to visit again within a year and the intention to frequently come to the same destination. This shows that revisit intention has an effect on e-reservations in a tourist destination.

Huyen Pham et al. (2019) argue that the ease of using website information technology at travel agents for reservations has a positive effect on repurchase intention. Urvashi Tandon et al. (2017), proving that online ordering consisting of easy access, ease of ordering, completeness of information, and accuracy of records illustrated as security and privacy positively affects repurchase intention.

Based on the theoretical study, the research framework can be described:
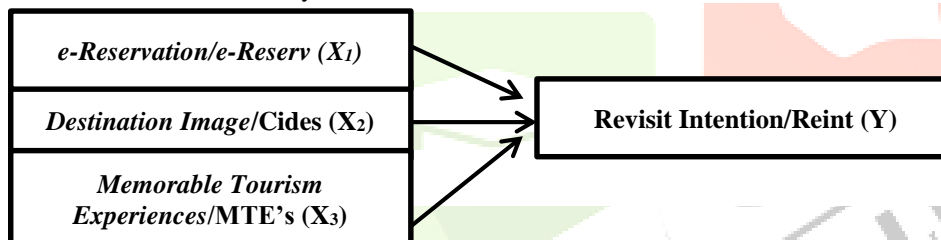

Figure 1. Research Framework

3.4. Statistical tools and econometric models

3.4.1 Descriptive Statistics

Descriptive statistics has been used the mean, to observe the contribution of each indicator in shaping the variables and the direction of the respondent's opinion.

3.4.2 Multiple Regression

3.4.2.1. Validity and Reliability Test

This research indicate that the questionnaires identified take to measure e-Reservation, destination image, memorable tourism experiences and revisit intention exhibit acceptable in terms of both reliability and validity. The validity was evaluated compare correlation (r) Pearson Product Moment with r table. The reliability was evaluated by assessing the internal consistency of the items representing each construct of e-Reservation, destination image, memorable tourism experiences and revisit intention using Cronbach's alpha.

3.4.2.2. Classic Asumption Test

In providing certainty that the regression equation obtained has accuracy in estimation, is unbiased and consistent, a classic assumption test is required. In this model, multicollinearity test, normality test and heteroscedasticity test have been used.

3.4.2.3. Regression test

Multiple regression is used to measure the intensity of the relationship between two or more variables and to make predictions of the predicted Y values of X_1, X_2 and X_3. The relationship between variables is observed from the results of the R value. In this research model regression :

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon \qquad (3.1)$$

Where β_1, β_2, β_3 is estimated parameter regression coefficients, β_0 is constant parameter estimates. Then Y is variable dependent revisit intention, and variable independent X_1 is e-reservation, X_2 is destination image and X_3 is memorable tourism experiences. ϵ is error. The regression model is accepted if F count > F table.

IV. RESULTS AND DISCUSSION

4.1 Results of Descriptive Statics of Study Variables

A total of 129 sets of questionnaires were collected. indicator contribution of this research indicated that:

Table 4.1 Discription Variabel

Discriptions	Mean	Discriptions	Mean
Easy access	4,52	*Involvement*	4,42
Completeness of information	4,37	Hedonism	4,32
Accuracy of recording orders	4,37	*Refreshment*	4,42
e-reservation	**4,42**	Social Culture interaction	4,24
General Functional Attributes	4,15	Novelty	4,27
Unique Functional Attributes	4,45	Knowledge	4,40
General Psychological Attributes	4,43	**Memorable Tourism Experiences**	**4,34**
Unique Psychological Attributes	4,25	Steady with the destination	4,38
Destination Image	**4,32**	Frequency of visits	4,28
		Intention to recommend	4,42
		WOM positive intention	4,33
		Revisit Intention	**4,35**

All items and variables based on the generation Z Indonesia opinion about traveling to Tiga Warna beach, obtained a mean of more than 4.00. It means that the respondent states the tendency to strongly agree that all indicators contribute to each variable. E-reservation is mostly contributed by easy access indicators. Destination image contributed by Unique Functional Attributes and General Psychological Attributes. However, the destination image is mostly contributed by unique functional attribute indicator. The memorable tourism experiences were contributed by Involvement, refreshment and knowlege. Refreshment contributes most to memorable tourism experiences. Revisit intention is contributed by Steady with the destination and intention to recommend, but the one that contributes the most to revisit intention is intention to recommend it.

