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THE EFFECT OF MEMORABLE TOURISM EXPERINECE, SELF-CONGRUITY, AND PLACE ATTACHMENT ON REVISIT INTENTION

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Abstract:

As the number of alternative tourist destinations in West Java continues to increase, City Bandung has experienced a decrease in tourist visits. This condition encourages the need for a new strategy to maintain the number of visits, one of which is by increasing revisit intention. This study aims to analyze the effect of memorable tourism experience (MTE), self-congruity and place attachment on revisit intention in tourists in Bandung City. This study employed a quantitative descriptive verificative approach and purposive sampling method. A questionnaire was used to gather data from 200 respondents who have visited Bandung City in the last five years and were at least 18 years old. The data were analyzed using IBM SPSS version 24. The results showed that MTE variable had a positive and significant effect on revisit intention ($t = 2.752$; $\text{sig} = 0.006$), self-congruity also had a positive and significant effect on revisit intention ($t = 4.199$; $\text{sig} = 0.000$), then place attachment showed the strongest influence on revisit intention ($t = 4.356$; $\text{sig} = 0.000$). Simultaneously, the three independent variables had a significant effect on revisit intention contributing 53% to the model (R-Square 0.530), while the remaining 47% was influences by other variables outside.

Keywords: Memorable Tourism Experience, Self-Congruity, Place Attachment, Revisit Intention

INTRODUCTION

Bandung City is one of the leading tourist destinations in West Java that has experienced rapid development in the tourism industry. With various types of tourism offered, ranging from natural, cultural, culinary, to recreational tourism Bandung has a unique attraction for domestic and international tourists, who not only enjoy visual beauty but also create memorable experience. This can be seen through the data of tourist visits in Bandung. The following data on tourist visits to Bandung City were provided by Bandung City Culture and Tourism Department.

Table 1. Tourist Visit Data in Bandung

Year	Domestic Tourists	International Tourists
2021	4.973.649	33.961
2022	6.546.960	37.285
2023	7.713.937	38.570
2024	8.554.688	43.629
2025	8.387.182	41.282

Source: Bandung City Culture and Tourism Department, 2026 (<https://opendata.bandung.go.id>)



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Based on the data in Table 1, the number of tourist visits by domestic and foreign tourists has increased significantly in 2021 - 2024, from 4.973.649 and 33.961 visits in 2021 to 8.554.688 and 43.629 in 2024. However in 2025, it is seen that there was decrease in the number of tourists, both local and foreign, to 8.387.182 and 41.282 visits. The declining phenomenon is a sign of a shift in tourist preferences amid the emergence of many new alternative destinations, especially in West Java.

This condition is strengthened by data from the Central Bureau of Statistics in 2025, Bogor Regency has surpassed Bandung City as the destination with the highest number of tourist visits in West Java, with 14.98%. Meanwhile, Bandung City held the second position with 11.3%, followed by Bekasi City 6.80%, Bandung Regency 6.74%, Bekasi Regency 6.28%, and Depok City 5.72%. This indicates that the attractiveness and popularity of Bandung City beginning to be challenged by the accessibility and variety of other destinations. Therefore, strategies are needed to maintain the number of visits that determine the success of a destination.

The success of a destination is not only determined by the number of initial visits, but also by the destination's ability to create revisit intention. Revisit intention is the result of tourists' positive evaluations based on memorable experiences, perception of values, and emotional feelings during a tourist visit (Eviana, 2025). Revisit intention is also based on situational experience and marketing efforts (Oliver, 1987). Therefore, physical attraction alone is not sufficient, destinations are expected to provide memorable experiences, compatibility between the destinations image with tourists' self-image, and emotional attachment that encourages loyalty and revisit intention (Damiasih, 2025).

The concept of memorable experience, compatibility between the destination image with tourists' self-image, and emotional attachment are part of the consumer behavior studies, which describes how individuals or group make decisions to select, buy, use, and dispose of products, services, and experiences to satisfy their needs and desires (Schiffman & Wisenblit, 2015). Memorable experiences in tourism are widely known as memorable tourism experiences (MTE), which are positive tourism memories that are difficult to forget (J. H. Kim et al., 2012). MTE involves emotional, cognitive, and cultural elements in creating memorable experiences that will influence revisit intention (J. H. Kim, 2018).

Furthermore, the concept of compatibility between destination image with tourists' self-image and emotional attachment to a destination are called self-congruity and place attachment. Self-congruity is the compatibility between tourists' self-image with the image of a destination (Sirgy & Su, 2000). When tourists feel that a destination reflects who they are or who they want to show (W. Kim & Malek, 2017), they are more likely to engage in emotional experiences and build a long-term relationship with the destination such as revisit intention (Kressmann et al., 2006). Meanwhile, place attachment is a bond of experiences, meanings, and interactions formed through interactions with a place, so that the place has a special meaning for individuals (Scannell & Gifford, 2017). This attachment is not only physical, but also reflects an emotional and symbolic connection.

