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Digital Tourism Marketing and Tourist Revisit Intention in Urban Heritage Destinations: The Moderating Role of Memorable Tourism Experience in Kota Tua Jakarta and Taman Mini Indonesia Indah

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Abstract

The rapid development of digital technology has transformed tourism marketing practices and reshaped how tourists search for information, evaluate destinations, and develop future travel intentions. This study aims to examine the influence of Digital Tourism Marketing on Tourist Digital technology has reshaped how tourists discover destinations, evaluate travel options, and form revisit intentions. This study examines the effects of Digital Tourism Marketing on Tourist Revisit Intention and Memorable Tourism Experience, including the moderating role of Memorable Tourism Experience, at urban heritage destinations in Jakarta, Indonesia. A quantitative survey collected data from 200 tourists who had visited Kota Tua Jakarta and Taman Mini Indonesia Indah. Results show that Digital Tourism Marketing positively and significantly influences both Memorable Tourism Experience and Tourist Revisit Intention. Memorable Tourism Experience also positively influences revisit intention and significantly strengthens the relationship between digital marketing and revisit intention. Theoretically, these findings extend the application of the S-O-R framework by demonstrating the moderating function of memorable experiences in explaining tourists' behavioral intentions. Practically, destination managers should coordinate digital communication with engaging on-site experiences to encourage repeat visits and strengthen destination competitiveness. These insights are particularly relevant for managing culturally significant urban tourism attractions.

Keywords: digital tourism marketing, memorable tourism experience, tourist revisit intention, stimulus-organism-response theory, urban heritage tourism

A. Introduction

The development of digital technology has brought fundamental changes to tourism marketing practices and tourists' travel decision-making behavior. Information and communication technology has transformed the process of searching for tourism information, evaluating destination alternatives, and forming tourists' perceptions of a destination through various digital platforms (Buhalis & Law, 2008). Social media, online reviews, search engines, and digital travel platforms have now become major sources of information that influence tourists' behavior prior to travel (Xiang & Gretzel, 2010). This condition encourages destination managers to develop digital marketing strategies that are more interactive, responsive, and oriented toward tourist engagement (Gretzel et al., 2015).

Digital tourism marketing no longer functions merely as a medium for disseminating information but has evolved into a strategic instrument for building relationships between destinations and tourists. Through digital content, destinations can build images, establish two-way communication, and enhance tourists' emotional engagement before and during their trips (Hollebeek & Macky, 2019). Effective digital marketing strategies can increase destination awareness, strengthen destination image, and influence tourists' behavioral intentions (Kumar et al., 2022). However, the success of digital marketing does not depend solely on the intensity of promotional activities but also on the destination's ability to provide tourism experiences that meet tourists' expectations (Kim et al., 2012).

Changes in tourism consumption patterns indicate that modern tourists increasingly seek experiences that are personal, authentic, emotional, and capable of creating lasting memories. Memorable tourism experiences have become one of the important factors influencing satisfaction, attachment to destinations, and tourists' intentions to revisit (Kim et al., 2012). Tourists do not merely evaluate the quality of services or destination facilities but also consider the emotional aspects and meanings derived from their experiences during the journey (Pine & Gilmore, 1999). Therefore, successful digital marketing should be able to connect tourists' expectations prior to travel with the actual experiences they obtain while visiting a destination (Zhang et al., 2018).

In the context of urban tourism destinations, the integration of digital marketing and tourism experiences has become an increasingly important issue. Urban destinations have complex characteristics because they combine historical, cultural, creative economic, and local community activities within a single tourism space (Ashworth & Page, 2011). Urban heritage destinations face increasing competition from emerging destinations with strong visual appeal on digital platforms (Timothy, 2018). Therefore, destination managers need to understand that the success of digital marketing should not be measured solely by the number of online interactions but also by the destination's ability to

create experiences that foster long-term relationships with tourists (Rather et al., 2021).

Jakarta, as a metropolitan city, has substantial potential for the development of urban heritage tourism through various historical areas, including Kota Tua Jakarta and Taman Mini Indonesia Indah. Kota Tua Jakarta and Taman Mini Indonesia Indah possess historical, architectural, and cultural values that constitute important elements of Jakarta's urban identity and development. Various area revitalization programs and digital promotional activities have been implemented to enhance tourism attractiveness and expand the reach of information to tourists. However, increased destination visibility through digital media does not automatically result in tourist loyalty, as the decision to revisit is also influenced by the quality of the experience perceived during the visit (Chen & Rahman, 2018).

Previous studies have shown that digital tourism marketing has a positive relationship with tourist behavior, including revisit intention and destination recommendation (Kumar et al., 2022). However, several studies have found that this relationship is not always direct because tourists require positive experiences that can strengthen the relationship between digital marketing communication and post-visit behavior (Zhang et al., 2018). In other words, digital marketing can attract tourists' attention, but the actual experience during the trip is an important factor in determining whether tourists will revisit or recommend the destination to others (Kim et al., 2012).