These results indicate that generation Z, according to its character who likes IT, really appreciates traveling in which bookings for all travel components can be done with IT, and tourist destinations provide refreshment, their uniqueness provides the benefits of engaging experiences when traveling on tourist objects and additional knowledge. Next, Generation Z volunteers through social media to share their positive experiences traveling.

4.2. Validity and Reliability Test

Validity testing was carried out using the SPSS ver. 20 by looking at the results of of the product-moment correlation. Based on table 4.2. Obtained $r_{test} > r_{table}$, it can be concluded that all statement items meet the validity, so a measurement can be used. Furthermore, Obtained Cronbach's alpha value > 0.6, then the variable meets reliability.

The value of each statement item is as follows:

Table 4.2. The Validity and Reliability Test

Items	r test	r table	Description	Alpha Cronbach
e-Reservation				
Tiga Warna Beach information can be accessed via the internet	0,572	0,176	Valid	0,777 Reliable
The transaction process of the Tiga Warna Beach visit is carried out at the Tiga Warna Beach site	0,662	0,176	Valid	
The event at Tiga Warna Beach is known through the Tiga Warna Beach website	0,728	0,176	Valid	
The website information of the Three Colors Beach is up to date	0,672	0,176	Valid	
Check-in time is served based on the reservation that I have made	0,780	0,176	Valid	
The transaction I have to pay is based on the bill during the e-reservation	0,719	0,176	Valid	
Destination Image				0,832 Reliable
The cost of tourism for Tiga Warna Beach destination is more affordable	0,633	0,176	Valid	
Reaching Tiga Warna Beach can use all modes of transportation	0,641	0,176	Valid	
The Tiga Warna beach has a unique sea watercolor	0,599	0,176	Valid	
The ecosystem on Tiga Warna Beach is preserved	0,548	0,176	Valid	
Limiting the number of tourists ensures environmental sustainability	0,598	0,176	Valid	
Remember CMC, remember Tiga Warna Beach	0,682	0,176	Valid	
The hospitality of the people around the Tiga Warna beach area is impressive	0,731	0,176	Valid	
The view of Tiga Warna Beach is beautiful	0,575	0,176	Valid	
There are also historical tours at The Tiga Warna Beach	0,645	0,176	Valid	
The healthier-feeling when visiting Tiga Warna Beach	0,694	0,176	Valid	

Items	r test	r table	Description	Alpha Cronbach
Memorable Tourist Experiences				0,894 Reliable
Tour Guide comes from the local community	0,614	0,176	Valid	
The community is involved in activities on the Tiga Warna Beach	0,629	0,176	Valid	
It's nice to be able to experience traveling on the Tiga Warna Beach	0,639	0,176	Valid	
Hunting for typical souvenirs of Tiga Warna Beach	0,758	0,176	Valid	
When visiting Tiga Warna Beach, the ecosystem on the beach is still well maintained	0,577	0,176	Valid	
Visiting Tiga Warna Beach to get refreshed	0,663	0,176	Valid	
Tourists interact in traditional ceremonial activities on Tiga Warna Beach	0,751	0,176	Valid	
Tourists are involved in mangrove planting activities	0,723	0,176	Valid	
Using technology in reservation	0,693	0,176	Valid	
Get something different on every visit to Tiga Warna Beach	0,762	0,176	Valid	
Visiting Tiga Warna Beach adds the understanding o local culture	0,708	0,176	Valid	
Every visit to Tiga Warna Beach adds the understanding of preserving the environment	0,630	0,176	Valid	
Revisit Intention				0,906 Reliable
During nature recreation, I will come to Tiga Warna Beach again	0,692	0,176	Valid	
The attractions at Tiga Warna Beach encourage me to visit again	0,646	0,176	Valid	
The beauty of Tiga Warna Beach released my fatigue	0,745	0,176	Valid	
I will periodically visit Tiga Warna Beach	0,785	0,176	Valid	
I believe I get new things every visit to Tiga Warna Beach	0,794	0,176	Valid	
I will invite my family to visit Tiga Warna Beach	0,733	0,176	Valid	
I will invite friends to visit Tiga Warna Beach	0,633	0,176	Valid	
I told my family about the experience of visiting Tiga Warna Beach	0,745	0,176	Valid	
Will tell about the facilities on Tiga Warna Beach	0,785	0,176	Valid	
Will tell the attractions at Tiga Warna Beach	0,794	0,176	Valid	

Validity and reliability tests are declared valid and reliable so that the test is continued to the classical assumption test.

