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Destination quality, experience involvement
And memorable tourism experience: is it relevant for rural
tourism?

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Abstract. *The development of tourism industry includes the development of rural tourism based on
Edu-Tourism. The biggest challenge of this industry is the lack of interest of the tourists to return to the
rural tourism or Edu-Tourism destinations. The objectives of the study are to see the influence of
destination quality, experience involvement, and memorable tourism experience towards clients'
satisfaction and to establish word of mouth of the rural tourism. Questionnaire were distributed to 200
respondents as the sample of the study. The result of the study showed that destination quality
significantly affected tourists' satisfaction and word of mouth; whereas experience involvement
affected memorable tourism experience and tourists' satisfaction. Furthermore, memorable tourism
experience has significant impact on tourists' satisfaction and word of mouth; and the tourists'
satisfaction significantly influenced word of mouth. The research is unfortunately limited the concept
of satisfaction theory, memorable tourism experience and word of mouth theory to the rural tourism
destination only rather than other tourism destinations.*

Introduction

Rural tourism is one of the community-based and region-based development strategies to improve its autonomy. The purpose of the government is to improve the social and economic standard of living of the rural community based on the socio-cultural environment as stated on Presidential Regulation number 59, year 2017 regarding the Implementation of Achieving Sustainable Development Goals (SDGs). One of the SDGs programs is poverty alleviation through optimizing rural tourism potential (Susanty, 2020). The trend of rural tourism is developing today, as a result, community income and rural income increase. Rural tourism is established from the smallest group of community based on rural natural resources (Wijijayanti, 2020). Rural activities such as farming and their daily life are packaged in such a way to set and develop rural tourism.

Rural tourism is currently also considered as tourism diversification (Mataveli & Gil, 2018). So far, many tourism activities are managed by well-established business entities and are concentrated in specific areas. In the concept of rural tourism, tourists will get a lot of new experiences and travel alternatives due to the tourist conditions (Rajaratnam et al., 2015). Problems identified by various literatures on rural tourism include planning and implementation that do not fit the need and desire of the tourists. Consequently, the value of provider's service does not meet the tourists' expectations (Susanti & Latianingsih, 2013). Moreover, unorganized and unconceptualized marketing as well as lack of collaboration with stakeholders and lack of management skills are the problems of rural tourism. The other shortages faced by the managers of rural tourism are the income inequality (the expenditure and the income are not equal), and low prospects of job opportunity and profits. The rural tourism startups, for instance, face problems like high level of urbanization, lack of government support, and low level of rural community who realize about the importance of the prospects and potential of rural tourism. (Mataveli & Gil, 2018; Wijijayanti et al., 2020).

One of the weaknesses of rural tourism is the low level of tourists' satisfaction and the lack of managers and community's entrepreneurial skills. Satisfaction is a central issue in business studies (Dmitrović et al., 2009). Satisfaction is relevant to the dynamic of consumers' interests and demands. Tourist satisfaction is the key to the next stage since it leads to behavioral intention and loyalty (Rajaratnam et al., 2015; Sivadas & Jindal, 2017).

Some experts model the determinants of the formation of tourists' satisfaction and attitudes. The satisfaction and attitude of tourists are a long step for an organization to achieve sustainability. Most of the modeling carried out raised the satisfaction variable as a mediation (Suryaningsih et al., 2020; Suryaningsih & Sumani, 2019). It means that a predictor is needed to increase its influence. Some predictors of satisfaction abovementioned include destination quality, experience involvement, and memorable tourism experience (Cong, 2016; Coudounaris & Sthapit, 2017; Sharma & Nayak, 2019; Žabkar et al., 2010; Zatori et al., 2018). This is important to discuss because in developing rural tourism, a good quality destination is needed. The involvement of experiences and memorable aspects will become destination's strength (Chaulagain et al., 2019).

Research on tourism destination conducted mostly discuss about beach tourism, history tourism, and shopping tourism (Koo et al., 2016). On the contrary, there are not many researches on rural tourism conducted since this tourism industry is characteristically unique and different in terms of its tourists' motivations. The aspect of experiential involvement is an important study discussed in this research. Zatori et al.

(2018) show that experiential engagement is defined as real personal involvement in activities and experiences. Engagement is challenging to observe but it appears as desire, motivation, and enthusiasm generated by stimuli (Zátori, 2016; Zatori et al., 2018). The aspect of involvement refers to psychological conditions, perceived interests, pleasure values, and various emotions that consumers can feel (Molina et al., 2015; Usakli & Baloglu, 2011).

