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The Role of Memorable Educational Tourism Experience in Shaping Revisit Intention: The Moderating Effects of Novelty Seeking and Overtourism Sensitivity

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ABSTRACT

Objective: This study contributes theoretically by developing a conditional dual-moderation model that explains when and for whom MTE effectively translates into revisit intention, particularly within educational tourism contexts.. **Method:** A quantitative approach was employed using a survey method, with data collected from 319 respondents who had previously visited tourism destinations in West Java. Data were analyzed using Moderation Regression Analysis (MRA) with Hayes PROCESS Model 2 in SPSS to examine both direct and moderating effects. **Results:** The results indicate that MTE has a positive effect on revisit intention, suggesting that memorable experiences encourage tourists to consider revisiting the same destination. However, the strength of this relationship varies depending on individual characteristics and perceptions. Novelty seeking weakens the relationship between MTE and revisit intention, indicating that tourists with a strong preference for new experiences are less likely to revisit the same destination despite having memorable experiences. In contrast, overtourism sensitivity influences how tourists evaluate the feasibility of revisiting, as concerns about crowding and destination conditions shape future travel considerations. **Novelty:** This study contributes by integrating novelty seeking and overtourism sensitivity as simultaneous moderators in the MTE–revisit intention relationship, offering a more comprehensive explanation of how memorable experiences translate into future behavioral intentions in tourism contexts.

INTRODUCTION

In the context of tourism education in West Java, the sustainability of educational tourism programs cannot simply be assumed based on destination popularity or high student participation rates. This is particularly evident in well-known destinations such as Kawah Putih, which attract large numbers of student visitors due to their unique environmental and educational value. However, empirical evidence suggests that revisit intention remains a critical issue and does not always emerge automatically after students' initial participation in educational tourism activities. Despite the strong appeal of such destinations, initial visits do not necessarily translate into repeat visitation, indicating that factors beyond destination attractiveness and participation levels play a crucial role in shaping students' future travel decisions. Empirical evidence suggests that revisit intention remains a critical issue and does not always emerge automatically after students' initial participation in educational tourism activities. Several studies on tourists in West Java have identified revisit intention as a key indicator for understanding sustainable visitation behavior at both provincial and destination-specific levels (Hermanto et al., 2023; Suhud et al., 2023 These findings are relevant for educational tourism programs conducted in destinations such as Kawah Putih Bandung and Pangandaran, where students engage in experiential learning

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activities within distinctive environmental contexts. Even in the case of Kawah Putih, an initial visit does not necessarily translate into a desire to return (Suhud et al., 2023). suggesting that students' revisit intention in educational tourism settings requires more precise explanation.

To explain why some students intend to revisit educational tourism destinations while others do not, revisit intention must be linked to the quality of experiences that remain meaningful in students' memories. In the tourism literature, Memorable Education Tourism Experience (MTE) is defined as a travel experience that is meaningful and strongly embedded in memory, increasing its likelihood of influencing post-visit evaluation and future behavioral decisions (Kim et al., 2012; Sthapit & Coudounaris, 2018). Within educational tourism, Memorable Educational Tourism Experience can be understood as experiential learning activities that are cognitively engaging, emotionally stimulating, and personally meaningful for students. Conceptually, MTE functions as a form of post-visit "memory capital," where vivid and positively evaluated experiences are easily recalled and projected into future participation decisions. Accordingly, a growing body of evidence demonstrates a positive association between MTE and post-visit behavioral responses, including revisit intention, while emphasizing that the valence and quality of memories influence the strength of such intentions (Rasoolimanesh et al., 2021; Hu & Xu, 2021; Kim, 2018; Rasoolimanesh et al., 2022; Zhao et al., 2023).

Over the past five years, Memorable Tourism Experience (MTE) has been widely used to explain revisit intention across various tourism contexts, including heritage tourism, ecotourism, smart tourism destinations, and platform-based accommodation experiences. Several studies indicate that memorable experiences stimulate revisit intention through post-visit psychological processes such as nostalgia and experience evaluation, even when visitors consider potential destination changes or the possibility that revisiting may alter previously formed memories (Hu & Xu, 2021; Seyfi et al., 2021). In ecotourism contexts, MTE has been positioned as a key link between interaction experiences and revisit intention (Tabaeeian et al., 2022), while during the post-pandemic recovery period, memorability has been shown to translate into future travel intentions (Lu et al., 2022). Even in increasingly digital tourism environments, MTE remains a central experiential pathway influencing revisit decisions (Shin et al., 2023), with additional evidence suggesting that revisit decisions are sensitive to the quality of memories tourists retain and how they imagine their future visits (Zhao et al., 2023). However, despite this growing body of evidence, most prior studies have predominantly relied on single-moderator frameworks by examining either individual psychological traits or contextual destination factors in isolation, thereby limiting the ability to capture the simultaneous interplay between internal motivations and external conditions that jointly shape revisit intention, particularly in educational tourism settings where learning expectations and situational evaluations are closely intertwined. As a result, existing approaches remain insufficient to fully explain when and for whom memorable experiences effectively translate into revisit intention. This limitation is particularly evident in the Indonesian context, especially in West Java, where findings from destinations such as Kawah Putih indicate that initial visits do not consistently lead to revisit intention, highlighting the need for a more integrative and conditional understanding of how experiential memories interact with both individual preferences

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and contextual sensitivities in shaping revisit intention in locally distinctive educational tourism environments (Suhud et al., 2023).