Based on fig. 2. In the normality test, it is stated that the normal data is analyzed by a P-plot graph, it is known that the points spread around the line and follow the diagonal line. Heteroscedasticity is not happed on the data which can be seen from the results of the scatterplot graph analysis where the dots do not form a certain pattern or there is no clear pattern and are scattered above and below the number 0 on the Y-axis. (Fig. 3.).
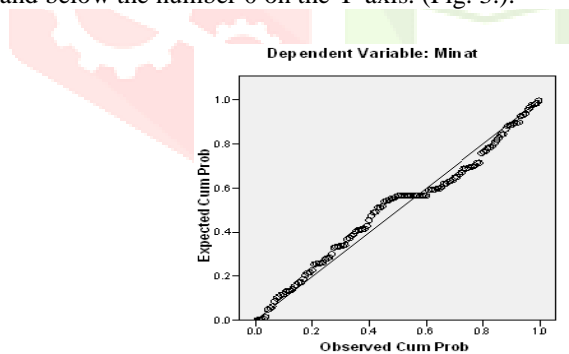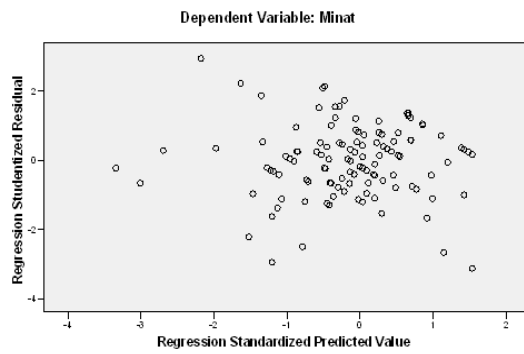

Figure 2. P-Pplot   Figure 3 Scatterplot graph

The results of the Multicollinierity test showed table 3, that there was no Multicollinierity with VIF value <10.

Table 4.3. Multicolinearity test

Model		Collinearity Statistics	
		Tolerance	VIF
1	E-Reserv	,435	2,297
	Cides	,418	2,393
	MTEs	,357	2,802

a. Dependent Variable: Minat

4.3. Multiple Regression

After the classical assumption test has been carried out, the hypothesis testing is continued as shown in table 4 below:

Table 4. Multiple Linear Regression Test Results

Variable	Coefficients	T	Sign	Discription
(Constant)	0,246	0,822	0,413	
e-Reserv	0,261	3,102	0,002	Supported
Cides	0,191	2,231	0,027	Supported
MTE's	0,413	4,452	0,000	Supported
a. Dependent Variable : Revisit Intention				
Adj. R^2 = 0,606 T_{table} = 1, 979 F_{test} = 66,679 F_{table} = 2,68				

Source: Primer Data, 2020

Table 4. Showed the regression coefficient of e-reservation has an effect on revisit intention of 0.261 with a significance level of 0.002 <0.05. This finding means that the more reservations can be made online, the more often generation Z Indonesia revisits their intention to go to the beach. Destination image has a positive effect on revisit intention with a positive coefficient of 0.191 and a significance of 0.027 <0.05. This means that the more a destination has a uniqueness as a tourist destination, the higher desire of Generation Z in Indonesia to revisit intention. Memorable tourist experiences have an effect on revisit intention with a positive coefficient of 0.111 with a significance of 0.000 <0.05. This means that Memorable tourist experiences have a positive effect on revisit intention. Judging from the results of the F test shows F_{test} > F_{table} (66,679 > 2,68), the assumption in hypothesis 1 is accepted with a significance value of 0.000 <0.05, meaning E-reservation, destination image, and memorable tourist experiences together influence revisit intention.

The coefficient of determination (adjusted R square) = 0.606, meaning that e-reservations, destination image, and memorable tourist experiences contributed to revisit intention by 60.6%, and the rest (39.4%) was influenced by other factors that have not examined. Based on that result hypothesis is accepted.

Therefore, each independent variable has shown a significant and positive effect. Furthermore, to study the most influential variables, it is done by comparing all the regression coefficients for the independent variables: e-reservation = 0.261, destination image = 0.191, Memorable tourism experiences = 0.413. The results show that the largest number is in the variable Memorable tourism experiences (0.413). Thus Memorable tourism experiences have the most positive and significant effect on the interest of Indonesia's Generation Z in revisiting.

