

Increasing Destination Competitiveness Through Local Culture-Based Experience Tourism

Anis Okta Cahyaningrum^{1,2}, Eni Munarsih^{1,3}, Budhi Haryanto¹, Lilik Wahyudi¹, Catur Sugiarto¹

¹Sebelas Maret University

²Universitas Negeri Yogyakarta

³Universitas Mahakarya Asia

*Email: qanisoktakahyaningru@student.uns.ac.id

Abstract. This study aims to examine how memorable tourism experiences, cultural experiences, authenticity, satisfaction, and local interactions influence tourist loyalty in the context of culture-based experiential tourism in Mandalika, Indonesia. This model was developed not only for theoretical contribution but also as a basis for formulating inclusive and sustainable tourism policy strategies. This research employed a quantitative explanatory approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. Data were collected through a survey of 305 tourists who had visited and participated in cultural activities in Mandalika. The research instrument was a closed-ended questionnaire using a 5-point Likert scale, compiled based on indicators from previous literature and adapted to the local context. The results showed that authenticity and local interaction significantly influenced satisfaction, while memorable tourism experiences and local interaction significantly influenced loyalty. Satisfaction was shown to partially mediate the relationship between experience variables and loyalty. Moderation by local interaction was only significant in the relationship between authenticity and satisfaction. This model showed high predictive power, with an R^2 for satisfaction of 0.932 and loyalty of 0.861. This study makes an important contribution to the development of culture-based tourism in Indonesia. Academically, this model broadens the understanding of tourism experiences that influence tourist behavior. Practically, these results recommend the integration of local culture and community interaction in destination management to increase tourist satisfaction and loyalty. This strategy can strengthen Mandalika's position as a leading destination while encouraging sustainable local economic growth.

Keywords: Experiential Tourism, Cultural Authenticity, Local Interaction, Tourist Loyalty, Sustainability

1. Introduction

Experience tourism has become a global trend that has become increasingly prominent in recent years. Travelers are no longer simply seeking sights or attractions, but rather authentic, memorable experiences that engage emotions, local culture, and meaningful social interactions. Amidst these shifting global preferences, Indonesia has a significant opportunity to strengthen its tourism competitiveness through the development of experience-based tourism, in line with the national development direction outlined in Asta Cita (Asta Cita), particularly the focus on development from the periphery and increasing people's productivity.

Mandalika, as one of the national priority destinations (DPN), holds significant potential, making experience tourism in Mandalika an interesting topic to research. This is because several issues still require attention, particularly government attention related to the value chain in Mandalika, as a holistic tourism destination. Some of the elements that form the necessary link for Mandalika's destinations include the participation of local Micro, Small, and Medium Enterprises (MSMEs) in providing tourism infrastructure to Mandalika's attractions, which is considered to have yet to have a significant impact (Azizurrohman et al., 2023; Permadi et al., 2023).

Another issue that is no less interesting is the weakening appeal of Mandalika because the majority of tourists come to Mandalika only for major events such as MotoGP, and are not interested in the local culture (Barnes et al., 2016; Lee & Jan, 2019). Lack of information about local cultures in Lombok has the potential to be packaged and used as a complement to tourism in Mandalika (Kartika & Edison, 2023; Nugraha et al., 2019). With the unintegrated management between Mandalika as the main destination and other supporting destinations, this has resulted in a negative impact on the economic and social potential that can be obtained from the tourism sector (Poudel & Nyaupane, 2013; Skavronskaya et al., 2020). Finally, the region's vibrant cultural potential has not been fully utilized, depriving Mandalika of the opportunity to attract tourists through its diverse and unique local culture (Karayilan & Cetin, 2016; Lee & Jan, 2019). These issues require attention to enhance tourism in Mandalika as a potential source of income in the future.

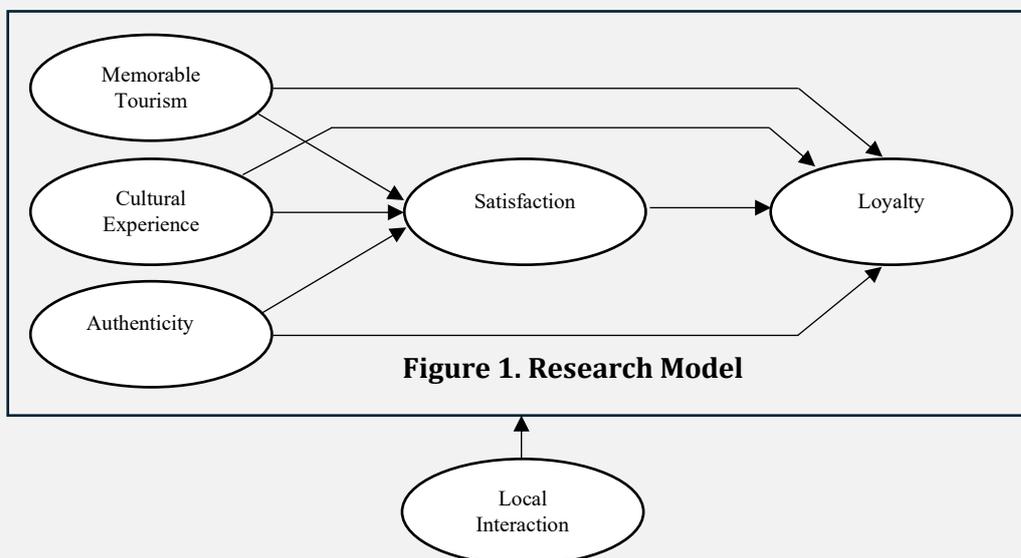
This study attempts to create a model that can later be used as a basis for government policy in developing strategies to influence the tourism experience in Mandalika. Related to the conceptualized research model, many researchers have actually explored the tourism experience. Some interesting ones are presented here, including Kim, et al., (2012), in Taiwan who developed and validated a memorable tourism experience scale through dimensions of tourist experience including hedonism, refreshment, local culture, involvement, and novelty. In addition, it also includes destination attributes including local culture, activity variety, hospitality, infrastructure, environmental management, accessibility, service quality, physiography, place attachment, and superstructure.