Despite the growing body of research supporting the importance of MTE, significant research gaps remain regarding when and for whom Memorable Educational Tourism Experience most effectively drives students' revisit intention. Many existing studies focus on single destinations or specific tourism contexts, limiting generalizability across participant characteristics (Rasoolimanesh et al., 2021; Shin et al., 2023). Moreover, although some studies highlight internal psychological mechanisms such as nostalgia and memory construction (Hu & Xu, 2021; Lu et al., 2022; Zhao et al., 2023). he MTE–revisit relationship is often treated as relatively homogeneous. However, emerging evidence suggests that this relationship may vary depending on contextual and anticipatory factors, including perceived destination changes and novelty preferences (Hu & Xu, 2021; Cui et al., 2025).

One relevant boundary condition is novelty seeking. Novelty seeking has long been recognized as a psychological driver encouraging individuals to pursue new experiences rather than repeat previous ones (Enrique Bigné et al., 2009). Conceptual reviews indicate that novelty is closely linked to individual characteristics and plays a central role in decision-making processes (Blomstervik & Olsen, 2022). Because memorable experiences often arise from perceived uniqueness and emotional intensity (Skavronskaya et al., 2020; Tiwari et al., 2024). novelty is inherently connected to memorability. However, in educational tourism contexts, students with high novelty-seeking tendencies may treat a memorable educational tourism experience as a completed learning episode and subsequently prefer new destinations for future programs. Conversely, students with lower novelty-seeking tendencies may be more inclined to revisit familiar destinations, thereby strengthening the relationship between memorable educational tourism experience and revisit intention. This boundary condition logic aligns with findings suggesting that novelty and familiarity shape revisit pathways (Cui et al., 2025).

In addition to individual factors, destination contexts experiencing tourism pressure, commonly referred to as overtourism, also represent an important boundary condition. Overtourism involves conditions in which tourism pressure reduces experience quality through crowding, spatial constraints, and reduced comfort (Chaney & Séraphin, 2023). Even in smaller destinations, overtourism can be perceived differently by tourists, although it generally stems from evaluations of crowding and tourism pressure on the experience (Krajickova et al., 2022). Empirically, the influence of overtourism on behavioral intention is often explained through perceived crowding or overcrowding. Crowding tends to reduce destination evaluations and disrupt experience quality, with stronger negative effects observed under certain conditions (Yin et al., 2020). In heavily overcrowded destinations, assessed crowding has been shown to reduce revisit intention and encourage avoidance behavior (Papadopoulou et al., 2022). Recent meta-analytic evidence confirms that perceived crowding negatively affects tourist responses, including behavioral intentions such as revisit intention, while also indicating that the magnitude of these effects depends on specific boundary conditions (Luo et al., 2025). Furthermore, crowded environments evoke not only cognitive evaluations but also affective responses that trigger coping strategies, including fatigue and negative emotions, which in turn shape adaptive tourist behavior (Yin, Cheng, & Ni, 2020; Yin et al., 2024). Notably, improvements in experience quality

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may mitigate some negative crowding effects under certain conditions, suggesting that tourist responses to crowding are not uniform (Yin et al., 2024).

Within educational tourism, overtourism sensitivity reflects students' responsiveness to crowding, reduced instructional interaction, and perceived declines in learning quality during repeat visits. When overtourism sensitivity is high, students may anticipate that revisiting the same destination will provide diminished learning value, thereby weakening the positive influence of memorable educational tourism experiences on revisit intention. This reasoning is consistent with findings showing that awareness of overtourism conditions modifies revisit decisions (Papadopoulou et al., 2022). Thus, while MTE operates through positive memories and motivations to relive experiences, overtourism increases psychological costs and reduces expectations for future visits, making overtourism sensitivity an important condition determining when MTE effectively translates into revisit intention and when its influence weakens (Hu & Xu, 2021; Luo et al., 2025).