Furthermore, most previous studies have focused on the direct effect of digital marketing on tourist behavior, while research examining the moderating mechanism of memorable tourism experience remains relatively limited, particularly in the context of urban heritage destinations in developing countries (Rather, 2021). Research on the relationship between digital tourism marketing, memorable tourism experience, and revisit intention in Indonesian urban heritage destinations still provides room for further development, particularly because the characteristics of urban tourism in Indonesia combine historical values, local culture, and digital transformation in ways that differ from destinations in other countries (Rahmawati et al., 2025). This research gap indicates the need for an approach that can explain how digital marketing strategies can generate tourist behavioral responses through experiences formed during travel.

This study employs the Stimulus-Organism-Response (S-O-R) theory as the conceptual foundation for explaining the relationships among the research variables. The S-O-R theory explains that external stimuli can influence an individual's internal state, which subsequently generates a particular behavioral response (Mehrabian & Russell, 1974). In this study, Digital Tourism Marketing serves as the stimulus that provides information and shapes tourists' perceptions of a destination. Memorable Tourism Experience represents the internal state that reflects tourists' emotional and cognitive evaluations of their travel experiences. Subsequently, Tourist Revisit Intention represents the

behavioral response indicating tourists' tendency to revisit a destination (Mehrabian & Russell, 1974; Kim et al., 2012).

Based on the identified problems and research gaps, this study aims to analyze the effect of Digital Tourism Marketing on Tourist Revisit Intention and to examine the moderating role of Memorable Tourism Experience in the context of the heritage tourism destinations of Kota Tua Jakarta and Taman Mini Indonesia Indah. This study provides a theoretical contribution by extending the tourism marketing literature through the integration of digital marketing and tourism experience perspectives within the framework of S-O-R Theory (Mehrabian & Russell, 1974). Based on the findings, destination managers and tourism stakeholders should develop integrated digital marketing strategies that enhance destination visibility, create memorable tourism experiences, and encourage tourist revisit intention.

B. Literature Review

Digital Tourism Marketing and Tourist Revisit Intention

Digital tourism marketing plays a strategic role in connecting destinations with tourists by facilitating information sharing, interactive communication, and the formation of favorable destination perceptions (Hays et al., 2013; Kim et al., 2017). The development of digital technology enables tourists to obtain destination information rapidly through social media, online travel platforms, and various other digital channels before undertaking a trip (Buhalis & Law, 2008). Information available through digital media can influence tourists' evaluations of destination attractiveness and shape their behavioral decisions after a visit (Xiang & Gretzel, 2010).

Digital Tourism Marketing uses digital platforms to promote destinations, provide information, and engage tourists. Buhalis and Law (2008) emphasize the role of technology in tourism marketing, while Xiang and Gretzel (2010) highlight social media's importance in travel information searches. Based on these studies, Digital Tourism Marketing is measured using five indicators: information accessibility, content quality, interactive communication, information credibility, and promotional attractiveness.

From the perspective of tourist behavior, digital marketing has the potential to enhance trust, strengthen destination image, and increase the likelihood of tourists revisiting a destination. Informative, engaging, and credible digital content can establish a psychological connection between tourists and destinations before the actual experience takes place (Gretzel et al., 2015). Several studies have shown that the quality of digital interactions influences tourist loyalty and future behavioral intentions (Kumar et al., 2022).

However, the influence of digital tourism marketing on revisit intention remains an evolving area of research because tourists' decisions to revisit are not determined solely by digital information but also by the actual experiences obtained during their trips. Therefore, this study proposes the following hypothesis:

H1: Digital Tourism Marketing has a positive effect on Tourist Revisit Intention.

Digital Tourism Marketing and Memorable Tourism Experience

Digital tourism marketing not only functions as a promotional tool but also shapes tourists' expectations and perceptions before their trips. Digital content in the form of photographs, videos, tourist reviews, and experience stories can create an initial representation of a destination, which subsequently influences how tourists evaluate their experiences during their visits (Hudson & Thal, 2013).

From the perspective of experiential marketing, effective marketing communication can establish emotional connections with tourists through the creation of experience value (Pine & Gilmore, 1999). When digital marketing strategies are able to communicate the authentic values, cultural uniqueness, and emotional appeal of a destination, tourists may be more likely to obtain memorable experiences during their trips (Kim et al., 2012).

In the context of heritage destinations such as Kota Tua Jakarta and Taman Mini Indonesia Indah, digital marketing can play an important role in introducing historical values, cultural heritage, and local identity to tourists. Appropriate digital information can enhance tourists' appreciation of the destinations and strengthen the formation of meaningful tourism experiences. Based on this argument, the following hypothesis is proposed:
H2: Digital Tourism Marketing has a positive effect on Memorable Tourism Experience.

Memorable Tourism Experience and Tourist Revisit Intention

Memorable tourism experience refers to tourism experiences that are positively retained in tourists' memories and influence their behavior after the trip has ended. Memorable experiences are formed through a combination of emotional, cognitive, social, and sensory aspects experienced by tourists during their visits to a destination (Kim et al., 2012).

In the study of tourist behavior, experience is one of the key factors influencing tourist satisfaction, destination attachment, and tourist loyalty. Tourists who obtain positive experiences tend to have more favorable perceptions of a destination and demonstrate a higher tendency to revisit (Zhang et al., 2018).