The second interesting research is the study conducted by Hosseini et al. (2024) in China, which discussed the study of memorable tourism experiences with a literature review, which looked at the influence of memorable tourism experiences on tourist perceptions and behaviors that impact destination marketing. Other literature reviews have developed memorable tourism experiences, suggesting that these elements must be integrated holistically to create an experience that is not only engaging but also satisfying from a customer perspective (Chen et al., 2020). Furthermore, subsequent research, also within the context of memorable tourism experiences, has found that when the quality of service provided meets tourists' expectations, it can strengthen the positive impression created during their experience, thereby increasing their likelihood of sharing the experience with others and recommending the destination they visited (Obradović et al., 2022; Zhou et al., 2023).

From the several studies described, it can be concluded that the concept of memorable tourism experience is mostly conducted outside the Indonesian context and has not specifically integrated local cultural variables, community involvement, and tourist interaction with the local community in a single model. This study offers novelty in three main aspects. First, the model is developed based on the social, cultural, and structural conditions of Mandalika as a developing destination in Indonesia. Second, it combines key variables such as memorable tourism experience, cultural experience, authenticity, satisfaction, loyalty, and local interaction in a single conceptual framework. Finally, the proposed model is not only academic in nature, but is designed to serve as a basis for formulating inclusive, sustainable tourism policy strategies and supporting local economic empowerment. This research not only addresses the scientific gap in Indonesian tourism literature but also makes a significant contribution to the search for innovations in

national economic development based on local values. The purpose of this study is to integrate these variables in the context of tourism in Lombok, which is expected to provide a deeper understanding of the factors that influence tourist experience and its impact on tourist satisfaction and loyalty. With a comprehensive model approach, it is hoped that this research can provide a strategic contribution to the development of sustainable tourism in Lombok.

This research also serves as a responsive effort to address increasingly complex global dynamics, including changing tourist preferences, sustainability challenges, and local economic inequality. By designing an inclusive and culturally-based experience tourism model, the results of this research are expected to encourage innovation in national tourism sector development strategies that directly impact the strengthening of the people's economy. This aligns with the spirit of Asta Cita (Association of Asta Cita) in developing Indonesia from the periphery by strengthening regions and villages within the framework of a unitary state, as well as encouraging people's productivity and competitiveness in the international market through the development of tourism based on local excellence.



Source: Processed by researchers (2025)

2. Methodology

This research is a quantitative explanatory study, which aims to test the causal relationship between variables defined in the conceptual model. The focus of the study is to explain the influence of local interaction, cultural experience, and authenticity on tourist satisfaction and loyalty, with memorable tourism experience as a mediating variable. The approach used is Partial Least Squares – Structural Equation Modeling (PLS-SEM) because the model involves latent variables and complex relationships, and is suitable for use with relatively moderate sample sizes. This research was conducted in the Mandalika tourist destination area, specifically areas offering local cultural experiences such as homestays, traditional villages, traditional culinary stalls, and local craft centers. Data collection was planned for May 2025. The population in this study were tourists who had visited Mandalika and engaged in local culture-based tourism activities, such as attending cultural workshops, staying at local homestays, or interacting with the local community. The sampling technique used purposive sampling, with inclusion criteria for tourists aged ≥ 17 years, having visited Mandalika, having participated in cultural tourism activities, or interacting

with the local community. The number of samples used was 305 respondents, in accordance with the guidelines of Hair et al. (2017) for the SEM-PLS model with 6–7 latent variables.

The data used were primary data obtained through questionnaires distributed to respondents. Secondary data were obtained from scientific journals, books, government reports, and academic publications relevant to the topic of experience tourism. The data collection technique with the main instrument used was a closed questionnaire with a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The questionnaire was compiled based on indicators from previous research, which have been adapted to the local context of Mandalika. Data collection was conducted online through Google Forms.

The analysis was conducted using SmartPLS 4, with the first stage being the outer model test used to measure the validity and reliability of the construct, with Convergent Validity (outer loading value > 0.70 and AVE > 0.50), Discriminant Validity (cross loading value and Fornell-Larcker Criterion), Reliability (Composite Reliability value > 0.70). Followed by the inner model test used to test the relationship between latent variables, where the R² Value (how much the independent variable explains the dependent variable), Path Coefficient Value (strength and direction of the relationship between variables), Significance Test using bootstrapping (5000 resampling), with a p-value < 0.05. Next is the mediation test conducted to determine whether satisfaction mediates the relationship between independent variables and loyalty. The last moderation test was conducted to determine whether local interaction moderates between memorable tourism experience and loyalty, memorable tourism experience and satisfaction, cultural experience and loyalty, cultural experience and satisfaction, authenticity and loyalty, authenticity and satisfaction, satisfaction and loyalty.

Table 1. Measurement of Research Variables

Latent Variables	Statement Indicator	Code	Source
Memorable Tourism Experience	I found a meaningful experience while participating in cultural activities in Mandalika.	MTE1	Trinanda et al. (2022)
	I still often remember my cultural experiences in Mandalika	MTE2	
	The cultural activities I participated in in Mandalika felt unique and different.	MTE3	
	I haven't found a cultural experience like this anywhere else.	MTE4	
	My feeling when participating in cultural activities in Mandalika was very different compared to other destinations.	MTE5	
	I got a new experience that I have never had before in Mandalika	MTE6	
Cultural Experience	Tasting traditional food and seeing local crafts in Mandalika broadened my cultural knowledge.	CE1	Madaleno et al. (2018)
	Participating in cultural activities directly in their place of origin in Mandalika was an authentic experience for me.	CE2	
	I really felt the local culture when interacting with the Mandalika people.	CE3	
Authenticity	I love the natural and peaceful atmosphere of the Mandalika cultural environment.	AT1	