Although MTE has consistently been linked to revisit intention, the literature still reveals important gaps. The relationship is frequently treated as homogeneous despite evidence suggesting variation across individuals and contexts (Hu & Xu, 2021; Lu et al., 2022; Zhao et al., 2023; Cui et al., 2025). This limitation is particularly relevant in West Java, where educational tourism programs are conducted in popular destinations such as Kawah Putih and Pangandaran, yet initial visits do not always lead to revisit intention (Hermanto et al., 2023; Suhud et al., 2023; Rasoolimanesh et al., 2021; Shin et al., 2023). At the same time, increasing concerns about crowding and tourism pressure suggest that the positive value of memorable experiences may be diminished when tourists anticipate psychological costs associated with overtourism (Chaney & Séraphin, 2023; Krajickova et al., 2022; Papadopoulou et al., 2022; Luo et al., 2025).

Addressing these gaps, this study re-examines the role of Memorable Educational Tourism Experience in shaping students' revisit intention by incorporating novelty seeking and overtourism sensitivity as moderating variables. By integrating psychological drivers of novelty and contextual sensitivity to tourism pressure, this study develops a conditional model explaining when and for whom memorable educational tourism experiences most effectively translate into students' intention to revisit educational destinations in West Java.

LITERATURE REVIEW

Memorable Education Tourism Experience dan Revisit Intention

Memorable Educational Tourism Experience (MTE) is understood as a tourism experience that is strong in memory and meaningful, making it more easily recalled, positively evaluated after the visit, and likely to re-emerge when tourists contemplate future travel. Because it operates through the quality of post-visit memories, MTE is frequently positioned as an important determinant of tourists' future behavioral tendencies, including revisit intention. The concept has been supported by well-established measurement instruments, allowing the memorability of tourism experiences to be assessed systematically (Kim et al., 2012; Sthapit & Coudounaris, 2018). In line with this perspective, the present study extends the MTE framework by examining its conditional effect through the simultaneous inclusion of multiple moderators, with the use of Hayes' PROCESS Model 2 providing an appropriate

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analytical approach to capture how MTE translates into revisit intention under varying levels of novelty seeking and overtourism sensitivity.

The relationship between MTE and revisit intention is generally positive: the more memorable the experience perceived by tourists, the greater the likelihood that they will develop an intention to revisit the destination. Findings across various contexts suggest that memorable experiences can stimulate revisit intention through post-visit psychological processes such as experience evaluation and nostalgia, even when tourists consider potential future changes in destination conditions (Hu & Xu, 2021; Rasoolimanesh et al., 2021; Lu et al., 2022). In different contexts, including increasingly digitalized destinations, MTE continues to emerge as an experiential pathway leading to revisit intention, emphasizing that experiences embedded in memory remain crucial despite changes in travel patterns (Shin et al., 2023).

However, the literature also indicates that MTE does not automatically translate into revisit intention. Revisit decisions are inherently future-oriented and are influenced by the quality and valence of tourists' memories (positive versus negative), as well as how tourists project the possibility of re-experiencing the destination. Memorable experiences can strengthen revisit intention when the memories formed are positive and easily reactivated, but their influence may weaken when tourists anticipate destination changes or the risk of disappointment during a repeat visit (Kim, 2018; Zhao et al., 2023; Hu & Xu, 2021).

Thus, the relationship between MTE and revisit intention can be understood as a memory-based relationship: MTE provides a form of "memory capital" that encourages revisit loyalty, yet its strength depends on how these memories are evaluated and projected in the context of a future visit. This perspective explains why several studies emphasize the importance of examining boundary conditions that may strengthen or weaken the effect of MTE on revisit intention across different tourists and situational contexts (Hu & Xu, 2021; Cui et al., 2025).

H1: Memorable Education Tourism Education Experience has a positive effect on Revisit Intention.

The Moderating Role of Novelty Seeking on the Relationship between Memorable Education Tourism Experience and Revisit Intention

Memorable Education Tourism Experience (MTE) is generally positively associated with revisit intention because strong and meaningful experiences are more easily remembered, positively evaluated after the visit, and "reactivated" when tourists imagine future travel. Through post-visit psychological processes such as experience evaluation and nostalgia, the memorability of tourism experiences has the potential to influence future behavioral tendencies, including the intention to revisit (Kim et al., 2012; Sthapit & Coudounaris, 2018; Hu & Xu, 2021; Rasoolimanesh et al., 2021; Lu et al., 2022).

However, this relationship is not uniform across all tourists, as travel preferences vary, particularly in terms of the desire for novelty. The revisit intention literature positions novelty-seeking or variety-seeking as a psychological driver that encourages tourists to choose new destinations rather than revisit previous ones, with effects that may vary depending on the time horizon of the revisit decision (Enrique Bigné et al., 2009). Conceptually, novelty is also associated with individual characteristics and

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serves as a key motivation in travel decision-making, making it a relevant source of heterogeneity in tourist behavior models (Blomstervik & Olsen, 2022).