4.4. Discussion

4.4.1 e-Reservation, Destination Image and Memorable tourism experiences influence Z generation revisit intention to Tiga Warna Beach Malang Regency

Ease of access to destinations because you can book a tour in advance through e-Reservation, making trips to tourist destinations can be ascertained where the desired place, time, means of transportation, accommodation, and consumption with a certainty of costs must be incurred. These convenience feelings make you want to invite friends to travel to the Tiga Warna beach and be the main choice when you are going to revisiting. This finding is in line with Pham and Thu Nguyen (2019, and Urvashi Tandon et al. (2017), which explains that e-reservations affect revisit intention. In line with Ardik Praharjo et al. (2016), found that telling about tourist destinations through electronic media such as social media affects repurchase intention. This provides direction, travel by using e-Reservation is one way to attract Z generation tourists in Indonesia to visit a destination. This is by following per under with the characteristics of generation Z, which is a generation that is very proficient and passionate about information technology with various applications in daily life.

The image of Tiga Warna Beach has one of the beaches that is unique from other beaches, this uniqueness can be seen from the three different colors of seawater that are an attraction for tourists, and the ecosystem on Tiga Warna Beach itself is still well preserved. This psychological impression encourages friends to enjoy the beauty and uniqueness of the beach, and the characteristics of generation Z who like to communicate and indulge in privacy are very supportive of creating revisit intention. This result by following per under the conception of Gallarza et al. (2002), Lawson et al. (1991), and the research of Chen and Tsai (2007), Chen and Funk (2010), Allameh et al (2014), Hongmei et al. (2018), Ratih et al., (2020), Dani Dagustani et al. (2020), which results from that destination image affecting revisit intention.

The main thing about tourism products is the creation of new experiences when traveling. When visiting a destination, tourists will get knowledge about the local culture. Various tourist activities that involve tourists in nature conservation activities and knowledge about local culture, always lead to new experiences while at Tiga Warna Beach. The characteristics of Generation Z, which tend to carry out activities at the same time by using information technology, seem to get a place to fill their hobby of surfing in information technology. This exciting, memorable, and enjoyable experience made you want to repeat it with revisit intention. These results agree with the conception of Buhalis, D. and O'Connor, P. (2005), Fernandes (20160), Kim, et al., (2012), and are in line with the research of Chandralal, L., and Valenzuela, F. (2013), Hongmei Hang et al. (2018) who stated that memorable tourist experiences have a significant effect on revisit intention. With a good destination image and easy access to

destination information (e-reservation), it will create a good impression on the next visit. This can encourage tourist to revisit intention, especially generation Z in Indonesia, to invite friends to travel to Tiga Warna Beach, Malang Regency.

4.4.2. *Memorable tourism experiences* have the most influence on the *revisit intention* of the Z generation to Tiga Warna Beach Malang Regency.

Tourism offers several experiences in traveling. The offer will fulfill the wishes and needs of tourists determined by the destination. The Z Generation which has inherited characteristics from the previous generation has more varied tourist destinations. According to Ryan (2002), these goals include entertainment (happy and rejoice), relaxation (fresh and healthy), hedonism (lifestyle, challenges), education (knowledge, local culture, religion), and aesthetics (beauty, uniqueness). The results of the study have led that beauty and service are one of the things that make tourists memorable when visiting Tiga Warna Beach, the beauty of the beach, namely the existence of three different watercolors in one beach on Tiga Warna Beach, making it one of the tourist attractions for visitors, besides that the activities on Tiga Warna Beach are environmentally friendly. This is proven by mangrove planting activities that involve visiting tourists and the existing marine ecosystem is still maintained. This is so that tourists can maintain a tourism-conscious attitude and always preserve the natural environment. These activities can provide interesting experiences for tourists which in turn affect their revisit intention to visit Tiga Warna Beach.

On the other hand, e-reservation and destination image are the next choices in encouraging the revisit intention of the Z generation in Indonesia. It can be explained that tourists will get freshness, increase knowledge about environmental and ecosystem maintenance as well as a local culture during their visit so that uniqueness of destination is well known or not then it would not be the most important thing for Z Generation, as long as the tourist destination can provide an impressive experience to be digitally immortalized and easy to access. Therefore e-reservation becomes the second consideration after memorable tourist experiences able to realize revisit intention.