	I enjoyed the cultural experience that touched on the spiritual and traditional side of the Mandalika people.	AT2	Girish & Lee (2020)
	I felt the local history and stories when I participated in cultural activities in Mandalika.	AT3	
	The cultural activities I participated in gave me a deep understanding of the history and traditions of Mandalika.	AT4	
	I feel closer to local cultural values and civilization after visiting Mandalika.	AT5	
	I love cultural performances, festivals, or traditional events held in Mandalika.	AT6	
Satisfaction	My cultural tourism experience in Mandalika made me feel that my life is richer in meaning.	SAT1	Pai et al. (2021)
	I feel like I have fulfilled my holiday goals by participating in cultural activities in Mandalika.	SAT2	
	Cultural tourism in Mandalika provides many personal benefits for me.	SAT3	
	I feel very satisfied with my experience of participating in cultural activities in Mandalika.	SAT4	
	Choosing Mandalika as a cultural tourism destination was the right decision for me.	SAT5	
Loyalty	I would like to return to Mandalika to participate in more cultural activities.	LY1	Li et al. (2021)
	I plan to visit Mandalika again in the near future	LY2	
	I envision myself returning to enjoy cultural tourism in Mandalika in the future.	LY3	
Local Interaction	I was satisfied with my interactions with the local people while in Mandalika.	LI1	Preko (2019)
	I like Mandalika because the people are open and friendly.	LI2	
	I enjoy staying in homestays or local neighborhoods close to the Mandalika community.	LI3	
	I have positive feelings towards the local people I met in Mandalika	LI4	
	My interactions with the local people of Mandalika were friendly and enriched my experience.	LI5	

Source: Processed by researchers (2025)

3. Results and Discussion

Convergent validity testing was conducted to ensure that each indicator accurately measures its latent construct. This validity was assessed using three main criteria: an outer loading value greater than 0.70, an average variance extracted (AVE) greater than 0.50, and a composite reliability (CR) greater than 0.70, as recommended by Hair et al. (2017). The results showed that all constructs met the recommended thresholds. The Memorable Tourism Experience (MTE) construct achieved a CR of 0.909 and an AVE of 0.667, with outer loading values for its indicators ranging from 0.765 to 0.858. These results indicate that the indicators consistently represent the

underlying construct. The Cultural Experience (CE) construct demonstrated very strong convergent validity, with a CR of 0.958 and an AVE of 0.884. All CE indicators showed outer loadings above 0.93, indicating high consistency in measuring the construct.

Table 2. Convergent Validity Results

Construct	Indicator	Outer Loading	Composite Reliability	Average Variance Extracted (AVE)
Memorable Tourism Experience			0.909	0.667
MTE1	I found a meaningful experience while participating in cultural activities in Mandalika.	0.834		
MTE2	I still often remember my cultural experiences in Mandalika	0.778		
MTE3	The cultural activities I participated in in Mandalika felt unique and different.	0.858		
MTE4	I haven't found a cultural experience like this anywhere else.	0.765		
MTE5	My feeling when participating in cultural activities in Mandalika was very different compared to other destinations.	0.842		
MTE6	I got a new experience that I have never had before in Mandalika	0.756		
Cultural Experience			0.958	0.884
CE1	Tasting traditional food and seeing local crafts in Mandalika broadened my cultural knowledge.	0.943		
CE2	Participating in cultural activities directly in their place of origin in Mandalika was an authentic experience for me.	0.939		
CE3	I really felt the local culture when interacting with the Mandalika people.	0.939		
Authenticity			0.968	0.833
AT1	I love the natural and peaceful atmosphere of the Mandalika cultural environment.	0.948		
AT2	I enjoyed the cultural experience that touched on the spiritual and traditional side of the Mandalika people.	0.938		
AT3	I felt the local history and stories when I participated in cultural activities in Mandalika.	0.943		
AT4	The cultural activities I participated in gave me a deep understanding of the history and traditions of Mandalika.	0.889		
AT5	I feel closer to local cultural values and civilization after visiting Mandalika.	0.872		
AT6	I love cultural performances, festivals, or traditional events held in Mandalika.	0.884		

Construct	Indicator	Outer Loading	Composite Reliability	Average Variance Extracted (AVE)
Satisfaction			0.950	0.792
SF1	My cultural tourism experience in Mandalika made me feel that my life is richer in meaning.	0.895		
SF2	I feel like I have fulfilled my holiday goals by participating in cultural activities in Mandalika.	0.852		
SF3	Cultural tourism in Mandalika provides many personal benefits for me.	0.935		
SF4	I feel very satisfied with my experience of participating in cultural activities in Mandalika.	0.834		
SF5	Choosing Mandalika as a cultural tourism destination was the right decision for me.	0.928		
Loyalty			0.938	0.834
LY1	I would like to return to Mandalika to participate in more cultural activities.	0.934		
LY2	I plan to visit Mandalika again in the near future	0.935		
LY3	I envision myself returning to enjoy cultural tourism in Mandalika in the future.	0.869		
Local Interaction			0.944	0.771
LI1	I was satisfied with my interactions with the local people while in Mandalika.	0.925		
LI2	I like Mandalika because the people are open and friendly.	0.835		
LI3	I enjoy staying in homestays or local neighborhoods close to the Mandalika community.	0.921		
LI4	I have positive feelings towards the local people I met in Mandalika	0.923		
LI5	My interactions with the local people of Mandalika were friendly and enriched my experience.	0.776		

Note: CR>0.70 and AVE>0.50

Source: Processed by researchers (2025)

For the Authenticity (AT) construct, the CR was 0.968, and the AVE was 0.833. All indicators of this construct showed outer loading values above 0.87, confirming its validity in reflecting authenticity. Similarly, the Satisfaction (SF) construct had a CR of 0.950 and an AVE of 0.792, with outer loadings ranging from 0.834 to 0.935, indicating strong indicator reliability. The Loyalty (LY) construct produced a CR of 0.938 and an AVE of 0.834, with outer loadings between 0.869

and 0.935. Finally, the Local Interaction (LI) construct showed a CR of 0.944 and an AVE of 0.771, with all outer loadings above 0.77. Overall, these findings indicate that the measurement model achieved satisfactory convergent validity across all constructs. The results confirm that the indicators consistently and accurately measure their respective latent variables, thus validating the measurement model for use in structural model analysis and hypothesis testing (Hair et al., 2017).