Many studies have examined the effects of MTE, self-congruity, and place attachment on revisit intention separately. Natasia and Hetty Karunia Tunjungsari (2021) found that both of self-congruity and MTE positively influence on revisit intention. Similarly, previous studies have demonstrated that place attachment effects significantly on revisit intention, as tourists who develop stronger emotional bonds with destination more likely to revisit (Isa et al., 2019). However, not many studies have examined the three roles of memorable tourism experience, self-congruity, and place attachment simultaneously. Most previous studies have only test a combination of two variables such as self-congruity and place attachment (Chen & Šegota, 2016), MTE and place attachment (Nugraha & Putra, 2024), and MTE and self-congruity (Arduyan & Wibisono, 2019). Therefore, the combination of these three factors in influencing revisit intention has not been widely explored.



Considering the decline in tourist visits to Bandung City, a comprehensive understanding of the simultaneous and individual roles of these variables are needed, including identifying which factors are the most dominant affecting on revisit intention. Therefore, this study aims to examine the effects of memorable tourism experience, self-congruity, and place attachment on revisit intention at tourist Bandung City. The findings are expected that to provide practical insight for tourism managers in developing a more effective strategy to increase repeat visitation and enhance destination competitiveness.

METHODS

This study a used descriptive verificative quantitative approach, as it focused on testing the phenomena and causal relationships among variables numerically based on previous hypotheses (Saunder et al., 2019). The aim was to identify and analyze the influence of MTE, self-congruity, and place attachment on revisit intention among tourists in Bandung City. The source of research data consists of primary and secondary data, primary data were obtained through direct field data research (Umar, 2013) and secondary data were collected from books, journals, and other scientific sources to strengthen theory and research. The data were collected through the distribution of questionnaires using a five-point Likert scale, where point (1) indicated "strongly disagree" and point (5) indicated "strongly agree". The sampling technique used was non-probability sampling with a purposive sampling method, in which samples were selected based on certain criteria. The population consisted of this study are domestic and international tourists who had visited Bandung City at least once in the last five years and were at least 18 years old. Due to the unknown population size, the sample size was made at least 5-10 times the number of indicator (Kock & Hadaya, 2018). Data processing and hypothesis testing were conducted using IBM SPSS Statistic 24. The questionnaire data were analyzed through instrument testing, classical assumption testing, and multiple regression analysis.

Table 2. Variable Operation

Variable	Dimensions	Indicator	Source
Memorable Tourism Experience (X1)	<i>Hedonism</i>	I feel happy while traveling in Bandung City	(J. H. Kim et al., 2012)
		Traveling to Bandung City makes me feel happy and entertained.	
	<i>Involvement</i>	I actively participate in various tourist activities in Bandung City.	
		The atmosphere makes me feel like part of Bandung City.	
	<i>Refreshment</i>	Traveling to Bandung City makes me feel refreshed and relaxed.	
	<i>Novelty</i>	Visiting Bandung City helps escape of my daily routine.	
		I discovered many new things while traveling in Bandung City.	



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		My tour experience in Bandung City is different from my previous tour experience.	
	<i>Actual Self-Congruity</i>	I feel that the tourism image (nature, culture, culinary, recreation, etc.) in Bandung City reflects my actual lifestyle.	
		Tourism (nature, culture, culinary, recreation, etc.) in Bandung City are consistent with my actual lifestyle.	
		Traveling to Bandung City helps me feel closer to my ideal lifestyle.	
<i>Self-Congruity (X2)</i>	<i>Ideal Self-Congruity</i>	The tourism image Bandung City matches with the ideal lifestyle I desire.	(Sirgy & Su, 2000)
	<i>Social Self-Congruity</i>	I feel that others would perceive Bandung City as suitable for my lifestyle.	
		With my lifestyle, others will agree with my choice to visit Bandung City.	
	<i>Ideal Social Self-Congruity</i>	I want to be recognized as someone who has visited the city of Bandung.	
		Traveling in Bandung City makes me feel like others see me as I expect.	
		I felt an emotional and personal attachment when I visiting Bandung City.	
<i>Place Attachment (X3)</i>	<i>Place Identity</i>	I feel that traveling to Bandung City has become my identity.	
		I feel proud when I sharing about my experience traveling to Bandung City.	(Scannell & Gifford, 2017)
	<i>Place Dependence</i>	Bandung City provides experience that I can't find anywhere else.	
		Bandung fulfills my needs and expectations.	
<i>Revisit Intention (Y)</i>	<i>Intention to return</i>	I plan to visit Bandung City again in the future.	