The Managerial implication, as the dependent variable, the revisit intention variable is proven to be influenced by the variables developed in this study, such as e-reservations, destination images, and memorable tourist experiences. Testing the measurement model to see the conceptual contribution of the variables, it appears that all have contributed and can explain each variable with revisit intention. However, it is necessary to pay attention to which one has the highest relationship compared to the others because it reflects the closest or duplicates influencing variable. If the destination management wants to intervene in certain variables, the highest value contribution can use as a guide to starting to improve marketing performance. Thus, the findings in this study that the variable memorable tourist experiences play an important role in increasing revisit intention.

Limitations and Implications

This study studies e-reservations, destination image, and memorable tourist experiences to revisit intention, especially in the Z generation in Indonesia. The results showed that the direct effect of e-reservation, destination image, and memorable tourist experiences to revisit intention and memorable tourist experiences has the most influence on revisit intention. The following suggestions can be realized in managing destinations as well as further research, memorable tourist experiences are media that can affect revisit intention, therefore destination management must be able to create and innovate to provide exciting experiences during their travels, thus encouraging Z generation to always come back, participate in maintaining and the coast sustainability, and so that environmental damage can be minimized. This study is longitudinal or short term. Future studies should use a longer time. Future research is expected to confirm the reliability and validity of the overall model and present the population on a broader scale by adding objects and locations so that the research can be generalized. This research data collection was carried out before the spread of COVID-19 in Indonesia, so it is necessary to further study the implementation of the 'New Normal' by adding a health and safety indicator to the destination image variable so that the model can be generalized.

REFERENCES

[1] Ady Widjaja, Widji Astuti, Abdul Manan, 2019, The Relationship between Customer Satisfaction and Loyalty: Evidence on Online Transportation Services in Indonesia, *International Journal of Advances in Scientific Research and Engineering*, Vol 5 (4) : 214-222

[2] Ady Widjaja, Widji Astuti, Abdul Manan, 2019, The Relationship between E-Service Quality and Customer Satisfaction Evidence on Online Transportation Services in Indonesia, Proceeding, International Conference on IT, Communication and Technology : 183-188

[3] Ali,Faizan, Kashif Hussain, Neethiahnanthan Ari Ragavan, 2014, Memorable customer experience: examining the effects of customers experience on memories and loyalty in Malaysian resort hotels, *Social and Behavioral Sciences*, 144 : 273 – 279

[4] Ali,Faizan, Kisang Ryu & Kashif Hussain, 2016, Influence of Experiences on Memories,Satisfaction and Behavioral Intentions: A Study of Creative Tourism, *Journal of Travel and Tourism Marketing*, 33 : 85–100

[5] Allameh, S.M, Pool, J.K, Jaberi, A, Salehzadeh, R, dan Asadi, H. (2014). "Factors Influencing Sport Tourist' Revisit Intentions: The Role and Effect of Destination Image, Perceived Quality, Perceived Value and Satisfaction". *Asia Pacific Journal of Marketing and Logistics*, Vol. 27 No.2 : 191-207.

[6] Al-maghrabi, Talal; Charles Dennis; Sue Vaux Halliday, Abeer Bin Ali, (2011) Determinants of Customer Continuance Intention of Online Shopping,*International Journal of Business Science and Applied Management*, Volume 6, Issue 1 : 41-65

[7] Ardik Praharjo, Wilopo, Andriani Kusumawati, (2016), The Impact Of ELlectronic Word Of Mouth On Repurchase Intention Mediated By Brand Loyalty And Perceived Risk, *South East Asia Journal of Contemporary Business, Economics*

[8] Argyriou, Evmorfia, (2012), Consumer Intentions to Revisit Online Retailers: A Mental Imagery Account, *Psychology and Marketing* 29(1) : 25-35

[9] Baker,D.and Crompton, J. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27 : 785-804.

[10] Baloglu, Seyhmus., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, Vol. 26, Issue 4 : 868-897.

[11] Beerli,A.J., and Martín,H.S. (2004). Factors influencing destination image. *Annals ofTourism Research*, 31(3) : 657-681.

[12] Buhalis, D. (2003) *eTourism: Information Technology for Strategic Tourism Management*. Financial Times/Prentice Hall, New York

[13] Buhalis, D. and O'Connor, P. (2005) Information communication technology – revolutionising tourism. *Tourism Recreation Research* 30(3) : 7–16.