Discriminant validity was evaluated using the Fornell-Larcker criterion, which compares the square root of the AVE of each construct with its correlation with other constructs (Fornell & Larcker, 1981). Discriminant validity is established when the square root of the AVE of a construct is greater than its correlation coefficient with other constructs. This good discriminant validity strengthens the previous convergent validity results, ensuring that constructs such as MTE, CE, AT, SF, LY, and LI in the model are theoretically and empirically distinct.

Table 3. Fornell and Larcker's Discriminant Validity Results

	AT	CE	LI	LY	MTE	SF
AT	0.950					
CE	0.923	0.940				
LI	0.878	0.812	0.905			
LY	0.816	0.731	0.878	0.913		
MTE	0.846	0.795	0.876	0.856	0.916	
SF	0.913	0.906	0.899	0.849	0.836	0.990

Source: Processed by researchers (2025)

The results showed that all constructs in this study met the Fornell-Larcker criteria. The diagonal values in the Fornell-Larcker matrix, which represent the square root of AVE, were higher than the correlations with other latent variables. For example, the square root of AVE for Authenticity (AT) was 0.950, which exceeded its correlations with other constructs such as Cultural Experience (CE) (0.923), Local Interaction (LI) (0.878), Loyalty (LY) (0.816), Memorable Tourism Experience (MTE) (0.846), and Satisfaction (SF) (0.913). A similar pattern was observed for the other constructs: Cultural Experience (0.940), Local Interaction (0.905), Loyalty (0.913), MTE (0.916), and Satisfaction (0.990), where each square root of AVE was higher than its inter-construct correlation. These results confirm that each construct in the model is distinct from the others, and that the indicators measure the intended latent variables rather than the other constructs in the model. This indicates that the measurement model achieves adequate discriminant validity, which ensures the robustness of subsequent structural model analysis (Hair et al., 2017).

Table 4. Internal Consistency Reliability Results

	Cronbach's Alpha	rho_A
AT	0.960	0.962
CE	0.935	0.938
LI	0.925	0.937
LY	0.900	0.901
MTE	0.875	0.881
SF	0.934	0.939

Source: Processed by researchers (2025)

Internal consistency reliability was assessed through two main indicators, Cronbach's alpha and rho_A. Both indicators evaluate the level of correlation of indicators of a construct and consistently measure the same latent variable. According to (Hair et al., 2017), a value greater than 0.70 indicates acceptable reliability, while a value above 0.90 indicates excellent internal consistency.

The results showed that all constructs in this study achieved strong internal consistency reliability. The Authenticity (AT) construct obtained a Cronbach's alpha of 0.960 and a rho_A of 0.962, indicating excellent reliability. Similarly, Cultural Experience (CE) showed a Cronbach's alpha of 0.935 and a rho_A of 0.938, while Local Interaction (LI) recorded 0.925 for Cronbach's alpha and 0.937 for rho_A, both reflecting high internal consistency. The Loyalty (LY) construct demonstrated a Cronbach's alpha of 0.900 and a rho_A of 0.901, both well above the threshold. The Memorable Travel Experience (MTE) construct achieved a Cronbach's alpha of 0.875 and a rho_A of 0.881, meeting the minimum criteria for strong reliability. Finally, the Satisfaction (SF) construct had a Cronbach's alpha of 0.934 and a rho_A of 0.939, further confirming its reliability. Thus, the measurement model in this study met the internal consistency reliability standard, supporting the robustness of the construct for further structural model evaluation. Consistency across Cronbach's alpha and rho_A values indicates that the indicators of each latent variable are cohesive in measuring their respective constructs (Hair et al., 2017).

Table 5. VIF

Construct	VIF	Construct	VIF	Construct	VIF
AT1	12,054	LI1	5,589	MTE2	1,783
AT2	8,702	LI2	2,335	MTE3	2,710
AT3	9,557	LI3	4,134	MTE4	2,166
AT4	3,819	LI4	5,110	MTE5	2,469
AT5	3,338	LI5	2,051	SF1	3,583
AT6	3,905	LY1	3,984	SF2	2,553
CE1	4,368	LY2	4,092	SF3	6,714
CE2	3,971	LY3	2,091	SF4	2,481
CE3	3,701	MTE1	2,499	SF5	6,649

Source: Processed by researchers (2025)

Multicollinearity was evaluated using the Variance Inflation Factor (VIF). The VIF assesses whether indicators or constructs in a model are highly correlated, which can distort path coefficient estimates. According to Hair et al. (2017), a VIF value below 5 indicates that multicollinearity is not a problem, while values above 5 require more careful examination. The analysis revealed that most indicators in this study had VIF values below or close to the threshold of 5, indicating that multicollinearity is generally not a problem. However, several indicators showed VIF values exceeding 5, such as AT1 (VIF = 12.054), AT2 (VIF = 8.702), AT3 (VIF = 9.557), SF3 (VIF = 6.714), and SF5 (VIF = 6.649). These high VIF values may indicate a degree of redundancy among indicators within the same construct or a strong correlation between specific indicators that could potentially affect model estimates.

Despite these high VIF values across several indicators, it is important to note that they occurred within constructs rather than across constructs, meaning this issue primarily concerns indicator-level collinearity rather than structural multicollinearity at the construct level. Given that the structural model performed well overall in terms of discriminant validity, convergent validity, and reliability, the observed multicollinearity issues at the indicator level are not expected to substantially distort the path model estimates. Nonetheless, it may be useful in future studies to reassess and possibly refine the indicators to reduce redundancy and improve model parsimony (Hair et al., 2017).