	I want to revisit to Bandung City in the near future.	(Javed et al., 2022; Zhang et al., 2017)
<i>Willingness to recommend d</i>	I will recommend Bandung City to others.	
	I share about my positive experience during my trip to Bandung City.	
<i>Destination Preference</i>	Bandung City is my main choice when I want to travel.	
	I always compare other destinations with Bandung City.	
<i>Loyalty</i>	I am willing to spend more effort and expense to revisit Bandung City.	
	Bandung City is my favorite tourist destination.	

Source: Data Processed 2026

RESULT AND DISCUSSION

The research data were collected through the distribution of questionnaires with Google Forms. The distribution process was conducted online and offline to tourists in Bandung City. A total 200 respondents participated in this study. The number of samples used has met the requirements for the analysis while considering the limitations faced by the researchers. The characteristics of the respondents are presented in Table 3 below.

Table 3. Respondent Characteristics

		Number of Respondents	Percentage
Gender	Male	44	22%
	Women	156	78%
Age	18 – 25	166	83%
	26 – 32	19	10%
	33 – 40	6	3%
	>40	9	5%
	Student	145	73%
Jobs	PNS	8	4%
	Employees	32	16%
	Entrepreneurship	9	5%
	Others	6	3%
Frequency of Visits	1 – 2 times	97	49%
	3 – 4 times	56	28%
	>5 times	47	24%



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Regional Origin	Jakarta	69	35%
	Bekasi	38	19%
	Bogor	35	18%
	Tangerang	18	9%
	Others	40	20%
Grand Total		200	100%

Source: Primary Data Processed 2026

Descriptive Statistical Analysis. The descriptive statistical is a method to summarize raw data on the characteristics respondents to make them easier to understand, including the mean, highest, lowest, and standard deviation values for each variable, memorable tourism experience (X1), self-congruity (X2), place attachment (X3), and revisit intention (Y). The results of descriptive statistical analysis are presented in Table 4. below:

Table 4. Descriptive Statistical Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
MTE	200	15.00	40.00	34.970000	3.487105
Self-Congruity	200	10.00	40.00	32.625000	5.353285
Place Attachment	200	8.00	25.00	21.010000	2.861967
Revisit Intention	200	20.00	40.00	34.265000	4.034372
Valid N (listwise)	200				

Source: SPSS 24 results, data processed by the researcher.

Based on Table 4, descriptive statistics indicate that the higher the mean value, the more positive the respondents' answers. Meanwhile the greater the standard deviation value, the more diverse the respondents' answers. In the study, memorable tourism experience had the highest mean value of 34.47 and place attachment had the highest standard deviation value of 5.35.

Instrument Testing (Validity and Reliability). After completing the respondent characteristics and descriptive statistical analysis, the next stage was instrument testing which consisted of validity and reliability tests. The validity test was conducted to determine the level of validity of an instrument, such as a questionnaire. A questionnaire is considered valid if each question is able to accurately measure the variables being studied (Wahyu et al., 2023). This test was conducted using Pearson correlation through IBM SPSS Statistic 24. An item is considered valid if the correlation value (r-count) is greater than the r-table value or has a significance value of less than 0.05. Meanwhile, the reliability was conducted to determine the extent to which the questions are reliable and consistent in measuring the research instruments (Kusumastuti et al., 2020). This test used the Cronbach's Alpha method with IBM SPSS Statistic 24. A variable was considered reliable if it has a Cronbach's Alpha value of greater than 0.70. The results of the validity and reliability are presented in Table 5 below.

Table 5. Validity and Reliability Test
 Validity and Reliability

Item	Validity			Reliability		
	<i>r</i> -count	<i>r</i> -table	Information	<i>Ca</i> count	<i>Ca</i>	Information
Memorable Tourism Experience (X1)						
X1.1	0.608	0.138	Valid	0.753	0.700	Reliable
X1.2	0.672	0.138	Valid			