Building tourisms' satisfaction in order to create positive WOM on tourist destinations is not easy. Destination quality (Cong, 2016) of a tourist spot is not enough to generate tourist loyalty. It requires experience-involvement (Zatori et al., 2018), creating a memorable tourism experience (J.-H. Kim, 2017). This study's novelty is the role of experience involvement and memorable tourism experience as a mediation between experience involvement and satisfaction. Research on tourism experience regarding rural tourism needs to be studied in depth. Rural tourism is an activity that can evoke memories and at the same time create impressive new experiences (Rajaratnam et al., 2015; Zatori et al., 2018), so it requires a complex and comprehensive study. The result of the study is expected to contribute to the development of rural tourism in order to increase its independent economy supporting Indonesia's SDGs achievement program.

Literature review
Relationship of Destination Quality, Satisfaction, and Word of Mouth
Studies on destination quality are widely discussed in tourism and evaluation of visitor experiences (Cong, 2016; Žabkar et al., 2010). As a means of evaluation, destination quality is a specific form of servqual (Žabkar et al., 2010). The destination's quality is not enough for the tourism industry, it is only seen from the servqual dimension. However, a more precise variable must be formed according to current developments. Destination quality is felt at the destination, but the concept of destination quality is more about the overall input perceived by tourists (Cong, 2016; Žabkar et al., 2010). Some tourism researchers claim that destination quality is the dominant driver of satisfaction (Cong, 2016; X. Wang et al., 2009; Žabkar et al., 2010). Destination quality must reflect the specific attributes that characterize even the value of a destination. Research on rural tourism uniqueness and value is a big job that must be done regularly and continuously to shape tourist attitudes (Rajaratnam et al., 2015; Žabkar et al., 2010). In addition to tourist satisfaction, word of mouth is also important to discuss because satisfied visitors tend to recount their experiences, raise the intention of returning to visit, and even recommend them to their group (Casaló et al., 2008; Rahman et al., 2017; Rajaratnam et al., 2015). Although there is still debate that the variable destination quality has a significant effect on satisfaction and word of mouth, on the other hand, destination quality is not entirely a predictor of satisfaction and word of mouth because there is a gap in tourist perceptions. Tourists do not feel satisfaction for all aspects or attractions offered (S. Y. Lee et al., 2007). Based on the above arguments, the following hypothesis is proposed:

H1: Destination Quality affects satisfaction
H2: Destination Quality affects the Word of Mouth

Relationship of Experience Involvement, Memorable Tourism Experience, and Satisfaction

Experience is an impression that is caught in consumers' minds (Kotler & Keller, 2016). Providing quality experiences to customers is one of the critical elements of a successful marketing strategy (Prebensen et al., 2013). Customer experience is the result of assessment and response to internal customers due to the interaction being done either directly or indirectly. In the context of tourism, an experience is a manifestation of customer involvement at different levels, incredibly emotional, physical, spiritual, and intellectual (Prebensen et al., 2013). Memorable tourism experience with tourism experiences are two things that are interrelated but have differences in terms of connotation (Seyfi et al., 2020) because not all travel experiences can be translated into the concept of the memorable tourism experience. The keyword memorable tourism experience is an experience that is memorably remembered, and reconstructed selectively by tourists when describing a trip and a tourist destination (Kim et al., 2012; Seyfi et al., 2020). Therefore, personal involvement in the experience is an element of creating the value of the experience itself holistically. Kim in Zatori identifies memorability with seven aspects, namely hedonism, novelty, meaningfulness, knowledge, involvement, refreshment and local culture (Zatori et al., 2018) . Experience is a note that is always in consumers' minds; positive and negative experiences will impact a business.

In comparison, experience-involvement is defined as personal and real-time involvement in the consumption of a given experience. Experience-involvement occurs when the consumption of experiences occurs on the spot and is long-lasting, not just situational (Zatori et al., 2018). Likewise, Lee & Chang (2014) emphasize that involvement is related to the physical environment, personal values, motivation, and self-awareness that affect consumer sensitivity in enjoying a destination. Crompton (in Lee & Chang, 2014) suggests that engagement and experience in tourism studies provide an overview of how tourists are fully connected to tourism activities. According to (Lee & Beeler (2009), involvement as an antecedent of tourist satisfaction and future behavior, namely the intention to visit again and word of mouth. An essential point in tourists' context is that most tourists want to be involved in an exciting experience. Therefore, more involvement will create a more memorable experience (Chen & Rahman, 2018). Based on the explanation above, the following hypothesis is proposed:

H3: Experience Involvement affects Memorable Tourism Experience
H4: Experience Involvement affects satisfaction

Relationship of Memorable Tourism Experience, Satisfaction, and The Word of Mouth

Some experts say that consumer memory can influence consumer choices and create perceptions and conditions for future transactions (Oliver, 2015; Sharma & Nayak, 2019). In some research results, it was found that memorable tourism experience affects the behavioral intentions of tourists such as the intention to revisit, tell others and recommend to others (Kim, 2017; Sharma & Nayak, 2019; Sthapit et al., 2020; Zhong et al., 2017). The impressions and experiences that tourists have selectively reconstructed influence tourists' attitudes in the future, and the memories of tourists have a significant influence during the decision-making process to revisit and tell others (Seyfi et al., 2020). Some of the reasons for the importance of memorable tourism experience, namely information obtained from

previous experiences strongly influencing motivation to buy back and past experiences are considered a source of credible information and experience greatly influences behavioral intentions. (Seyfi et al., 2020; Zatori & Beardsley, 2017; Zhong et al., 2017). The memorable experience felt by tourists at a tourist destination will lead to loyalty behavior, namely the word of mouth and intention to revisit; even positive MTE will be the best predictor in the decision-making process (Yu et al., 2019). A memorable travel experience, especially in rural tourism, is about activities outside of daily habits. In general, urban residents rarely see and experience rural activities by themselves. However, with rural tourism, tourists are given various kinds of activities that ultimately give their value in tourists' minds. Cultural factors and the involvement of local communities that are integrated with social interaction in rural areas are essential values in the development of MTE, which affect satisfaction and word of mouth (Rajaratnam et al., 2015; Yu et al., 2019). Some researchers found that affective feelings, cognitive evaluation, and new events also strengthen memorable tourism experiences. However, the affective aspect contributes more because it is directly related to tourists' feelings and emotions (Kim et al., 2012). Likewise, in essence, cognitive thinking helps to elaborate on tourists' feelings and confirm each other to form a positive attitude about a destination. Based on the explanation above, the following hypothesis is proposed.

H5: Memorable Tourism Experience affects satisfaction

H6: Memorable Tourism Experience affects the Word of Mouth

Relationship Between Satisfaction and Word of Mouth

Visitors' satisfaction provides benefits such as harmonious relationship between managers and tourists. It also provides reasonable basis for generating customer loyalty, revisiting, and retelling to others. (Pollack, 2017; Sivadas & Jindal, 2017; Wang et al., 2017; Zhong et al., 2017). Tourism sector as a service sector relies on tourists' satisfaction to promote tourism spots, tour trips, and tourism facilities. (Abubakar & Mavondo, 2014;Wang et al., 2017). The satisfaction variable is considered as a very important factor for marketing tourist destinations. The level of tourists' satisfaction is evaluated by the differences between current and past tourist experiences and by comparisons between current tourist destinations and alternative destinations or places visited in the past. Many researchers use satisfaction as one of the variables in research with various approaches and methods. However, they all agree that satisfaction is one of the main variables in marketing studies that contribute to an organization's development and sustainability (Casaló et al., 2008). Likewise, with the word of mouth aspect, WOM is not an instantaneous construction but it is a complex construction and it requires effort to achieve it (Berezina et al., 2012; Pollack, 2017). Satisfaction is a summary of the psychological state of consumers (Oliver, 2015). Satisfaction is a collaboration of consumer affective, consumer cognitive, and consumer perceptual reflecting an evaluation of the quality of post-purchase products' and pre-purchase expectations (Kotler & Keller, 2016). Berezina et al. (2012) adds that satisfaction is the key, but to make consumers satisfied requires extra effort, especially in repeated purchasing activities. Although it is easier to satisfy consumers on the first consumption, maintaining customer satisfaction at the next consumption is also very important because it is related to organizational sustainability. The relationship between satisfaction and word of mouth is one of the classic relationships that is still being discussed today, and this is because loyalty is still considered as one of the goals of managers today and has an impact on more consumption activities in the future (Andreassen in Casaló et al., 2008).