Table 6. Coefficient of Determination

	R Square	R Square Adjusted
LY	0.861	0.858
SF	0.932	0.930

Source: Processed by researchers (2025)

The coefficient of determination (R^2) indicates the proportion of variance in the endogenous (dependent) construct that can be explained by the exogenous (independent) construct in the model. R^2 is an important measure of the predictive power of a structural model. According to Hair et al. (2014), an R^2 value of 0.75 is considered substantial, 0.50 moderate, and 0.25 weak. The results of this study indicate that the model exhibits strong explanatory power for Loyalty and Satisfaction. The R^2 value for Loyalty (LY) is 0.861 (adjusted $R^2 = 0.858$), indicating that 86.1% of the variance in Loyalty is explained by the predictor variables in the model. This level of predictive power can be considered substantial. Similarly, the R^2 value for Satisfaction (SF) is 0.932 (adjusted $R^2 = 0.930$), indicating that 93.2% of the variance in Satisfaction is explained by the exogenous construct. These results also reflect a substantial level of explanatory power. The coefficient of determination indicates that the structural model provides a strong explanation for the behavior of the main endogenous variables (Satisfaction and Loyalty) in the context of tourism experiences. A high R^2 value indicates that the model is well-specified and capable of capturing the underlying relationships among the constructs in the study (Hair et al., 2017).

The effect size (f^2) evaluates the contribution of each exogenous construct (predictor) in explaining the variance of the endogenous construct (outcome). According to Hair et al. (2017), the f^2 value can be interpreted as follows: 0.02 = small effect, 0.15 = medium effect, and 0.35 = large effect. The results of this study indicate varying effect sizes across the relationships between constructs. The Authenticity (AT) construct shows a small effect on Loyalty ($f^2 = 0.006$) but a large effect on Satisfaction ($f^2 = 0.326$), indicating that authenticity contributes substantially to the variance of Satisfaction but only slightly to Loyalty. Cultural Experience (CE) shows a small effect on Loyalty ($f^2 = 0.046$) and a small to medium effect on Satisfaction ($f^2 = 0.088$). Local Interaction (LI) has a large effect on Loyalty ($f^2 = 0.307$) and a medium effect on Satisfaction ($f^2 = 0.141$), highlighting its significant role in shaping both of these outcomes.

Table 7. Effect Size (f^2)

	AT	CE	LI	LY	MTE	SF	LI X MTE	LI X AT	LI X CE
AT				0.006		0.326			
CE				0.046		0.088			
LI				0.307		0.141			
LY									
MTE				0.062		0.000			
SF				0.065					
LI X MTE				0.009		0.034			
LI X AT				0.000		0.079			
LI X CE				0.023		0.048			

Source: Processed by researchers (2025)

Meanwhile, Memorable Tourism Experience (MTE) showed a small effect on Loyalty ($f^2 = 0.062$) and a negligible effect on Satisfaction ($f^2 = 0.000$). The interaction terms (the moderating effect of Local Interaction) showed generally small effect sizes, with the largest being LI × AT on satisfaction ($f^2 = 0.079$), indicating a small to medium moderation effect. Overall, these findings suggest that Authenticity and Local Interaction play important roles in enhancing Satisfaction, and Local Interaction is highly influential in explaining Loyalty. The generally small f^2 values for the interaction terms suggest that although moderation exists, its practical impact may be limited (Hair et al., 2017).

Table 8. Path Coefficients and with Moderation

	Coefficient	Mean	Standard Deviation	T-Test	P-Value
AT – LY	-0.112	-0.122	0.156	0.721	0.471
AT – SF	0.505	0.504	0.088	5,747	0.000
CE – LY	-0.223	-0.216	0.135	1,645	0.100
CE – SF	0.207	0.219	0.069	3,000	0.003
LI – LY	0.577	0.591	0.121	4,758	0.000
LI – SF	0.256	0.259	0.068	3,758	0.000
MTE – LY	0.225	0.217	0.090	2,488	0.013
MTE – SF	0.005	-0.002	0.074	0.074	0.941
SF – LY	0.363	0.362	0.190	1,908	0.056
LI X MTE – LY	0.113	0.133	0.126	0.893	0.372
LI X MTE – SF	-0.149	-0.138	0.082	1,820	0.069
LI X AT – LY	-0.011	-0.004	0.191	0.059	0.953
LI X AT – SF	0.311	0.329	0.117	2,646	0.008
LI X CE – LY	-0.211	-0.236	0.185	1,138	0.255
LI X CE – LY	-0.210	-0.234	0.116	1,813	0.070

Source: Processed by researchers (2025)

The path coefficients and moderation are presented in Table 8, with empirical findings that authenticity has a significant positive effect on tourist satisfaction ($\beta = 0.505$ and $p\text{-value} = 0.000$). These results align with those of (Girish & Lee, 2020) , who stated that perceptions of the authenticity of cultural experiences, including history, traditional atmosphere, and spiritual experiences, increase emotional engagement and deepen satisfaction. In the context of Mandalika, this confirms that the authenticity of the local cultural environment, including cultural performances and spiritual interactions, is a key factor in shaping tourist satisfaction. Furthermore, local interaction has a significant positive effect on satisfaction ($\beta = 0.256$ and $p\text{-value} = 0.000$) and loyalty ($\beta = 0.577$ and $p\text{-value} = 0.000$). These results align with Styliadis (2016) , who demonstrated that social engagement with local communities strengthens the emotional and social value of a tourist visit, creating bonds that enhance loyalty and satisfaction. Direct interactions at homestays, traditional food stalls, and cultural workshops in Mandalika provide authentic moments that foster meaningful social connections.