From a moderating perspective, novelty-seeking helps explain when MTE is most effectively translated into revisit intention. For tourists with high novelty-seeking tendencies, strong memorable experiences may represent a sense of experiential fulfillment, preserved as memories or stories, while subsequent travel decisions are directed toward seeking new destinations. As a result, the positive effect of MTE on revisit intention tends to weaken within this group. Conversely, for tourists with low novelty-seeking tendencies, memorable experiences are more likely to encourage preferences for repeating similar experiences, thereby strengthening the relationship between MTE and revisit intention. This boundary-condition logic is consistent with findings that novelty and familiarity can act as constraints that alter the strength of pathways leading to revisit intention (Cui et al., 2025; Hu & Xu, 2021).

Thus, novelty-seeking can be positioned as a moderator that examines whether the "memory capital" generated by MTE is consistently translated into revisit intention across tourists, or whether its effect varies depending on novelty orientation. This formulation extends the understanding that while MTE is important, its influence on revisit intention is conditional and not homogeneous (Skavronskaya et al., 2020; Tiwari et al., 2024; Cui et al., 2025).

H2: Novelty seeking weakens the effect of Memorable Education Tourism Education Experience on Revisit Intention.

The Moderating Role of Overtourism Sensitivity on the Relationship between Memorable Education Tourism Experience and Revisit Intention

The relationship between Memorable Education Tourism Experience (MTE) and revisit intention is fundamentally based on the assumption that the decision to revisit is not determined solely by prior visitation, but by the memories tourists retain and how these memories are used as references when evaluating future trips. Because MTE represents experiences that are strong, meaningful, and easily recalled, it provides a foundation for post-visit evaluation that often leads to future behavioral intentions, including the intention to revisit (Kim et al., 2012; Sthapit & Coudounaris, 2018; Rasoolimanesh et al., 2021; Hu & Xu, 2021). However, the literature also suggests that positive memories alone are not always sufficient, as revisit intention is a prospective evaluation that is sensitive to anticipated conditions during future visits (Hu & Xu, 2021).

In this context, overtourism becomes an important factor because it alters the value tourists assign to the possibility of revisiting a destination. Empirical evidence suggests that overtourism primarily operates through perceived crowding or overcrowding, which reduces destination evaluations and diminishes the perceived quality of the tourism experience, potentially leading to avoidance behavior and lower revisit intention (Yin et al., 2020; Papadopoulou et al., 2022). Research syntheses further confirm that crowding has a negative effect on behavioral intention, although the magnitude of this effect varies depending on contextual conditions (Luo et al., 2025). Moreover, behavioral studies indicate that crowding not only disrupts cognitive evaluations but also triggers affective responses and coping strategies, such as fatigue, negative emotions, and travel plan adjustments, while positive experience quality may partially buffer these negative effects under certain conditions (Yin et al., 2020; Yin, Cheng, & Ni, 2024; Yin et al., 2024).

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Based on this reasoning, overtourism sensitivity can be positioned as a moderator that explains variations in the strength of the relationship between MTE and revisit intention. Overtourism sensitivity reflects the extent to which tourists are responsive to overtourism signals, such as crowding, queues, and reduced comfort, which in turn influences their confidence that enjoyable experiences can be replicated during future visits. When overtourism sensitivity is high, tourists are more likely to anticipate the psychological costs of revisiting due to crowding, making it more difficult for positive MTE to translate into revisit intention. Conversely, when overtourism sensitivity is low, prospective evaluations of revisiting are less influenced by concerns about crowding, allowing positive memories from MTE to be more readily converted into revisit intention (Hu & Xu, 2021; Luo et al., 2025). This argument is consistent with findings that awareness and sensitivity toward overtourism can alter how crowding influences revisit intention, suggesting that revisit decisions depend on individual differences in interpreting overtourism conditions (Papadopoulou et al., 2022).

H3: Overtourism sensitivity weakens the effect of Memorable Education Tourism Experience on Revisit Intention.

Conceptual Framework

Based on the theoretical review, Memorable Education Tourism Experience (MTE) is considered a key factor influencing tourists' post-visit behavior, including their intention to revisit a destination. Memorable tourism experiences create lasting positive impressions that increase the likelihood of tourists returning in the future. However, this relationship is not always consistent, as it may vary depending on individual tourist characteristics.

Novelty seeking reflects tourists' tendency to pursue new and different experiences. Tourists with a high level of novelty seeking are generally more inclined to visit new destinations rather than return to previously visited ones. As a result, the positive influence of memorable experiences on revisit intention may be weaker among tourists who strongly prefer novelty. In contrast, overtourism sensitivity refers to tourists' sensitivity to crowding and congestion, which may reduce the perceived quality of the tourism experience. Tourists with high overtourism sensitivity are more likely to feel discomfort in crowded destinations and may therefore be less willing to revisit, even when they have had memorable experiences.

Accordingly, the relationship between memorable tourism experiences and revisit intention can be influenced by tourists' preferences for experiential variety as well as their sensitivity to destination crowding. These factors help explain why memorable experiences do not always translate uniformly into revisit intention across different groups of tourists.