In heritage destinations, tourism experiences play an increasingly important role because the core value of a destination is derived not only from its physical facilities but also from its ability to convey stories, culture, and emotional connections with tourists (Timothy, 2018). Therefore, a memorable tourism experience is expected to be an important factor in shaping revisit intention. Accordingly, the following hypothesis is proposed:
H3: Memorable Tourism Experience has a positive effect on Tourist Revisit Intention.

The Moderating Role of Memorable Tourism Experience

Based on the Stimulus-Organism-Response (S-O-R) theory, individual behavior is influenced not only by external stimuli but also by internal states that mediate or strengthen responses to such stimuli (Mehrabian & Russell, 1974). In this study, Digital Tourism Marketing serves as an external stimulus, while Memorable Tourism Experience represents an internal psychological condition that determines the strength of the influence of digital marketing on tourist behavior.

Although Digital Tourism Marketing can generate tourist awareness and expectations regarding a destination, its influence may become stronger when tourists obtain experiences that meet or even exceed their expectations. A memorable tourism experience enables tourists to connect the digital information encountered before the trip with their actual experiences during the visit, thereby strengthening emotional attachment and the intention to revisit (Kim et al., 2012).

Conversely, when tourists' actual experiences do not correspond to the image established through digital media, the effectiveness of digital marketing in fostering tourist loyalty may decrease (Zhang et al., 2018). Thus, Memorable Tourism Experience is expected not only to have a direct effect on Tourist Revisit Intention but also to strengthen the relationship between Digital Tourism Marketing and Tourist Revisit Intention. Based on this argument, the following moderation hypothesis is proposed:

H4: Memorable Tourism Experience moderates the relationship between Digital Tourism Marketing and Tourist Revisit Intention.

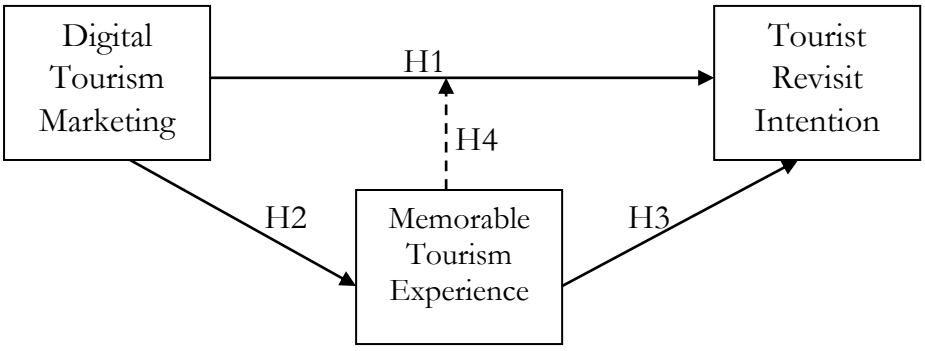


Figure 1. Framework Research

C. Research Methods

Research Design

A quantitative approach was adopted because this study aims to empirically measure the relationships among the research constructs through structural model testing. This study employed a survey method by distributing questionnaires to tourists as the units of analysis. The research model was developed based on the Stimulus-Organism-Response (S-O-R) Theory, in which Digital Tourism Marketing is positioned as an external stimulus,

Memorable Tourism Experience as the tourists' internal state, and Tourist Revisit Intention as the tourists' behavioral response (Mehrabian & Russell, 1974). Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach because this method is appropriate for examining research models involving predictive relationships, latent constructs, and moderation effects among variables (Hair et al., 2022).

Research Location and Population

The research was conducted at Kota Tua Jakarta and Taman Mini Indonesia Indah (TMII), two prominent cultural and heritage tourism destinations in Jakarta, Indonesia. These destinations were selected based on their historical and cultural significance, revitalization initiatives, and adoption of digital marketing strategies. Although visitor statistics are available from official tourism authorities and destination management reports, these figures represent the number of visits rather than unique individual tourists. Furthermore, complete annual visitor statistics for 2026 were not yet available during the research period. Consequently, the exact population of individual tourists who had visited both destinations could not be determined. Therefore, the target population was defined as all tourists who had visited Kota Tua Jakarta or TMII, while the accessible population consisted of eligible tourists who could be reached during data collection. A total of 200 respondents participated in the study using purposive sampling based on predetermined eligibility criteria.

Sampling Technique and Sample Size

The sampling technique employed in this study was purposive sampling, which is a method of selecting respondents based on specific criteria relevant to the research objectives. This technique was used because not all visitors have the experience and characteristics required to evaluate the relationship between digital marketing and revisit behavior.

To ensure that respondents met the established eligibility criteria, a screening procedure was conducted before administering the main questionnaire. Respondents were asked to confirm their previous visits to Kota Tua Jakarta or Taman Mini Indonesia Indah, indicate their age, and identify the digital platforms through which they had obtained information about the destinations. Only respondents aged 17 years or older who had visited at least one of the selected destinations and had been exposed to destination-related digital information were eligible to participate. Informed consent was obtained before questionnaire completion, and the responses were checked for completeness. Questionnaires that did not meet the eligibility criteria or contained incomplete responses were excluded from the analysis.