Specifically, satisfaction and its impact on word of mouth are also strategies that act as a barrier for consumers to leave so they do not easily switch to other products and they maintain a positive relationship with a product (Pollack, 2017). This fact confirms that the concept of loyalty includes psychological aspects is based on tourists' feelings, which means that word of mouth is related to attracting potential tourists and shows tourists' willingness to maintain relations with specific destinations (Mohaidin et al., 2017). The aforementioned explanation proposed the following hypothesis:

H7: Satisfaction affects the Word of Mouth

Methodology

This research was conducted using explanatory research approach to see the role of satisfaction (Sharma & Nayak, 2019) on the Word of Mouth (Wang et al., 2017) consisting of destination quality (Cong, 2016), experience involvement (Zatori et al., 2018), and Memorable Tourism Experiences (Kim, 2017) on the decision of choosing The Tanoker Edu-Tourism. This is a quantitative research since the data are variables whose values are numerical (Likert scale).   The data collection tool is questionnaire. Data collection was carried out before the Covid-19 pandemic so that questionnaires were distributed directly to the respondents applying accidental sampling approach. The questionnaire was given to visitors who came to Tanoker Edu-Tourism. It was collected within five months–(August - December 2019). 17 out of 217 data were illegible, so merely 200 data could be processed. These 200 samples of data. represent the tourists visiting Tanoker from different regions. The sampling technique is an accidental sampling that selects the 200 local tourists of Tanoker Edu-Tourism who have experience involvement in using one or more traditional game to play.

The destination quality variable uses five measurement indicators (Cong, 2016), namely (a) quality of transport; (b) friendliness of people; (c) beauty of scenery; (d) accommodation quality & service; (e) shopping opportunities. The experience-involvement variable uses 4 measurement indicators (Zatori et al., 2018) namely (a) emotional experience-involvement; (b) mental experience-involvement; (c) social experience-involvement; (d) flow-like experience-involvement. The variable of memorable tourism experience uses five indicators (Kim, 2017) namely (a) enjoying the travel experience; (b) revitalizing through the tourism experience; (c) learning something about myself from this tourism experience; (d) having the opportunity to experience the local culture in a destination closely; (e) experiencing something new. The tourist satisfaction variable uses three measurement indicators (Sharma & Nayak, 2019), namely (a) feeling pleasant about travel experience; (b) feeling enjoyable about travel experience; (c) feeling satisfied with travel experience. The variable word of mouth uses three measurement indicators (Wang et al., 2017), namely (a) positive statement; (b) encouraging people around me to come to tourist destinations; (c) recommending tourist destinations to others.

The analysis of the study uses a structural equation model (SEM-PLS) to correct measurement errors by including the effect of interactions in the model (Ghozali, 2014) with the SMARTPLS 03 software. SEM-PLS is used to test the estimation and significance of the Resampling (Bootstrap) method. SEM-PLS Estimation aims to make the best score component of endogenous variables, in this case, the tourist travel choice variable. Moreover, SEM-PLS is used to predict the relationship between variables and indicators

through the inner model, which is the relationship between latent variables and the outer model, known as the relationship between indicators and their latent variables (Ghozali, 2014).

The Inner model formulas to describe the relationship between latent variables in this study are as follows.

$\eta_1 = \gamma_2\xi_2 + \varsigma_1$

$\eta_2 = \beta_1\eta_1 + \gamma_1\xi_1 + \gamma_2\xi_2 + \varsigma_2$

$\eta_3 = \beta_2\eta_2 + \gamma_3\xi_1 + \gamma_4\xi_2 + \varsigma_3$

Note:

ξ_1 = Destination Quality

ξ_2 = Experience-Involvement

η_1 = MTE

η_2 = Satisfaction

η_3 = WoM

β = coefficient of influence of endogenous variables on endogenous variables

γ = coefficient of influence of exogenous variables on endogenous variables

ς = model error

Result

Goodness of Fit is done by using an evaluation of the outer model and inner model as follows:

1. *Outer model*

a. *Convergent Validity*

In convergent validity, the validity level or non-validity level of the indicator can be seen based on the loading factor value. One of the criteria used is the loading factor value ≥ 0.70. In the early stages of development, the loading value is 0.50 to 0.60 is considered sufficient (Ghozali, 2014).