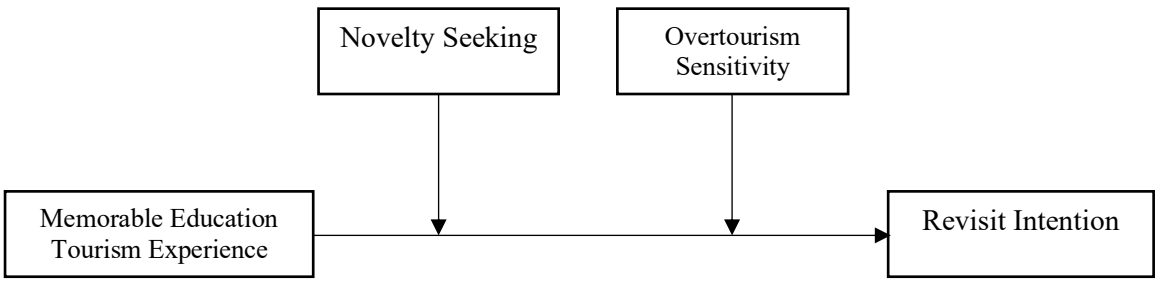

Figure 1. Conceptual Framework

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RESEARCH METHOD

This study employed a quantitative approach with an explanatory research design to examine the effect of Memorable Educational Tourism Experience (MTE) on revisit intention, with novelty seeking and overtourism sensitivity incorporated as moderating variables in the context of tourism destinations in West Java. The study population consisted of tourists who had previously participated in educational tourism activities in West Java, defined in this study as structured travel experiences that involve learning-oriented purposes, such as school trips, field studies, or educational excursions that integrate cognitive, experiential, and contextual learning elements. To ensure that respondents reflected on educational rather than purely leisure experiences, the questionnaire explicitly instructed participants to recall their most recent visit involving organized learning activities or educational objectives.

A non-probability accidental sampling technique was applied, with eligibility criteria requiring respondents to be at least 17 years old and to have participated in an educational tourism activity in West Java. A total of 319 valid responses were collected, which was considered adequate for multivariate analysis. However, this sampling approach has inherent limitations, particularly in terms of representativeness and generalizability, as respondents were selected based on availability rather than random selection. Consequently, the findings may be subject to sampling bias and may not fully represent the broader population of educational tourists in West Java. Despite these limitations, accidental sampling is considered appropriate in exploratory and behavioral tourism research where access to a comprehensive sampling frame is limited, and the study aims to capture patterns of relationships rather than population estimates.

Data were collected through an online questionnaire using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). The memorable education tourism experience construct was adapted from Kim et al. (2012), encompassing dimensions of hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. Revisit intention was adapted from Chen et al. (2020), including intentions to return, likelihood of revisiting, and willingness to recommend the destination to others. Novelty seeking was adapted from Jang and Feng (2007), with indicators reflecting a desire for routine change, new sensations, uniqueness, and avoidance of boredom. Overtourism sensitivity was measured based on tourists' perceptions of destination crowding (Sudaynya et al., 2025), including perceived crowd levels, comfort, and density.

Data analysis was conducted using SPSS, including validity and reliability tests as well as classical assumption testing. Hypotheses were tested using Moderation Regression Analysis (MRA) with Hayes' PROCESS Model, incorporating interaction terms between MTE and each moderating variable.

RESULTS AND DISCUSSION

Results

The Overtourism Sensitivity (OS) variable shows a negative effect on revisit intention, with a coefficient value of $\beta = -1.6932$ and a significance level of $p = 0.0512$. Although this result does not reach the conventional threshold for statistical significance ($p < 0.05$), it indicates a marginally non-significant effect, suggesting a potential negative

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trend between overtourism sensitivity and revisit intention. This implies that tourists who are more sensitive to crowding may be less inclined to revisit a destination; however, this relationship should be interpreted with caution and warrants further investigation in future studies.

Tabel 1. Respondent Caharacteristics

Characteristics	Total	%
Gender		
Male	144	45
Female	175	55
Age		
17-25 years old	87	27
26-30 years old	98	31
31-40 years old	109	34
>40 years old	25	8
Domisili		
West Java	267	84
Outside West Java	52	16
Education		
High school	61	19
Diploma	18	6
Bachelor	194	61
Postgraduate	46	14
Occupation		
Student	57	18
Civil servant (ASN)	67	21
Private employee	105	33
Entrepreneur	25	8
Freelancer	7	2
Housewife	58	18
Monthly Income		
< Rp 2.000.000	63	20
Rp 2.000.000 - Rp 5.000.000	133	42
Rp 5.000.001 - Rp 10.000.000	88	28
> Rp 10.000.000	35	11

Based on data collected from 319 respondents, the majority were female (175 respondents, 55%). Most respondents were aged between 31 and 40 years (109 respondents, 34%), and the majority resided in West Java (267 respondents, 84%). In terms of education level, most respondents held a bachelor's degree (194 respondents, 61%). Regarding occupation, private-sector employees constituted the largest group (105 respondents, 33%), while the most common monthly income ranged from IDR 2,000,000 to IDR 5,000,000 (133 respondents, 42%).