The sample size was determined based on recommendations for PLS-SEM analysis. According to Hair et al. (2022), sample size determination in PLS-SEM should consider model complexity, measurement characteristics, and

statistical power requirements. This study employed 14 measurement indicators comprising five indicators of Digital Tourism Marketing (DTM1–DTM5), five indicators of Memorable Tourism Experience (MTE1–MTE5), and four indicators of Tourist Revisit Intention (TRI1–TRI4). The structural model examined the direct relationships among these constructs and the moderating effect of Memorable Tourism Experience on the relationship between Digital Tourism Marketing and Tourist Revisit Intention. A total of 200 respondents were included in the PLS-SEM analysis. The adequacy of this sample size should be evaluated in relation to the model's structural complexity and statistical power requirements.

Measurement Instrument

The research instrument consisted of a structured questionnaire using a five-point Likert scale ranging from (1) Strongly Disagree, (2) Disagree, (3) Neither Agree nor Disagree, (4) Agree, to (5) Strongly Agree (Likert, 1932). Digital Tourism Marketing, as the independent variable, is defined as destination marketing activities conducted through digital media with the purpose of providing information, building interactions, and creating tourist engagement. The indicators were adapted from the concept of digital marketing in tourism proposed by Buhalis and Law (2008) and Xiang and Gretzel (2010):

Table 1. Indicators of Digital Tourism Marketing

Code	Indicator	Source
DTM1	Ease of obtaining destination information through digital media	Buhalis & Law (2008); Xiang & Gretzel (2010)
DTM2	The quality of digital content is excellent	
DTM3	The interaction between the destination and tourists through digital media is highly adequate	
DTM4	The credibility and accuracy of the destination's digital information are very high	
DTM5	Destination promotions through digital platforms are highly attractive	

Memorable Tourism Experience is the moderating variable and is defined as a tourism experience that possesses emotional value and remains in tourists' memories after their trips. The indicators were adapted from Kim et al. (2012), as presented in Table 2.

Table 2. Indicators of Memorable Tourism Experience

Code	Indicator	Source
MTE1	A pleasant tourism experience	Kim et al. (2012)
MTE2	An experience that leaves a deep impression	
MTE3	An experience that is different from those offered by other destinations	

Code	Indicator	Source
MTE4	An experience with cultural and authentic value	
MTE5	A desire to remember the tourism experience	

Tourist Revisit Intention is the dependent variable and is defined as tourists' tendency to revisit a destination and recommend it to others. The indicators were adapted from Chen and Tsai (2007), as presented in Table 3.

Table 3. Indicators of Tourist Revisit Intention

Code	Indicator	Source
TRI1	Intention to revisit the destination	Chen & Tsai (2007)
TRI2	Likelihood of choosing the destination for the next trip	
TRI3	Willingness to recommend the destination to others	
TRI4	Intention to seek further information about the destination	

Data Analysis

Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the assistance of software such as SmartPLS 4. The analysis consisted of two main stages: measurement model analysis (outer model) and structural model analysis (inner model).

Measurement model analysis was conducted to assess the validity and reliability of the research constructs. Convergent validity was evaluated based on outer loadings > 0.70 and Average Variance Extracted (AVE) > 0.50. Discriminant validity was assessed using the Fornell–Larcker criterion and the Heterotrait–Monotrait ratio (HTMT). Internal consistency reliability was evaluated using Cronbach's Alpha > 0.70 and Composite Reliability > 0.70 (Hair et al., 2022).

Structural model analysis was conducted through the following procedures: (1) The coefficient of determination (R^2) was used to assess the extent to which the independent variables explain the variance in the dependent variable; (2) Significance testing, hypothesis testing was conducted using the bootstrapping procedure with a significance level of 5% (p-value < 0.05); (3) The moderating effect of Memorable Tourism Experience was examined using the interaction effect approach, namely: Digital Tourism Marketing × Memorable Tourism Experience → Tourist Revisit Intention.

D. Result

Table 4. Characteristics of Respondents

Characteristic	Category	Frequency	Percentage
Gender	Male	82	41
	Female	118	59

Characteristic	Category	Frequency	Percentage
Age	17–25 years	104	52
	26–35 years	56	28
	36–45 years	28	14
	>45 years	12	6
Location	Kota Tua	110	55
	Taman Mini Indonesia Indah	90	45
Highest Educational Attainment	Senior High School/Equivalent	68	34
	Diploma	34	17
	Bachelor's Degree (S1)	82	41
	Postgraduate Degree	16	8
Occupation	Student	78	39
	Private-Sector Employee	62	31
	Entrepreneur	26	13
	Civil Servant/Government Employee	14	7
	Other	20	10
Visit Frequency	First visit	104	52
	2–3 visits	68	34
	More than 3 visits	28	14
Digital Information Source	Instagram/TikTok	114	57
	Travel Websites/Blogs	30	15
	YouTube	26	13
	Online Travel Platforms	18	9
	Other Digital Recommendations	12	6

Source: Processed by the Research Team (2026)

Based on Table 4, the respondents were predominantly female (59%), with the largest age group being 17–25 years (52%). The predominance of younger tourists indicates that Kota Tua Jakarta and Taman Mini Indonesia Indah have considerable appeal among younger generations, who generally demonstrate relatively high levels of digital technology adoption. This characteristic is relevant to the context of this study because younger tourists tend to utilize social media as an important source of information when selecting destinations, evaluating tourism experiences, and sharing their travel activities through digital content. The results indicate that the majority of respondents (55%) visited Kota Tua, while 45% visited Taman Mini Indonesia Indah (TMII). This distribution suggests that Kota Tua contributed a slightly larger proportion of respondents than TMII, with a difference of 10 percentage points.