Furthermore, cultural experience had a significant positive effect on satisfaction ($\beta = 0.207$ and $p\text{-value} = 0.003$). This supports the findings of Hosseini et al. (2024) , who stated that tourists' involvement in local culture such as culinary, arts, and traditions can enhance the meaning of a tourist visit. This suggests that participation in cultural activities in Mandalika provides added value that encourages emotional and cognitive satisfaction. However, cultural experience did not have a significant positive effect on loyalty ($\beta = -0.223$ and $p\text{-value} = 0.100$). This suggests that although cultural experience increases satisfaction, it does not automatically drive loyalty, without deeper emotional engagement or other moderating factors such as social interaction. These results contrast with the study by Madaleno et al. (2018) and indicate that loyalty is more influenced by relational factors than informational experiences.

Memorable Tourism Experience, on the other hand, had a significant positive effect on loyalty ($\beta = 0.225$ and $p = 0.013$), but did not significantly affect satisfaction ($\beta = -0.005$ and $p = 0.941$). This result contrasts with the study by Kim et al. (2017) which stated that memorable experiences have a dual effect: on satisfaction and on revisit intention. This interpretation suggests that memorable experiences are not always sufficient to generate satisfaction, if not supported by aspects of comfort, service, or other personal values. However, a deep impression can still encourage the desire to return, thus playing a role in forming loyalty. The relationship between

satisfaction and loyalty has a significant positive effect ($\beta = 0.363$ and $p = 0.056$). This supports Oliver's (1999) theory that places satisfaction as an important predictor of loyalty, but shows that loyalty in the tourism sector is not only determined by satisfaction, but also by emotions and social ties.

Furthermore, the moderation results showed that local interaction moderated the influence of authenticity on satisfaction (significant, $p = 0.008$). This indicates that authenticity becomes more meaningful when tourists also experience warm social interactions with the local community, thereby strengthening the emotional and cognitive value of the experience. Meanwhile, other moderating interactions did not show a significant effect. This indicates that the role of local interaction as a moderator is limited only to the context of authenticity, not to cultural experiences or tourist memories. This finding is in line with Preko's (2019) study, which emphasized the importance of interpersonal relationships in shaping meaningful tourism experiences.

4. Conclusion

This study aims to examine how memorable tourism experiences, cultural experiences, authenticity, satisfaction, and local interactions influence tourist loyalty in the context of culture-based experiential tourism in Mandalika, Indonesia. The results provide strong empirical evidence supporting the robustness of the measurement and structural models. The measurement model exhibits excellent properties: all constructs meet the recommended criteria for convergent validity, as indicated by external loadings > 0.70 , composite reliability (CR) > 0.70 , and average variance extracted (AVE) > 0.50 . Discriminant validity was also confirmed using the Fornell-Larcker criterion, indicating that all constructs are empirically distinct from each other. The model further demonstrates strong internal consistency reliability, with Cronbach's alpha and rho_A values well above 0.90 for most constructs.

In terms of predictive power, the coefficient of determination (R^2) values for satisfaction (0.932) and loyalty (0.861) indicate that the model explains most of the variance in these key outcomes. Effect size (f^2) analysis revealed that local interaction and authenticity had the largest effect on satisfaction, while local interaction played a significant role in predicting loyalty. Path analysis showed that local interaction significantly and positively influenced satisfaction and loyalty. Authenticity and cultural experiences significantly increased satisfaction, while memorable tourism experiences contributed significantly to loyalty but not to satisfaction.

Moderation analyses showed that local interactions did not consistently strengthen the relationship between the primary predictors and outcomes, except in the case of authenticity versus satisfaction, where local interactions enhanced this effect. This suggests that while local interactions are an important direct predictor, their role as a moderator may be limited and context-dependent.

This study contributes to the literature on culture-based tourism and experiential tourism by integrating the constructs of memorable tourism experiences, cultural experiences, authenticity, satisfaction, loyalty, and local interactions into a comprehensive structural model. The findings highlight the complex pathways through which authentic and culturally rich experiences influence satisfaction and loyalty. The model advances theoretical understanding by confirming that satisfaction partially mediates the relationship between experience variables and loyalty, and that local interactions can enhance the effect of authenticity on satisfaction.

For tourism managers and policymakers, these results emphasize the importance of designing tourism experiences that incorporate authentic cultural elements and foster meaningful interactions between tourists and local communities. Efforts should focus on preserving and promoting local culture, supporting local businesses, and facilitating genuine tourist-local engagement. Strategies that enhance authenticity and local interaction tend to increase tourist

satisfaction, which in turn fosters loyalty and positive word-of-mouth promotion—a crucial factor in building the long-term competitiveness of destinations like Mandalika. Therefore, based on the research findings, it is recommended that the local government and tourism industry players in Mandalika develop cultural training programs for local communities to improve the quality of interactions with tourists. Furthermore, policies should be developed that support the preservation and exhibition of Lombok's authentic culture. Equally important is providing spaces for tourists to directly participate in cultural activities such as arts, crafts, and culinary delights. Future research could explore additional moderating variables, such as tourists' cultural backgrounds or travel motivations, to better understand the boundary conditions of this relationship. Longitudinal designs or comparative studies across destinations would also provide deeper insights into how the experience-based tourism model operates in different cultural and geographic contexts.