[14] Chandralal, L., and Valenzuela,F. (2013).Exploring memhorable tourism experiences: Antecedents and behavioural outcomes. *Journal of Economics, Business and Management*, 1(2) : 177-181

[15] Chandralal, L., Rindfleish, J., and Valenzuela, F. (2015). An Application of Travel Blog Narratives to Explore Memorable Tourism Experiences. *Asia Pacific Journal of Tourism Research*. Vol. 20(6) : 680-693.

[16] Chen, C.F and Chen, F.S. (2010). Experience quality,perceived value, satisfaction and behavioral intention for heritage tourist. *Tourism Management*, 31: 29-35.

[17] Chen, N., and Funk, D. C. (2010). Exploring destination image, experience and revisit intention: A comparison of sport and non-sport tourist perceptions. *Journal of Sport and Tourism*. Vol. 5 (3) : 239 — 259

[18] Chen, C-F. and D. Tsai (2007), How Destination Image and Evaluative Factors Affect Behavioral Intentions?, *Tourism Management*, 28 : 1115-1122

[19] Cole, S.T., and Scott, D. (2004). Examining the mediating role of experience quality in a model oftourism experiences. *Journal of Travel and Tourism Marketing*,16(1) : 79–90.

[20] Crompton,J.L.(1979),An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image, *Journal of Travel Research*,17(4) : 18-23

[21] Dani Dagustani dan Gatot Iwan Kurniawan, (2020), The Roles of Travel Motivation, Memorable Tourism Experience, and Destination Image in Understanding Revisit Intention, *International Journal of Advanced Science and Technology*. 29(8): 672-684

[22] Echtner, C.M., and Ritchie, J.R.B. (1991). The meaning and measurement of destination image. *Journalof Tourism Studies*,2(2): 2–12.

[23] Fernandes, T., and Cruz, M. (2016). Dimensions and outcomes of experience quality in tourism: The case of Port wine cellars. *Journal of Retailing and Consumer Services*. 1: 371–379

[24] Gallarza, M.G., Saura, I.G., and Garci ́a, H.C. (2002). Destination image: Towards a conceptual frame-work. *Annals of Tourism Research*,29(1) : 56–78.

[25] Gulizar Akkus, and Ali Caglar Gulluce, (2016), Effect of Memorable Tourism Experiences to Destination Competitiveness: Winter Tourist –Oriented Research, American *International Journal of Social Science*, 5(4): 65-84

[26] Hair, Joseph F. Jr. et al. 2010, *Multivariate Data Analysis* 7th Edition. Pearson Education Limited. Harlow. England

[27] Heri Prabowo, Widji Astuti, Harianto Respati, 2019[a], Perceptions About Service Quality, Brand Image, Word Of Mouth And Repurchase Intention of Guests Staying Budget Hotels In Airy Rooms In The City Of Semarang Indonesia *International Journal of Business Management,* 2(8): 1-15

[28] Heri Prabowo, Widji Astuti, Harianto Respati, 2019[b], Repurchase Intention Study: Empirical Investigation on Guests Staying At Budget Hotels Incorporated in Airy Rooms, *Restaurant Business* , 118(12): 656-664

[29] Heri Prabowo, Widji Astuti, Harianto Respati, (2020), Effect of Service Quality and Brand Image on Repurchase Intention through Word of Mouth at Budget Hotels Airy Rooms, *Journal of Business and Management*, 8: 194-207

[30] HONGMEI ZHANG; YAN WU; DIMITRIOS BUHALIS (2018). A MODEL OF PERCEIVED IMAGE, MEMORABLE TOURISM EXPERIENCES AND REVISIT INTENTION. *JOURNAL OF DESTINATION MARKETING & MANAGEMENT*. VOL. 8.P. 326-336.

[31] Huang, Songshan, ans Hsu, Cathy H.C.. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. Journal of Travel Research, Vol. 48 issue: 1, p. 29-44

[32] Huyen Pham and Thu Nguyen (2019), The Effect of Website Quality on Repurchase Intention With the Mediation of Perceived Value: The Case Study of Online Travel Agencies in Vietnam. *Journal of Global Business Insights*, Vol. 4, Iss. 1, Art. 6, p. 78- 91

[33] Jenkins, O.H. (1999). Understanding and measuring tourist destination images.International *Journalof Tourism Research*,1(1), p. 1–15.