In terms of visitation behavior, 52% of the respondents were first-time visitors, while 48% had previous visitation experience. This composition indicates that Kota Tua Jakarta and Taman Mini Indonesia Indah attract both new visitors and tourists with previous visitation experience. Furthermore, the

dominance of Instagram and TikTok as digital information sources (57%) indicates that visual communication through social media is an important element in shaping tourists' initial perceptions of destinations. This condition further supports the relevance of examining how digital marketing strategies can contribute to the formation of memorable tourism experiences and encourage revisit intention.

Table 5. Convergent Validity

Construct	Code	Indicator	Outer Loading	AVE
Digital Tourism Marketing	DTM1	Ease of obtaining destination information through digital media	0.824	0.682
	DTM2	The quality of digital content is excellent	0.861	
	DTM3	The interaction between the destination and tourists through digital media is highly adequate	0.793	
	DTM4	The credibility and accuracy of the destination's digital information are very high	0.846	
	DTM5	Destination promotions through digital platforms are highly attractive	0.875	
Memorable Tourism Experience	MTE1	A pleasant tourism experience	0.842	0.701
	MTE2	An experience that leaves a deep impression	0.887	
	MTE3	An experience that is different from those offered by other destinations	0.815	
	MTE4	An experience with cultural and authentic value	0.851	
	MTE5	A desire to remember the tourism experience	0.866	
Tourist Revisit Intention	TRI1	Intention to revisit the destination	0.876	0.743
	TRI2	Likelihood of choosing the destination for the next trip	0.893	
	TRI3	Willingness to recommend the destination to others	0.842	
	TRI4	Intention to seek further information about the destination	0.861	

Source: Processed by the Research Team (2026)

The results of the *convergent validity* assessment indicate that all indicators of the Digital Tourism Marketing, Memorable Tourism Experience, and Tourist Revisit Intention constructs meet the recommended validity criteria for PLS-SEM analysis. All *outer loading* values range from 0.793 to 0.893, indicating that each indicator makes a strong contribution to representing its respective construct. The AVE values for all constructs also meet the recommended threshold, with Digital Tourism Marketing obtaining an AVE of 0.682, Memorable Tourism Experience 0.701, and Tourist Revisit Intention 0.743. These values indicate that each construct explains more than 50% of the variance in its indicators, demonstrating adequate convergent validity.

These findings indicate that the indicators employed adequately represent tourists' perceptions of digital marketing activities, memorable tourism experiences, and their tendency to revisit Kota Tua Jakarta and Taman Mini Indonesia Indah. Therefore, all constructs are considered valid and can proceed to the structural model assessment (*inner model assessment).*

Table 6. Fornell-Larcker Criterion

Construct	Digital Tourism Marketing	Memorable Tourism Experience	Tourist Revisit Intention
Digital Tourism Marketing	0.826		
Memorable Tourism Experience	0.672	0.837	
Tourist Revisit Intention	0.645	0.718	0.862

Source: Processed by the Research Team (2026)

Table 6 shows that all constructs in the research model meet the criteria for discriminant validity. The square root of the AVE for each construct, namely Digital Tourism Marketing (0.826), Memorable Tourism Experience (0.837), and Tourist Revisit Intention (0.862), is higher than the correlations with the other constructs. The highest correlation is observed between Memorable Tourism Experience and Tourist Revisit Intention (0.718); however, this value remains below the square root of the AVE for each respective construct. This indicates that each construct has a greater ability to explain its own indicators than the indicators of other constructs. Therefore, the three constructs demonstrate clear conceptual distinctions and can be considered to satisfy the requirements for discriminant validity before proceeding to the subsequent stage of structural model analysis.

Tabel 7. Heterotrait-Monotrait Ratio (HTMT)

Construct	Digital Tourism Marketing	Memorable Tourism Experience	Tourist Revisit Intention
Digital Tourism Marketing			
Memorable Tourism Experience	0.781		

Construct	Digital Tourism Marketing	Memorable Tourism Experience	Tourist Revisit Intention
Tourist Revisit Intention	0.754	0.842	

Source: Processed by the Research Team (2026)

Table 7 shows that all constructs in the research model meet the criteria for discriminant validity. The HTMT values among the constructs range from 0.754 to 0.842, which remain below the recommended threshold of 0.90 (Henseler et al., 2015). The highest HTMT value is observed for the relationship between Memorable Tourism Experience and Tourist Revisit Intention (0.842), while the lowest value is observed for the relationship between Digital Tourism Marketing and Tourist Revisit Intention (0.754). These results indicate that although the constructs are conceptually related, each construct maintains distinct measurement characteristics. Therefore, Digital Tourism Marketing, Memorable Tourism Experience, and Tourist Revisit Intention satisfy the requirements for discriminant validity and can be used for further analysis in the structural model (*inner model assessment*).