Overall, the respondent profile indicates that the sample was dominated by individuals in the productive age group with undergraduate education and employment in the private sector, primarily residing in West Java. These characteristics suggest that respondents generally have an active socioeconomic background and are likely to possess sufficient experience related to tourism activities.

Moderation Regression Analysis

For testing of the moderating impact of novelty-seeking and overtourism sensitivity on the proposed relationships PROCESS macro developed by Hayes (2013) for SPSS was

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used. We use PROCESS macro particularly due to the fact that PROCESS allows integrating multiple moderating variables in a single model.

Tabel 2. Moderation Analysis (PROCESS Model 2)

Model				
DV = Revisit Intention	**β**	**SE**	***t***	***p***
Constant	0.8591	3.2924	0.2609	0.7943
Memorable Education Tourism Experience (MTE)	0.2126	0.0914	2.3253	0.0207
Novelty-seeking (NS)	1.8987	0.7018	2.7055	0.0072
Overtourism sensitivity (OS)	-1.6932	0.8652	-1.9571	0.0512
MTE * NS	-0.0405	0.0187	-2.1663	0.0310
MTE * OS	0.0455	0.0230	1.9824	0.0483
R2	0.3476			
F-value	33.4546			

Tests of highest order unconditional interaction					
	R2-chng	**F**	**df1**	**df2**	***p***
MTE * NS	0.0098	4.6930	1.0000	314.0000	0.0310
MTE * OS	0.0082	3.9301	1.0000	314.0000	0.0483

Conditional effects of the focal predictor at values of the moderator					
	Effect	**SE**	***p***	**L95**	**U95**
NS (low) * OS (low)	0.0912	0.0304	0.0030	0.0313	0.1510
NS (low) * OS (middle)	0.2733	0.0981	0.0057	0.0802	0.4664
NS (low) * OS (high)	0.4555	0.1877	0.0158	0.0862	0.8248
NS (middle) * OS (low)	-0.1171	0.0955	0.2211	-0.3051	0.0709
NS (middle) * OS (middle)	0.0650	0.0251	0.0101	0.0156	0.1144
NS (middle) * OS (high)	0.2472	0.0950	0.0097	0.0603	0.4341
NS (high) * OS (low)	-0.2995	0.1775	0.0924	-0.6487	0.0497
NS (high) * OS (middle)	-0.1173	0.0891	0.1886	-0.2926	0.0579
NS (high) * OS (high)	0.0648	0.0355	0.0686	-0.0050	0.1347

The results of the Moderation Regression Analysis (MRA) using Hayes' PROCESS Model 2 indicate that Memorable Education Tourism Experience (MTE) has a positive and significant effect on revisit intention, with a coefficient value of $\beta = 0.2126$ and a significance level of $p = 0.0207$ ($p < 0.05$). This finding suggests that the more memorable the tourism experience perceived by visitors, the stronger their intention to revisit the destination.

The Novelty Seeking (NS) variable also shows a positive and significant effect on revisit intention, with a coefficient value of $\beta = 1.8987$ and a significance level of $p = 0.0072$ ($p < 0.05$). Meanwhile, Overtourism Sensitivity (OS) demonstrates a negative effect on revisit intention, with a coefficient value of $\beta = -1.6932$ and a significance level of $p = 0.0512$ ($p > 0.05$), indicating that the effect is not statistically significant.

The interaction test results reveal that the interaction between Memorable Education Tourism Experience and Novelty Seeking significantly affects revisit intention, with a coefficient value of $\beta = -0.0405$ and a significance level of $p = 0.0310$ ($p < 0.05$). Similarly, the interaction between Memorable Education Tourism Experience and Overtourism Sensitivity also shows a significant effect on revisit intention, with a coefficient value of $\beta = 0.0455$ and a significance level of $p = 0.0483$ ($p < 0.05$).

The conditional effects analysis indicates that the effect of Memorable Education Tourism Experience (MTE) on revisit intention varies across different combinations of

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novelty seeking (NS) and overtourism sensitivity (OS). At low levels of novelty seeking, MTE has a positive and significant effect on revisit intention, particularly when overtourism sensitivity is at moderate (Effect = 0.2733; $p < 0.05$) and high levels (Effect = 0.4555; $p < 0.05$). This suggests that tourists with lower novelty-seeking tendencies are more likely to translate memorable experiences into revisit intentions, especially when they are sensitive to destination crowding conditions. At moderate levels of novelty seeking, MTE significantly influences revisit intention only when overtourism sensitivity is high (Effect = 0.2472; $p < 0.05$), while the effects are not significant at low and moderate levels of overtourism sensitivity. At high levels of novelty seeking, the effect of MTE on revisit intention is not significant across all levels of overtourism sensitivity.