Reference

- [1] Azizurrohman, M., Martayadi, U., Najmudin, M., Fathurrahim, F., & Bratayasa, IW (2023). Tourism Industry and Community Readiness: A Case Study of the Mandalika Special Economic Zone (KEK). *Journal of Economics Research and Social Sciences* , 7 (1), 60–68. <https://doi.org/10.18196/jerss.v7i1.13652>
- [2] Barnes, S. J., Mattsson, J., & Sørensen, F. (2016). Remembered experiences and revisit intentions: A longitudinal study of safari park visitors. *Tourism Management* , 57 , 286–294. <https://doi.org/10.1016/j.tourman.2016.06.014>
- [3] Chen, X., Cheng, Z., & Kim, G.-B. (2020). Make It Memorable: Tourism Experience, Fun, Recommendation and Revisit Intentions of Chinese Outbound Tourists. *Sustainability* , 12 (5), 1904. <https://doi.org/10.3390/su12051904>
- [4] Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research* , 18 (1), 39. <https://doi.org/10.2307/3151312>
- [5] Girish, V.G., & Lee, C.-K. (2020). Authenticity and its relationship with the theory of planned behavior: Case of the Camino de Santiago walk in Spain. *Current Issues in Tourism* , 23 (13), 1593–1597. <https://doi.org/10.1080/13683500.2019.1676207>
- [6] Hair, J.F.J., Hult, G.T.M., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). *Long Range Planning* .
- [7] Hosseini, S., Cortes-Macías, R., & Almeida-García, F. (2024). Extending the memorable tourism experience construct: An investigation of tourists' memorable dark experiences. *Journal of Vacation Marketing* , 30 (1), 21–44. <https://doi.org/10.1177/13567667221113078>
- [8] Karayilan, E., & Cetin, G. (2016). Tourism Destinations: Design of Experiences. In *The Handbook of Managing and Marketing Tourism Experiences* (pp. 65–83). Emerald Group Publishing Limited. <https://doi.org/10.1108/978-1-78635-290-320161004>
- [9] Kartika, T., & Edison, E. (2023). Analysis of Memorable Tourism Experience on Behavioral Intention in Alamendah Tourism Village. *TRJ Tourism Research Journal* , 7 (1), 67. <https://doi.org/10.30647/trj.v7i1.205>
- [10] Kim, S., Kim, J., & Park, S. (2017). The Effects of Perceived Value, Website Trust and Hotel Trust on Online Hotel Booking Intention. *Sustainability* , 9 (12), 2262. <https://doi.org/10.3390/su9122262>
- [11] Lee, TH, & Jan, F.-H. (2019). The Low-Carbon Tourism Experience: A Multidimensional Scale Development. *Journal of Hospitality & Tourism Research* , 43 (6), 890–918. <https://doi.org/10.1177/1096348019849675>
- [12] Li, T. (Tina), Liu, F., & Soutar, G. N. (2021). Experiences, post-trip destination image, satisfaction and loyalty: A study in an ecotourism context. *Journal of Destination Marketing & Management* , 19 , 100547. <https://doi.org/10.1016/j.jdmm.2020.100547>
- [13] Madaleno, A., Eusébio, C., & Varum, C. (2018). Purchase of local food products during trips by international visitors. *International Journal of Tourism Research* , 20 (1), 115–125. <https://doi.org/10.1002/jtr.2167>
- [14] Nugraha, DY, Wibowo, LA, Disman, D., & Hurriyati, R. (2019). Smart Tourism Strategy in Increasing the Number of Tourists in Indonesia. *Proceedings of the 1st International Conference on Economics, Business, Entrepreneurship, and Finance (ICEBEF 2018)* . <https://doi.org/10.2991/icebef-18.2019.36>
- [15] Obradović, S., Stojanović, V., Tešin, A., Šećerov, I., Pantelić, M., & Dolinaj, D. (2022). Memorable Tourist Experiences in National Parks: Impacts on Future Intentions and Environmentally Responsible Behavior. *Sustainability* , 15 (1), 547. <https://doi.org/10.3390/su15010547>
- [16] Oliver, R.L. (1999). When is Consumer Loyalty? *Journal of Marketing* , 63 (4_suppl1), 33–44. <https://doi.org/10.1177/00222429990634s105>
- [17] Pai, C., Kang, S., Liu, Y., & Zheng, Y. (2021). An Examination of Revisit Intention Based on Perceived Smart Tourism Technology Experience. *Sustainability* , 13 (2), 1007. <https://doi.org/10.3390/su13021007>