Table 8. Coefficient of Determination (R^2)

Endogen Construct	R Square (R^2)	Category
Tourist Revisit Intention	0.614	Moderat

Source: Processed by the Research Team (2026)

Based on Table 8, the coefficient of determination (R^2) for the Tourist Revisit Intention construct is 0.614. This value indicates that Digital Tourism Marketing and Memorable Tourism Experience jointly explain 61.4% of the variance in tourists' revisit intention, while the remaining 38.6% is attributable to other factors outside the research model, such as tourist satisfaction, destination image, service quality, destination attachment, and other psychological factors.

Based on the PLS-SEM evaluation criteria, an R^2 value of 0.614 falls within the moderate category, indicating that the research model has adequate predictive capability in explaining tourists' revisit behavior. This finding suggests that digital marketing activities and memorable tourism experiences are important factors in shaping tourists' intentions to revisit the heritage destinations of Kota Tua Jakarta and Taman Mini Indonesia Indah.

Table 9. Direct Effect

Hypotesis	Construst Relationship	Path Coefficient (β)	T-Statistics	P-Value	Result
H1	Digital Tourism Marketing → Tourist Revisit Intention	0.284	4.126	0.000	Supported
H2	Digital Tourism Marketing → Memorable Tourism	0.672	12.438	0.000	Supported

Hypotesis	Construst Relationship	Path Coefficient (β)	T-Statistics	P-Value	Result
	Experience				
H3	Memorable Tourism Experience → Tourist Revisit Intention	0.526	7.894	0.000	Supported

Source: Processed by the Research Team (2026)

The results of the *direct effect* analysis presented in Table 9 show that all relationships among the constructs have positive and significant effects. Digital Tourism Marketing has a positive effect on Tourist Revisit Intention (β = 0.284; t = 4.126; p < 0.001), indicating that improvements in the quality of digital marketing activities are associated with a higher tendency among tourists to revisit Kota Tua Jakarta and Taman Mini Indonesia Indah.

Furthermore, Digital Tourism Marketing has a strong positive effect on Memorable Tourism Experience (β = 0.672; t = 12.438; p < 0.001), indicating that digital information, content quality, and destination–tourist interactions through digital platforms play an important role in shaping memorable tourism experiences. In addition, Memorable Tourism Experience has a positive effect on Tourist Revisit Intention (β = 0.526; t = 7.894; p < 0.001), suggesting that meaningful and emotionally engaging experiences during visits are important factors associated with tourists' intentions to revisit.

Overall, these findings indicate that digital marketing strategies are associated with tourist behavioral intentions not only through a direct relationship but also through the formation of strong and memorable tourism experiences.

Table 10. Moderating Effect

Hypotesis	Construst Relationship	Path Coefficient (β)	T-Statistics	P-Value	Result
H4	Digital Tourism Marketing × Memorable Tourism Experience → Tourist Revisit Intention	0.214	3.562	0.000	Supported

Source: Processed by the Research Team (2026)

The moderation analysis presented in Table 10 shows that the interaction between Digital Tourism Marketing and Memorable Tourism Experience has a positive and significant effect on Tourist Revisit Intention, with a coefficient of β = 0.214, a t-statistic of 3.562, and a p-value of 0.000. These findings indicate that Memorable Tourism Experience significantly strengthens the relationship between Digital Tourism Marketing and tourists' revisit intention.

This means that effective digital marketing strategies are associated with a greater impact on tourists' intention to revisit when supported by positive,

authentic, and memorable tourism experiences. These findings further support the Stimulus-Organism-Response (S-O-R) Theory, suggesting that an external stimulus in the form of digital marketing activities may generate a stronger behavioral response when influenced by tourists' internal states, particularly their emotional and cognitive experiences during travel. Thus, tourism experience is not only an outcome associated with digital marketing activities but also an important factor that determines the effectiveness of digital marketing in fostering tourist loyalty.

D. Discussion

The Effect of Digital Tourism Marketing on Tourist Revisit Intention

The findings indicate that Digital Tourism Marketing has a positive and significant effect on Tourist Revisit Intention ($\beta = 0.284$; $t = 4.126$; $p < 0.001$). This finding indicates that digital marketing activities involving the provision of destination information, content quality, digital interaction, and information credibility are associated with a higher tendency among tourists to revisit Kota Tua Jakarta and Taman Mini Indonesia Indah. In the context of urban heritage destinations, digital media functions not only as a means of disseminating information but also as an instrument for shaping tourists' initial perceptions of the historical, cultural, and experiential values offered by destinations. This finding supports the Stimulus-Organism-Response (S-O-R) Theory, which explains that external stimuli in the form of marketing communication can influence individuals' behavioral responses. In this context, Digital Tourism Marketing serves as a stimulus that contributes to the formation of positive perceptions, which may subsequently encourage tourists' revisit intentions.