These findings indicate that memorable tourism experiences do not always lead to revisit intentions, particularly among tourists with a strong tendency to seek new experiences. Overall, the results suggest that the effect of Memorable Education Tourism Experience on revisit intention is stronger among tourists with lower levels of novelty seeking and higher levels of overtourism sensitivity.

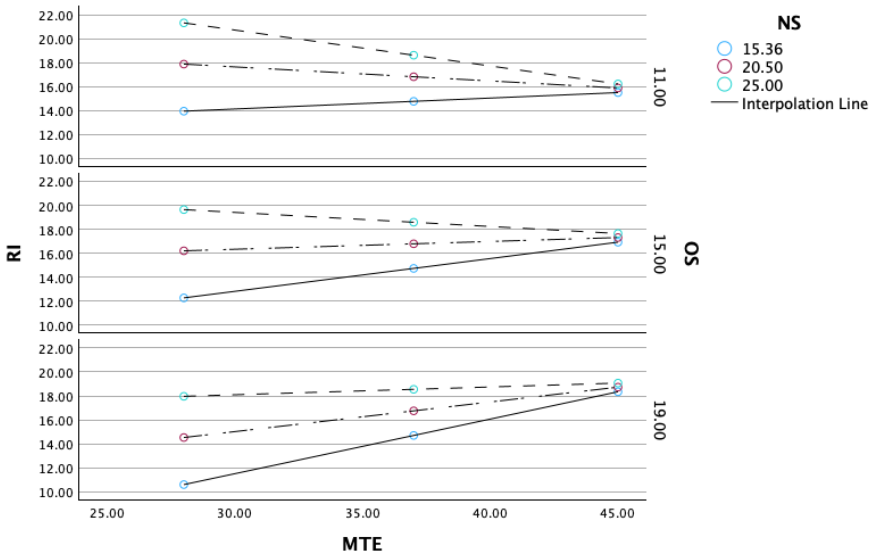

Figure 2. Three Way Interaction Plot for Memorable Tourism Experience, Revisit Intention, Novelty Seeking, and Overtourism Sensitivity

The interaction plot visualization indicates that the effect of Memorable Education Tourism Experience (MTE) on Revisit Intention (RI) varies across different levels of Novelty Seeking (NS) and Overtourism Sensitivity (OS). In general, higher levels of MTE are associated with higher levels of revisit intention, particularly among tourists with low novelty-seeking tendencies. This positive effect becomes stronger at higher levels of overtourism sensitivity. In contrast, among tourists with high novelty-seeking tendencies, increases in MTE do not consistently translate into higher revisit intention. These findings suggest that memorable tourism experiences are more effective in encouraging revisit intention among tourists with lower novelty-seeking tendencies and greater sensitivity to destination conditions.

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Discussion

This study aimed to explain how Memorable Educational Tourism Experience (MTE) influences revisit intention and how this relationship is conditional on tourist characteristics and perceptions of destination conditions. The findings indicate that MTE plays a significant role in shaping revisit intention, supporting the perspective of the *memory-based relationship* theory, which posits that tourists' future behavioral intentions are strongly influenced by how past experiences are encoded, stored, and recalled in memory. Memorable experiences serve as a post-visit evaluative foundation that influences future travel decisions, as meaningful travel experiences tend to be stored in long-term memory and positively re-evaluated when tourists reflect on their past trips, thereby increasing the likelihood of revisiting the same destination. At the same time, the results also highlight the importance of novelty orientation in shaping this relationship, demonstrating that the influence of MTE is not uniform across individuals. Tourists with higher novelty-seeking tendencies are less likely to rely on past experiences when making future travel decisions, as they are more motivated to pursue new and different destinations. In contrast, those with lower novelty orientation are more likely to use memorable experiences as a reference point for repeat visitation. This interplay confirms that revisit intention is not solely driven by memory strength but is conditionally shaped by individual preferences for familiarity versus novelty. These findings support the view that memorable tourism experiences are a key determinant of tourist loyalty, as such experiences function as an important reference point when tourists consider future destination choices (Kim et al., 2012; Sthapit & Coudounaris, 2018; Hu & Xu, 2021; Rasoolimanesh et al., 2021).

However, the results also demonstrate that the relationship between MTE and revisit intention is not universal but varies depending on individual characteristics, particularly novelty seeking. Tourists with lower levels of novelty seeking are more likely to translate memorable experiences into revisit intention because they tend to prefer familiar experiences. In contrast, tourists with higher levels of novelty seeking are more motivated to pursue new and different experiences, meaning that even highly memorable experiences do not necessarily lead to an intention to revisit. These findings provide empirical support for the argument that novelty orientation explains variations in tourist behavior, particularly in the context of destination loyalty (Bigné et al., 2009; Skavronskaya et al., 2020; Blomstervik & Olsen, 2022). Thus, this study extends previous research by demonstrating that memorable experiences do not automatically translate into revisit intention, as their influence depends on tourists' preferences for novelty.