- [18] Permadi, LA, Tara, NAA, & Septiani, E. (2023). Integrated Tourism Destination Development Strategy in the Mandalika Special Economic Zone. *JOURNAL OF SOCIO-ECONOMIC AND HUMANITIES* , 9 (4), 447–456. <https://doi.org/10.29303/jseh.v9i4.436>
- [19] Poudel, S., & Nyaupane, G. P. (2013). The Role of Interpretative Tour Guiding in Sustainable Destination Management. *Journal of Travel Research* , 52 (5), 659–672. <https://doi.org/10.1177/0047287513478496>
- [20] Preko, A. K. (2019). The impact of tour services on international tourist satisfaction in Elmina, Ghana. *International Journal of Tourism Cities* , 6 (4), 1129–1147. <https://doi.org/10.1108/IJTC-12-2018-0103>
- [21] Skavronskaya, L., Moyle, B., Scott, N., & Schaffer, V. (2020). Collecting Memorable Tourism Experiences: How to 'wechat'? *Journal of China Tourism Research* , 16 (3), 424–446. <https://doi.org/10.1080/19388160.2019.1656131>
- [22] Styliadis, D. (2016). The Role of Place Image Dimensions in Residents' Support for Tourism Development. *International Journal of Tourism Research* , 18 (2), 129–139. <https://doi.org/10.1002/jtr.2039>
- [23] Trinanda, O., Sari, AY, Cerya, E., & Riski, TR (2022). Predicting place attachment through selfie tourism, memorable tourism experience and hedonic well-being. *International Journal of Tourism Cities* , 8 (2), 412–423. <https://doi.org/10.1108/IJTC-09-2020-0188>
- [24] Zhou, Q., Pu, Y., & Su, C. (2023). The mediating roles of memorable tourism experiences and destination image in the correlation between cultural heritage rejuvenation experience quality and revisiting intention. *Asia Pacific Journal of Marketing and Logistics* , 35 (6), 1313–1329. <https://doi.org/10.1108/APJML-11-2021-0829>
- [25] Azizurrohman, M., Martayadi, U., Najmudin, M., Fathurrahim, F., & Bratayasa, IW (2023). Tourism Industry and Community Readiness: A Case Study of the Mandalika Special Economic Zone (KEK). *Journal of Economics Research and Social Sciences* , 7 (1), 60–68. <https://doi.org/10.18196/jerss.v7i1.13652>
- [26] Barnes, S. J., Mattsson, J., & Sørensen, F. (2016). Remembered experiences and revisit intentions: A longitudinal study of safari park visitors. *Tourism Management* , 57 , 286–294. <https://doi.org/10.1016/j.tourman.2016.06.014>
- [27] Chen, X., Cheng, Z., & Kim, G.-B. (2020). Make It Memorable: Tourism Experience, Fun, Recommendation and Revisit Intentions of Chinese Outbound Tourists. *Sustainability* , 12 (5), 1904. <https://doi.org/10.3390/su12051904>
- [28] Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research* , 18 (1), 39. <https://doi.org/10.2307/3151312>
- [29] Girish, V.G., & Lee, C.-K. (2020). Authenticity and its relationship with the theory of planned behavior: Case of the Camino de Santiago walk in Spain. *Current Issues in Tourism* , 23 (13), 1593–1597. <https://doi.org/10.1080/13683500.2019.1676207>
- [30] Hair, J.F.J., Hult, G.T.M., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). *Long Range Planning* .
- [31] Hosseini, S., Cortes-Macías, R., & Almeida-García, F. (2024). Extending the memorable tourism experience construct: An investigation of tourists' memorable dark experiences. *Journal of Vacation Marketing* , 30 (1), 21–44. <https://doi.org/10.1177/13567667221113078>
- [32] Karayilan, E., & Cetin, G. (2016). Tourism Destinations: Design of Experiences. In *The Handbook of Managing and Marketing Tourism Experiences* (pp. 65–83). Emerald Group Publishing Limited. <https://doi.org/10.1108/978-1-78635-290-320161004>
- [33] Kartika, T., & Edison, E. (2023). Analysis of Memorable Tourism Experience on Behavioral Intention in Alamendah Tourism Village. *TRJ Tourism Research Journal* , 7 (1), 67. <https://doi.org/10.30647/trj.v7i1.205>
- [34] Kim, S., Kim, J., & Park, S. (2017). The Effects of Perceived Value, Website Trust and Hotel Trust on Online Hotel Booking Intention. *Sustainability* , 9 (12), 2262. <https://doi.org/10.3390/su9122262>
- [35] Lee, TH, & Jan, F.-H. (2019). The Low-Carbon Tourism Experience: A Multidimensional Scale Development. *Journal of Hospitality & Tourism Research* , 43 (6), 890–918. <https://doi.org/10.1177/1096348019849675>
- [36] Li, T. (Tina), Liu, F., & Soutar, G. N. (2021). Experiences, post-trip destination image, satisfaction and loyalty: A study in an ecotourism context. *Journal of Destination Marketing & Management* , 19 , 100547. <https://doi.org/10.1016/j.jdmm.2020.100547>
- [37] Madaleno, A., Eusébio, C., & Varum, C. (2018). Purchase of local food products during trips by international visitors. *International Journal of Tourism Research* , 20 (1), 115–125. <https://doi.org/10.1002/jtr.2167>
- [38] Nugraha, DY, Wibowo, LA, Disman, D., & Hurriyati, R. (2019). Smart Tourism Strategy in Increasing the Number of Tourists in Indonesia. *Proceedings of the 1st International Conference on Economics, Business, Entrepreneurship, and Finance (ICEBEF 2018)* . <https://doi.org/10.2991/icebef-18.2019.36>
- [39] Obradović, S., Stojanović, V., Tešin, A., Šećerov, I., Pantelić, M., & Dolinaj, D. (2022). Memorable Tourist Experiences in National Parks: Impacts on Future Intentions and Environmentally Responsible Behavior. *Sustainability* , 15 (1), 547. <https://doi.org/10.3390/su15010547>
- [40] Oliver, R.L. (1999). When is Consumer Loyalty? *Journal of Marketing* , 63 (4_suppl1), 33–44. <https://doi.org/10.1177/00222429990634s105>
- [41] Pai, C., Kang, S., Liu, Y., & Zheng, Y. (2021). An Examination of Revisit Intention Based on Perceived Smart Tourism Technology Experience. *Sustainability* , 13 (2), 1007. <https://doi.org/10.3390/su13021007>

- [42] Permadi, LA, Tara, NAA, & Septiani, E. (2023). Integrated Tourism Destination Development Strategy in the Mandalika Special Economic Zone. *JOURNAL OF SOCIO-ECONOMIC AND HUMANITIES* , 9 (4), 447–456. <https://doi.org/10.29303/jseh.v9i4.436>
- [43] Poudel, S., & Nyaupane, G. P. (2013). The Role of Interpretative Tour Guiding in Sustainable Destination Management. *Journal of Travel Research* , 52 (5), 659–672. <https://doi.org/10.1177/0047287513478496>
- [44] Preko, A. K. (2019). The impact of tour services on international tourist satisfaction in Elmina, Ghana. *International Journal of Tourism Cities* , 6 (4), 1129–1147. <https://doi.org/10.1108/IJTC-12-2018-0103>
- [45] Skavronskaya, L., Moyle, B., Scott, N., & Schaffer, V. (2020). Collecting Memorable Tourism Experiences: How to 'wechat'? *Journal of China Tourism Research* , 16 (3), 424–446. <https://doi.org/10.1080/19388160.2019.1656131>
- [46] Stylidis, D. (2016). The Role of Place Image Dimensions in Residents' Support for Tourism Development. *International Journal of Tourism Research* , 18 (2), 129–139. <https://doi.org/10.1002/jtr.2039>
- [47] Trinanda, O., Sari, AY, Cerya, E., & Riski, TR (2022). Predicting place attachment through selfie tourism, memorable tourism experience and hedonic well-being. *International Journal of Tourism Cities* , 8 (2), 412–423. <https://doi.org/10.1108/IJTC-09-2020-0188>
- [48] Zhou, Q., Pu, Y., & Su, C. (2023). The mediating roles of memorable tourism experiences and destination image in the correlation between cultural heritage rejuvenation experience quality and revisiting intention. *Asia Pacific Journal of Marketing and Logistics* , 35 (6), 1313–1329. <https://doi.org/10.1108/APJML-11-2021-0829>