Table 1. Convergent Validity

Variable	Indicator	*Loading Factor*	α	Information
Destination Quality (ξ_1)	$\lambda x_{1.1}$	0.913	0.50	Valid
	$\lambda x_{1.2}$	0.869	0.50	Valid
	$\lambda x_{1.3}$	0.892	0.50	Valid
	$\lambda x_{1.4}$	0.952	0.50	Valid
	$\lambda x_{1.5}$	0.862	0.50	Valid
Experience-Involvement (ξ_2)	$\lambda x_{2.1}$	0.780	0.50	Valid
	$\lambda x_{2.2}$	0.868	0.50	Valid
	$\lambda x_{2.3}$	0.837	0.50	Valid
	$\lambda x_{2.4}$	0.904	0.50	Valid
Memorable Tourism Experiences (η_1)	$\lambda y_{1.1}$	0.877	0.50	Valid
	$\lambda y_{1.2}$	0.854	0.50	Valid
	$\lambda y_{1.3}$	0.916	0.50	Valid
	$\lambda y_{1.4}$	0.854	0.50	Valid
	$\lambda y_{1.5}$	0.850	0.50	Valid
Satisfaction (η_2)	λy_{21}	0.882	0.50	Valid
	λy_{22}	0.885	0.50	Valid
	λy_{23}	0.876	0.50	Valid
	λy_{31}	0.885	0.50	Valid

Variable	Indicator	*Loading Factor*	α	Information
WOM (η_3)	λy_{32}	0.763	0.50	Valid
	λy_{33}	0.819	0.50	Valid

Source: Authors' own research.

Table 1 shows that the loading factor value of all research indicators is more significant than 0.70. Thus, all indicators of research variables are valid.

b. *Discriminant Validity and Composite Reliability*
Discriminant validity compares the square root of the average variance extracted (AVE) value of each construct with the correlation between other constructs in the model. It is recommended that the measurement value be more significant than 0.50 (Solimun, 2011). While the composite reliability is an index indicating the degree to which a measuring device can be trusted to reliability, a latent variable having composite reliability was good if it has composite reliability with a cut-off value of 0.7.

Table 2. Discriminant Validity and Composite Reliability

Variable	Discriminant Validity		Composite Reliability		
	AVE		Cronbach - α	CR	
Destination Quality (ξ_1)	0.807	Valid	0.940	0.954	Reliable
Experience-Involvement (ξ_2)	0.720	Valid	0.870	0.911	
Memorable Tourism Experiences ($\eta 1$)	0.758	Valid	0.920	0.940	Reliable
Satisfaction (η_2)	0.776	Valid	0.856	0.912	Reliable
WOM (η_3)	0.678	Valid	0.765	0.863	Reliable

Source: Authors' own research.

Based on the results in table 2, it is known that the average variance extracted (AVE) score of all variables in this study is> 0.50. So it can be said that all variables are valid. Also, all variables in this study had a score of Composite Reliability> 0.70. So, it can be said that the research instrument of all research is reliable to be used for hypothesis testing. The Cronbach Alpha value in all variables> 0.70 indicates that the consistency of the respondent's answers in one latent variable is excellent or consistent.

2. *Inner Model*
The inner model test or structural model is tested to see the relationship between the constructs, the significance value, and the R-square research model. Inner model evaluation can be done in three ways. The three ways are applied by looking at the R-square, Q-square, and Goodness of Fit.

Table 3. Results of R^2

Information	R^2
Memorable Tourism Experiences ($\eta 1$)	0.806
Satisfaction (η_2)	0.694
WOM (η_3)	0.753

Source: Authors' own research.

Testing subsequent inner models are used by looking at the value of Q^2 (predictive relevance), the magnitude of Q^2 has a value in the range $0 < Q^2 < 1$, where one means that the model closer the better. Q- Square can be done using the formula:

$Q^2 = 1 - (1 - R_1{}^2)(1 - R_2{}^2) \dots (1 - R_p{}^2)$
$Q^2 = 1 - (1 - 0,806)(1 - 0,694)(1 - 0.753)$
$Q^2 = 0.985$

The predictive relevance value of Q^2 obtained is 0, 985 or 9 8, 5 %. It indicates that the model can explain the research phenomenon of 9 5 %. The model has a good predictive value, therefore it is good for hypothesis testing. The structural model equation is formulated to determine the relationship between the latent variables studied.