In addition, this study found that overtourism sensitivity influences how memorable experiences are translated into revisit intention. Tourists who are more sensitive to destination crowding tend to place greater emphasis on experience quality when evaluating the feasibility of revisiting, making memorable experiences a crucial factor in shaping their confidence that a return visit would still be worthwhile. Conversely, among tourists with lower overtourism sensitivity, memorable experiences are not always the primary consideration in revisit decisions. These findings suggest that revisit intention is shaped not only by past experiences but also by prospective evaluations of future destination conditions, particularly perceptions of crowding and congestion (Papadopoulou et al., 2022; Yin et al., 2020; Luo et al., 2025). This result is

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consistent with the literature emphasizing that perceptions of destination conditions influence tourists' expectations regarding future visits.

Overall, the findings support a conceptual framework that positions Memorable Educational Tourism Experience (MTE) as a primary determinant of revisit intention while demonstrating that its influence is contextual and shaped by tourist characteristics and destination perceptions. This study contributes empirically by showing that tourist loyalty depends not only on the quality of remembered experiences but also on how tourists evaluate the potential experiences they expect to obtain in the future. Notably, the findings reveal a nuanced and somewhat counter-intuitive role of overtourism sensitivity. While overtourism is generally associated with negative outcomes, the results indicate that for certain groups, particularly those with lower novelty-seeking tendencies, higher overtourism sensitivity can actually strengthen the relationship between MTE and revisit intention. This may occur because tourists who are more sensitive to crowding rely more heavily on their past memorable experiences as a form of psychological assurance when evaluating the feasibility of revisiting. In such cases, strong and positive memories function as a benchmark that reduces uncertainty about future visits, allowing tourists to justify revisiting despite potential concerns about crowding. Conversely, when memorable experiences are weak, overtourism sensitivity may amplify perceived risks and discourage revisit intention. Therefore, overtourism sensitivity does not uniformly weaken revisit intention but instead conditions how strongly past experiences are used as a reference in future decision-making. In some cases, the effect of MTE on revisit intention may be weaker than reported in previous studies, which may be explained by differences in tourist characteristics or destination contexts, particularly those related to novelty orientation and sensitivity to tourist crowding.

CONCLUSION

Fundamental Finding: This study confirms that Memorable Educational Tourism Experience (MTE) is a key determinant of revisit intention, as memorable travel experiences form a memory-based foundation that shapes post-visit evaluations and influences tourists' future travel decisions. Importantly, the findings highlight that the relationship between MTE and revisit intention is inherently conditional rather than universal. The extent to which memorable experiences translate into revisit intention depends on both individual characteristics and contextual evaluations. Specifically, novelty seeking tends to weaken this relationship, as tourists with stronger novelty preferences are more inclined to pursue new experiences instead of returning to the same destination. Meanwhile, overtourism sensitivity further conditions this relationship by shaping how tourists evaluate the feasibility and desirability of revisiting based on anticipated destination conditions. These findings reinforce the argument that revisit intention is not solely driven by past experiences but is dynamically constructed through the interaction between memory, personal preferences, and expectations of future travel contexts. **Implication:** From a practical perspective, the findings suggest that destination managers should not only focus on creating memorable experiences but also strategically design those experiences to sustain repeat visitation among diverse tourist segments. In the context of West Java, destination managers are encouraged to develop rotational and evolving educational tourism programs that introduce new themes, activities, or learning modules across

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visits, allowing returning students to experience novelty without changing destinations. For instance, destinations such as Kawah Putih or Pangandaran can offer multi-phase learning packages, seasonal programs, or differentiated experiential tracks (e.g., environmental exploration, cultural immersion, or scientific learning), ensuring that each visit provides a distinct experience. Additionally, to address overtourism sensitivity, managers should implement crowd management strategies, such as time-slot scheduling, smaller group-based activities, and spatial distribution of visitors, to maintain experience quality. Integrating interactive and personalized learning elements, such as guided interpretation, digital augmentation, or project-based activities, can further enhance memorability while accommodating students' desire for novelty. By balancing consistency in core destination identity with continuous innovation in experience design, destination managers can better convert memorable experiences into sustained revisit intention. **Limitation:** This study is limited by its cross-sectional design, which does not capture changes in tourist perceptions over time, and by the relatively limited set of variables included in the model. **Future Research:** Future research is therefore encouraged to examine actual revisit behavior, apply longitudinal approaches, and incorporate additional variables to provide a more comprehensive understanding of the processes underlying tourist loyalty.

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