This finding is consistent with several previous studies demonstrating the contribution of digital technology to tourist behavior. Xiang and Gretzel (2010) explained that social media and digital information sources play an important role in tourists' information-search processes and travel decision-making. Buhalis and Law (2008) also demonstrated that information technology has transformed communication patterns between destinations and tourists by increasing information accessibility and facilitating digital interactions. Furthermore, Kumar et al. (2022) found that digital marketing activities can enhance tourists' behavioral intentions by strengthening positive perceptions of destinations. Hu (2026) also found that characteristics of digital platforms, such as information accessibility, the quality of online reviews, and content personalization, are associated with tourism experiences and revisit intention through tourist behavioral mechanisms.

The Effect of Digital Tourism Marketing on Memorable Tourism Experience

The findings indicate that Digital Tourism Marketing has a positive and significant effect on Memorable Tourism Experience ($\beta = 0.672$; $t = 12.438$; $p < 0.001$). The relatively high path coefficient indicates that digital marketing

plays a substantial role in shaping memorable tourism experiences. This finding suggests that tourism experiences are not formed only when tourists are physically present at a destination but may begin during the pre-visit stage through exposure to digital information. Visual content, destination narratives, tourist reviews, and interactive communication through digital platforms can shape tourists' emotional expectations, which subsequently influence how they perceive and evaluate their actual experiences.

In the context of Kota Tua Jakarta and Taman Mini Indonesia Indah, digital strategies that effectively present the historical values, cultural characteristics, and authenticity of the destinations may contribute to the formation of more meaningful tourism experiences. Digital communication can provide tourists with an initial understanding of the destination and create expectations regarding what they may encounter during their visit. When these expectations are reinforced by positive and meaningful experiences at the destination, the overall tourism experience may become more memorable.

These findings are consistent with previous research on the relationship between digital technology and tourism experiences. Kim et al. (2012) explained that memorable tourism experiences are formed through a combination of emotional, cognitive, and sensory aspects occurring throughout the travel process. Jeong and Shin (2020) found that the utilization of smart technologies in tourism destinations can enhance the quality of tourists' experiences by providing more personalized and interactive information. Chen and Rahman (2018) also demonstrated that tourism experiences in cultural destinations are influenced by the destination's ability to provide authentic value and facilitate emotional engagement. Recent research on digital tourism platforms further suggests that digital features such as accessibility, ease of use, personalized recommendations, and information quality can contribute to improved tourism experiences.

The Effect of Memorable Tourism Experience on Tourist Revisit Intention

The findings indicate that Memorable Tourism Experience has a positive and significant effect on Tourist Revisit Intention ($\beta = 0.526$; $t = 7.894$; $p < 0.001$). This finding indicates that pleasant, authentic, and emotionally meaningful tourism experiences are important factors in shaping tourists' decisions to revisit a destination. Tourists do not evaluate destinations solely based on their physical attributes but also on subjective experiences that remain in their memories after the trip. The stronger the positive experience formed during the visit, the greater the likelihood that tourists will develop an emotional connection with the destination and express an intention to revisit. This finding further supports the S-O-R Theory, suggesting that tourists' internal states, represented by their evaluation of tourism experiences, can generate specific behavioral responses following exposure to travel-related stimuli.

This finding supports previous studies concerning the role of memorable tourism experiences in shaping tourist behavior. Kim et al. (2012) found that memorable tourism experiences influence tourist satisfaction and behavioral intentions. Zhang et al. (2018) demonstrated that tourism experiences are important factors explaining the relationship between tourists' perceptions of destinations and their post-visit behavior. Chen and Rahman (2018) found that experiences at cultural destinations contribute to the formation of tourist attachment and intentions to revisit. In addition, Jeong and Shin (2020) showed that tourism experiences enhanced through digital technology can increase revisit intention by improving the quality of tourists' experiences. Other studies have also indicated that memorable tourism experiences are significantly associated with satisfaction and revisit intention in technology-enabled tourism destinations.

The Moderating Role of Memorable Tourism Experience in the Relationship between Digital Tourism Marketing and Tourist Revisit Intention

The moderation analysis indicates that Memorable Tourism Experience strengthens the relationship between Digital Tourism Marketing and Tourist Revisit Intention ($\beta = 0.214$; $t = 3.562$; $p < 0.001$). This finding indicates that the effectiveness of digital marketing in generating revisit intention does not operate independently but is associated with the strength of the tourism experience retained in tourists' memories. When tourists have positive and meaningful experiences at a destination, digital information encountered after the visit may more readily reactivate emotional associations with that destination. Conversely, when tourists' actual experiences do not correspond to the expectations established through digital media, the influence of digital marketing on revisit intention may be weaker. This finding extends the S-O-R Theory by demonstrating that tourists' internal states can strengthen the relationship between marketing stimuli and behavioral responses.