MTE $= 0.898$ ExIn $+ \zeta$
Satisfaction $= 0, 529$ DesQual $+ 0.581$ ExIn $+ 0.773$ MTE $+ \zeta$
WOM $= 0.659$ DesQual $+ 0.386$ Sat $+ 0, 116$ MTE $+ \zeta$

The construction of the path diagram is obtained by combining *the inner model* and the *outer models* using *Software SmartPLS* as shown in figure 1 below.
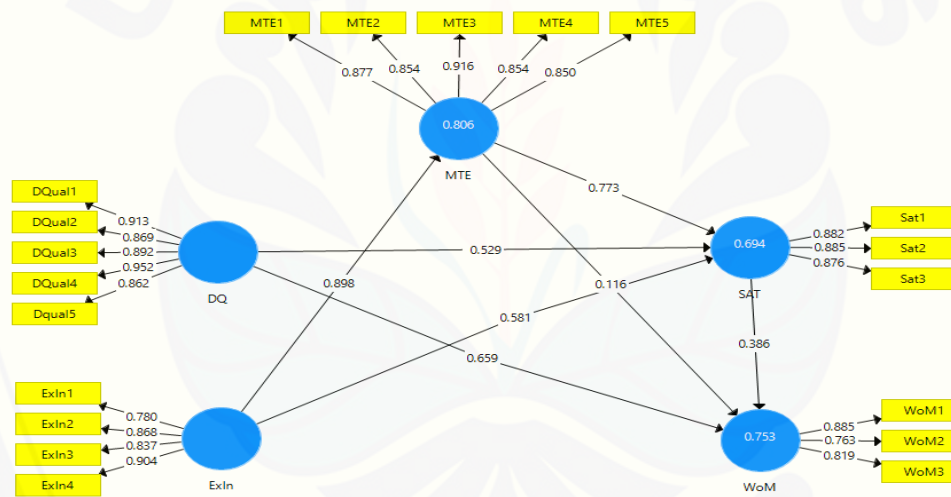
Figure 1. Path Diagram Construction*

Source: Authors' own research.

*) Note: DQ: Destination Quality (ξ_1) was first variabel latent eksogen; ExIn: Experience-Involvement (ξ_2) was second variabel latent eksogen; MTE: Memorable Tourism Experiences (η_1) was first variabel laten endogen; SAT: Satisfaction (η_2) was second variabel laten endogen; WoM: WOM (η_3) was third variabel laten endogen.

Hypothesis testing is conducted using *bootstrap resampling* method. The results of hypothesis testing are presented in table 4.

Table 4. Path Coefficient and Hypothesis Testing Results

Variable *	Path Coefficient	p-value	Information
DesQual → Sat	0.529	0.034	Significant

Variable *	Path Coefficient	p-value	Information
DesQual → WOM	0.659	0.000	Significant
ExIn → MTE	0.898	0.000	Significant
ExIn → Sat	0.581	0.026	Significant
MTE → Sat	0.773	0.000	Significant
MTE → WoM	0.116	0.015	Significant
Sat → WoM	0.386	0.007	Significant

Source: Authors' own research.

*) Note: DesQual: Destination Quality; ExIn: Experience-Involvement; MTE: Memorable Tourism Experiences; Sat: Satisfaction; WoM: Word of Mouth

Table 4 shows that destination quality significantly affects satisfaction with a path coefficient of 0.529 and a p-value of 0.034, so H1 is accepted. Likewise, H2 states that destination quality significantly affects word of mouth with a path coefficient value of 0.659 with a p-value of 0.000, so that H2 is accepted. Hypothesis 3 and Hypothesis 4 show that experience-involvement significantly impacts the MTE with a path coefficient value of 0, 898, and a p-value of 0, 000 so that H3 is accepted. Similarly, H4 states that experience-involvement significantly affects satisfaction with the value path coefficient of 0.581 with a p-value of 0.026. Hypothesis 5 and Hypothesis 6 show that MTE significantly affects satisfaction with a coefficient value of 0.773 and p-value of 0.000. MTE has a significant effect on word of mouth with a coefficient value of 0.116 p-values of 0.015. Hypothesis 7 is accepted by looking at the value of the path coefficient of satisfaction with word of mouth of 0.386 with a p-value of 0.007.

Discussion

The Influence of Destination Quality on Satisfaction and Word of Mouth

The results of the study showed that destination quality has positive and significant effect on tourists' satisfaction, and destination quality has significant positive effect on word of mouth. It indicates that the destination's quality is formed from the overall product attributes, namely transport, destination brand, attractions, hospitality, and entertainment, which play an essential role in shaping tourists' satisfaction and tourists' WOM. Quality is the result of tourists' views (Rajaratnam et al., 2015; Žabkar et al., 2010) . Overall product attribute indicates that consumers are in need of a complete package in the tour (Moon & Han, 2019) ,including the access to the site, the arrangement of the location, the attractions to enjoy and the perceived shopping tourism. An important note in this study is that destination quality becomes a significant predictor of influencing WoM satisfaction. In this case, tourists' perceptions of tourists' activities, attractions, and friendliness are essential keys to shaping tourists' attitudes. The results of the study are in line with the existing concept and the previous research, among others the one by Cong (2016), which shows that tourists satisfied with the tourism activities will revisit and tell positively to others. The perception of tourists about the quality of the destination as a whole is based on the evaluation of the products and services provided as well as the uniqueness and cultural factors they felt, that ultimately encouraging their satisfaction and Word of mouth (Wang et al., 2017; Žabkar et al., 2010).