[34] Kim, H., and Chen, J. S. (2016). Destination Image Formation Process: A Holistic Model. *Journal of Vacation Marketing*. Vol. 22(2), p. 154-166.

[35] Kim, J. H., Ritchie, J. R. B., and McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*. 51(1), p. 12–25

[36] Kim, J., Ritchie,J.R.B., and Tung,W.S.V. (2010). The effect of memorable experience on behavioral intentions in tourism: A structural equation modeling approach. *Tourism Analysis*, 15,p.637-648

[37] Knobloch, Uli; Robertson, R. Aitken,2016, Experience, Emotion, and Eudaimonia: A Consideration of Tourist Experiences and Well-being, *Journal of Travel Research*, Vol. 56, issue: 5, p. 651-662

[38] Kozak, M., (2001). Repeaters' behaviour at two distinct destinations. *Annals of Tourism Research*, Volume 28 (3), p.784-807

[39] Lawson, F.,and Baud-Bovy,M.(1977), *Tourism and Recreational Development*. London: Architectural Press.

[40] Lin, C. H. 2014. Effects of Cuisine Experience, psychological well being, and self-health perception on the revisit intention hot springs tourist. *Journal of Hospitality and Tourism Research*, 38(2). p.135-161.

[41] Mayo,E.J.(1975),tourism and nationa lparks: a psychographic and attitudinal study, *Journal of Travel Research*,14, p. 14-18

[42] Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring Experience Economy Concepts: Tourism Applications. *Journal of Travel Research*. Vol. 46(2): 119-132.

[43] Petrick, J.F. (2002). An examination of golf vacationers' novelty, *Annals of Tourism Research*, 29(2), p.384 -400

[44] Quadri-Felitti, D., & Fiore, A. M., (2013). Destination loyalty: Effects of wine tourists' experiences, memories, and satisfaction o n intentions. *Tourism and Hospitality Research*, p.1–16,

[45] Rajesh, R, (2013), Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: AConceptual Model, *Revista de Turismo y Patrimonio Cultural*, Vol. 11 N° 3. Special Issue, p. 67-78.

[46] Ratih Nur Setyaningsih and Naili Farida, The Effect of Destination Image, Memorable Tourism Experience with Second Order Construct towards Revisit Intention: Study in Karimunjawa National Park. *Proceedings of the 2nd International*

Conference on Inclusive Business in the Changing World (ICIB 2019), p. 538-543

[47] Richard Bemile, Akwasi Achampong, and Emmanuel Danquah, 2014, Online Hotel Reservation System, *International Journal of Innovative Science, Engineering and Technology*, Vol. 1 Issue 9, p. 533-588

[48] Ross,G.F.(1994),*The Psychology of Tourism*. Melbourne: HospitalityPress

[49] Ryan,C. (2002). *The tourist experience*(2nd ed.). NewYork: Continuum.

[50] Shanshan Qi, Rosanna Leung, Rob Law, Dimitrios Buhalis, 2010, Hong Kong Residents' Perception of Travel Websites, Proceedings of the International Conference in Lugano, Switzerland, *Information and Communication Technologies in Tourism 2010*, p. 75-86

[51] Stepchenkova, S. and A.M. Morrison. (2006), The destination image of Russia: from the online induced perspective, *Tourism Management*, Vol. 27, 943-956

[52] Tesone, D. V. (2005), *Hospitality information systems and e-commerce*, John Wiley & Sons, Inc.

[53] Um, S., Chon K., and Ro Y. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), p. 1141-1158

[54] Uriely, N. 2005. The Tourist Experience: Conceptual Developments. *Annals of Tourism Research* 32 (1), p. 199–216.

[55] Urvashi Tandon, Ravi Kiran, Ash N. Sah, (2017), Customer Satisfaction as Mediator Between Website Service Quality and Repurchase Intention: An Emerging Economy Case. *Service Science*, vol. 9, No. 2, p. 106–120

[56] Yap,S.F., and Kew,M.L. (2007). Service quality and customer satisfaction: Antecedents of customer's re-patronage intentions. *Sunway Academic Journal*, 4, p.59-73

[57] Zhang,H.M., Xu,F.F., Leung,H.H., & Cai,L.P. (2016). The influence of destination-country image on prospective tourists'visit intention: Testing three competing models. *Asia Pacific Journal of Tourism Research*, 21(7), p. 811-835