The moderation finding is consistent with Huang et al. (2025), who employed the S-O-R framework and demonstrated that social media as a digital stimulus influences revisit intention through memorable tourism experiences. Their study found that Memorable Tourism Experience plays an important role in explaining how tourists respond to digital stimuli and subsequently form revisit decisions. Furthermore, Wang and Azizurrohman (2025) demonstrated that memorable tourism experiences can strengthen the relationship between digital engagement and revisit intention in the context of technology-enabled tourism. Jeong and Shin (2020) likewise found that experiences formed through the utilization of tourism technology can increase tourists' tendency to revisit. In addition, Hu (2026) demonstrated that tourism experience represents an important mechanism through which characteristics of digital platforms can contribute to revisit behavior.

E. Conclusion

This study examined the relationship between Digital Tourism Marketing, Memorable Tourism Experience, and Tourist Revisit Intention in the context of urban heritage destinations in Jakarta, Indonesia. By applying the Stimulus-Organism-Response (S-O-R) framework, this research provides empirical evidence that digital marketing activities implemented by destinations can influence tourists' behavioral responses, particularly their intention to revisit. The findings demonstrate that Digital Tourism Marketing has a positive and significant effect on Tourist Revisit Intention, indicating that effective digital communication, accessible information, credible content, and interactive engagement through digital platforms contribute to strengthening tourists' future behavioral intentions.

Furthermore, this study reveals that Digital Tourism Marketing significantly influences Memorable Tourism Experience, suggesting that digital platforms have evolved beyond promotional tools into mechanisms for shaping tourists' expectations, emotional connections, and perceptions of destination value. The strong relationship between Digital Tourism Marketing and Memorable Tourism Experience highlights that tourists begin constructing their destination experiences before actual visitation through digital exposure. In addition, Memorable Tourism Experience was found to have a significant positive influence on Tourist Revisit Intention, confirming that emotionally meaningful and memorable experiences are important determinants of post-visit tourist behavior.

A key contribution of this research is the confirmation of the moderating role of Memorable Tourism Experience in strengthening the relationship between Digital Tourism Marketing and Tourist Revisit Intention. This finding extends previous tourism marketing studies that primarily examine the direct effect of digital marketing on tourist behavior. The results indicate that digital marketing effectiveness is not solely determined by the quality of online communication but also depends on the strength of tourists' accumulated experiences with the destination. In other words, digital marketing becomes more influential when it is supported by authentic, meaningful, and memorable destination experiences.

From a theoretical perspective, this study contributes to the development of S-O-R Theory within the tourism marketing context by demonstrating that internal tourist conditions can influence the intensity of behavioral responses toward external marketing stimuli. While previous studies have commonly positioned tourist experience as a mediating mechanism, this research provides additional insight by demonstrating its moderating role in explaining variations in revisit intention. This perspective enriches the understanding of how digital stimuli interact with tourists' psychological experiences in shaping future travel decisions.

From a managerial perspective, the findings provide important implications for destination managers, particularly those responsible for urban

heritage destinations. Digital tourism marketing strategies should not focus solely on increasing online visibility but should be integrated with experience design strategies that enhance authenticity, cultural interpretation, emotional engagement, and visitor involvement. For destinations such as Kota Tua Jakarta and Taman Mini Indonesia Indah, digital content development should communicate not only attractions and facilities but also meaningful stories, cultural values, and experiential elements that encourage deeper tourist attachment.

This study has several limitations that provide opportunities for future research. First, the research was conducted in two urban heritage destinations in Jakarta, which may limit the generalizability of the findings to other tourism contexts with different cultural and geographical characteristics. Future studies may expand the research setting by involving rural tourism destinations, natural attractions, or international heritage destinations. Second, this research focused on Digital Tourism Marketing, Memorable Tourism Experience, and Tourist Revisit Intention. Future research may incorporate additional variables such as destination image, tourist satisfaction, perceived authenticity, destination attachment, electronic word-of-mouth, and smart tourism technology adoption to develop a more comprehensive behavioral model. Third, future studies may employ longitudinal research designs to examine how digital exposure and memorable experiences evolve over time and influence repeated travel behavior.

Overall, this study demonstrates that sustainable tourist revisit intention in urban heritage destinations is shaped not only by the presence of digital marketing initiatives but also by the ability of destinations to transform digital engagement into meaningful and memorable visitor experiences. The integration between digital communication strategies and experience-based destination management represents an important direction for strengthening competitiveness in the contemporary tourism landscape.

F. Conflict of Interest

The authors confirm that the preparation and submission of this manuscript have not been affected by any competing interests. No financial arrangements, personal connections, or other external considerations played a role in the research process, the assessment of the empirical results, or the conclusions drawn from the study. The manuscript was developed in accordance with the authors' academic judgment and independent interpretation of the research findings.

G. Declaration of AI Use

ChatGPT (OpenAI) was employed as an auxiliary tool to support the presentation of research data during manuscript preparation. Its contribution involved assisting with the arrangement and formatting of data-related information to make the tables and accompanying descriptions more coherent

and accessible to readers. The questionnaire administration, data collection, PLS-SEM procedures, evaluation of measurement and structural models, interpretation of statistical findings, and conclusions remained under the responsibility of the authors. All content prepared with AI assistance was reviewed by the authors to ensure its consistency with the original research data and the accuracy of the information reported. The authors accept full responsibility for the final manuscript.

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