The Effect of Experience Involvement on Memorable Tourism Experience and Satisfaction

The results of the study showed that the positive experience and significant involvement affected the memorable tourism experience and satisfaction. These findings indicate that tourists' active involvement in tourism will create an attachment and a feeling of belonging, making positive impression and memories. In this case, tourists are actively involved in every formation of experiences offered by the tour operators. The better the experience-involvement formed, the more increased the visitors' satisfaction. The results also indicate that experience-involvement in memorable tourism experience is the most considerable coefficient value in this study. It means that in rural tourism, tourists' involvement and interaction can create positive impression and memories that are constructed in the minds of tourists. Experience-involvement has an important contribution in forming a memorable tourism experience (Zatori et al., 2018) concerning the extent to which a destination and activity inspire and activate the desire to learn. The concept of experience involvement is closely related to co-creation value as an outcome (Zátori, 2016). This concept views that a value in an activity means that the users of service are partners in creating the value. The products and services provided only facilitate customer value creation, but experiences and impressions created value. The interaction between users of tourism services and tourism service providers will form a connection in experience involvement, which will impact the formation of tourist attitudes (Prebensen et al., 2013) . The concept of experience involvement describes the level of involvement with tourists' experiential activities (Zatori et al., 2018). The higher level of experience involvement leads to psychological and personal aspects of the visitor's emotional state. Hence, the experience becomes more in-depth and easier to remember. Experience involvement also indirectly impacts loyalty by involving tourists' satisfaction as the keyword (Lee & Chang, 2014). Furthermore, long-term memorable tourist experiences will have a positive impact, including tourist attitudes (Papadimitriou et al., 2015), frequency of visits (Zatori & Beardsley, 2017), and also positive management performance (Prebensen et al., 2013).

The Effect of Memorable Tourism Experience on Satisfaction and Word of Mouth

The results of the study also showed that a memorable tourism experience has a positive and significant effect on satisfaction and it has significant positive effect on word of mouth. This This study indicates that the path coefficient value of a memorable tourism experience on word of mouth can be small. It means that the impression and memory aspects must be polished and upgraded to produce an extraordinary effect to touch tourists' loyalty. Memorable tourism can mean that positive impressions and memories about tourist destinations are in direct contact with tourists' emotional and psychological nature. The experience of tourists will be a story conveyed to others (Lee & Chang, 2014) Besides; memories of tourist destinations will continue to be visualized by tourists even though they have left tourist attractions (Kim, 2017). Satisfaction is often defined as the meeting of expectations with performance. However, satisfaction is currently more related to emotional or affective dimensions (Sharma & Nayak, 2019); even further, Sharma & Nayak also emphasize that high levels of satisfaction are associated with positive feelings and pleasant surprising attractions. Thus, memories of tourist attractions and destinations must be encouraged because tourists will bring home experiences and memories and possibly will buy souvenirs which are specialties of a destination. Tourists always collect

memorabilia to remind them of their travel experiences (J. H. Kim, 2018; Sthapit et al., 2020). The findings in this study support the results of research conducted by (Zhong et al., 2017), (J. H. Kim, 2018), and (Sharma & Nayak, 2019).

Similarly, it works for the effect of memorable tourism experience on word of mouth. Word of mouth is an activity carried out consciously to tell everything that becomes tourists' experience (Sivadas & Jindal, 2017). A memorable tourism experience can be interpreted as a memorable tourism experience after the event occurred. This unforgettable experience is a construction that will develop future intentions, including telling experiences to others (Coudounaris & Sthapit, 2017). In this study, the tourists were impressed by tanocraft. Tanocraft is one of the activities where visitors can use their skills and creativity in making handicrafts, and the products created can be brought home as souvenirs. The social interactions formed in rural tourism build a new impression that is close to cultural activities. The desire to participate in the local community activities shaped a unique and memorable experience (Yu et al., 2019), making visitors tell other people and it indirectly promoting Tanoker Edu-Tourism.

The Effect of Satisfaction on the Word of Mouth

The results of the study also showed that tourists' satisfaction has a positive and significant effect on word of mouth. Visitor's satisfaction-provides benefits, one of which is forming a word-of-mouth recommendation that is beneficial for the company (Pollack, 2017; Prebensen et al., 2013). Several experts found that consumer satisfaction impacts word of mouth and other aspects of loyalty (Cong, 2016; Kim, 2018; Pollack, 2017;Wang et al., 2017). However, Berezina et al., (2012) also emphasized that even though consumers are satisfied, it still takes more effort and power to form loyalty. The field findings show that tourists are happy and satisfied with the services provided, (fast handicraft courses for visitors who want to make their own souvenirs). The tourist attractions also recalled consumers' childhood to various local and traditional games representing the characteristic of the countryside, such as mud polo, stilts, and various outbound items that can be attracted at family gathering events. The attractions involving tourists as the actors create their impression and satisfaction. This study supports a research conducted by Sweeney et al. (2012) who emphasizes that word-of-mouth activity is not merely an activity of the consumer to tell others but it also covers the involvement of consumers' emotion and enthusiasm manifested in gestures and non-verbal language. The activity of revisiting the village is a crucial point in developing rural-based tourism. Some research results showed that visitors of positive perceptions on rural tourism find the value tend to offer greater satisfaction which tend to show more positive behavioral intentions such as word of mouth, revisiting intentions, and that they enthusiastically and consciously recommend to visit it to others. (Mataveli & Gil, 2018; Rajaratnam et al., 2015; Wijijayanti et al., 2020) . In the future, rural tourism activities must be able to show their existence. They should not become a second choice of tourist destination but they must show their potential and strengthen the aspects of attraction, amenities, and accessibility to form a strong bond with tourists. It means that tourist destinations must have their personality and characteristics as the added value (Boksberger et al., 2011; Kumar, 2016; Wang et al., 2009).

Conclusion

This study proves that experience involvement and memorable tourism experience are significant variables in shaping satisfaction and word of mouth (Chen & Rahman, 2018; T.-L. Wang et al., 2017; Žabkar et al., 2010; Zatori et al., 2018). Although experience involvement brings significant effect on rural tourism, destination quality as a unity of tourism destination attributes becomes one of the keys to increase tourists' satisfaction and word of mouth. The overall findings of this study indicate that today tourism needs tourists' interaction and sense of belonging. which is in line with the tourists' need and desire. The tourism activities are involving taking a walk, finding and feeling new things to refresh the tourists' health. Tanoker Edu-Tourism's future task is to improve the destinations quality and to identify the consumers' imagination and interest in the context of rural tourism by providing creative, innovative, and educational activities as well as providing experiences and memorabilia that prioritize rural characteristics, and directly involves tourists in tourism services (Casaló et al., 2008). To the tourists, this concept also serves as a reminder that tourism needs to restore enthusiasm and at the same time benefit (Dodds & Holmes, 2019; Nugraha, 2019; Pollack, 2017).

Tourism is a vital sector which is capable to provide multiplier effect in community and community development (Abubakar & Mavondo, 2014; Rajaratnam et al., 2015; T.-L. Wang et al., 2017). As one of tourism industries differentiation and as a motor for regional development, rural tourism needs to be developed strategically and collaboratively. With an emphasis on rural reality's style of life, rural tourism can now be appropriately commercialized. Tour service providers need to pay attention to the right image because it is a perceptual impression that tourists will receive. Most importantly, service providers must be able to design an experience-involvement- based activity that is more memorable to visitors. It means that managers need to add more exciting and creative activities at Tanoker Edu-Tourism (Zatori et al., 2018).

The shortage of this research is that the data were collected from tourists who are visiting Tanoker Edu-Tourism, meanwhile, the study variables include an element of experience as a driving factor for tourists to revisit. The limitation of the research is expected to be reduced by applying the offline and online data approaches. Thus, it is possible for tourists who have visited an Edu-Tourism destination to be able to share their experience to stimulate the interest in revisiting the tourism spots. The research model provides an excellent opportunity to be developed. Further study may concern with the investigation of memorable tourism experience and satisfaction that contribute small role in WoM. It is also possible for further researchers to develop satisfaction theory and memorable tourism experience for WoM that can be applied to other various tourist destination or tourism objects-besides rural tourism.

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