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X1.3	0.592	0.138	Valid			
X1.4	0.650	0.138	Valid			
X1.5	0.647	0.138	Valid			
X1.6	0.503	0.138	Valid			
X1.7	0.573	0.138	Valid			
X1.8	0.624	0.138	Valid			
Self-Congruity (X2)						
X2.1	0.770	0.138	Valid			
X2.2	0.748	0.138	Valid			
X2.3	0.739	0.138	Valid			
X2.4	0.715	0.138	Valid	0.874	0.700	Reliable
X2.5	0.761	0.138	Valid			
X2.6	0.715	0.138	Valid			
X2.7	0.675	0.138	Valid			
X2.8	0.720	0.138	Valid			
Place Attachment (X3)						
X3.1	0.675	0.138	Valid			
X3.2	0.718	0.138	Valid			
X3.3	0.684	0.138	Valid	0.706	0.700	Reliable
X3.4	0.647	0.138	Valid			
X3.5	0.676	0.138	Valid			
Revisit Intention (Y)						
Y1	0.534	0.138	Valid			
Y2	0.609	0.138	Valid			
Y3	0.546	0.138	Valid			
Y4	0.567	0.138	Valid			
Y5	0.700	0.138	Valid	0.777	0.700	Reliable
Y6	0.592	0.138	Valid			
Y7	0.728	0.138	Valid			
Y8	0.734	0.138	Valid			

Source: SPSS 24 results, data processed by the researcher.

Based on Table 5, the results of the analysis indicate that all items from the variables memorable tourism experience (X1), self-congruity (X2), place attachment (X3), and revisit intention (Y) have r-count value greater than the r-table value. The r-table value was obtained using the formula $(df) = n - 2$ with the number of respondents (n) 200, resulting in df value of 198 with a significance level of $\alpha = 0.5$ (5%). The r-table value was obtained of 0.138. Therefore, all questionnaire items in the study were declared valid because they were able to measure the variables being studied accurately.

Furthermore, the reliability test result showed that each variable had a Cronbach's Alpha value above the minimum limit of 0.70. The MTE variable was 0.753, self-congruity was 0.874, place attachment was 0.706, and revisit intention was 0.777. Results indicate that all variables in this study had a good level of consistency, so that the research instrument is declared reliable.

Classical Assumption Testing

Normality Testing. The normality test was conducted to determine whether the research data were normally distributed or not. The normality test used the Kolmogorov-Smirnov method with a significance level of 5% ($\alpha = 0.05$). The data was considered normally distributed if the value of



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Asymp. Sig. (2-tailed) or Exact. Sig (2-tailed) value was greater than 0.05. Conversely, if the significance value was less than 0.05, the data was considered not normally distributed (Duli, 2020). The results of normality testing are presented in Table 6 below.

Table 6. Output Normality Testing
 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	3.55330984
Most Extreme Differences	Absolute	0.095
	Positive	0.079
	Negative	-0.095
Test Statistic		0.095
Asymp. Sig. (2-tailed)		.000 ^c
Exact Sig. (2-tailed)		0.052
Point Probability		0.000

Source: SPSS 24 results, data processed by the researcher.

Based on Table 6, the value of Exact. Sig (2-tailed) is greater than 0.05, with 0.052. Thus it can be concluded that the data is normally distributed and can be used for further analysis.

Multicollinearity Testing. The Multicollinearity test is used to determine whether there is a high correlation among independent variables in a regression model. A regression model should not indicate a strong correlation between independent variables. The multicollinearity test can be conducted using the Tolerance Value and Variance Inflation Factor (VIF). If the Tolerance Value is greater than 0.10 and the VIF value is less than 10, then it can be concluded that the regression model is free from multicollinearity problems (Paramita et al., 2021). The results of multicollinearity testing are presented in Table 7 below.

Table 7. Output Multicollinearity Testing

No	Variable	Tolerance Value	VIF	Information
1	Memorable Tourism Experience	0.454	2.202	Non multicollinearity
2	Self-Congruity	0.488	2.050	Non multicollinearity
3	Place Attachment	0.428	2.337	Non multicollinearity

Source: SPSS 24 results, data processed by the researcher.



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Based on Table 7, the results of the multicollinearity test show that each independent variable is free from the multicollinearity problems because the Tolerance Value is greater than 0.10 and the VIF is less than 10.

Autocorrelation. The autocorrelation test is used to determine whether there is a relationship between the interference error in a certain period and those in the previous in the linear regression model. If there is a correlation, it indicates an autocorrelation problem. A good regression model is one that does not experience autocorrelation. One method used to detect autocorrelation is the Durbin-Watson (DW) test. The results of autocorrelation testing are presented in Table 8 below.

Table 8. Output Autocorrelation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.728 ^a	0.530	0.522	2.78806	2.228

Source: SPSS 24 results, data processed by the researcher.

Based on Table 8, a DW value obtained in 2.228, which is then compared with the 5% significance table value using the formula (K; n). The number of variables (K) in this study was 3 and the number of respondents (n) was 200, resulting a du value of 1,732. The condition for no having autocorrelation problems is $DU < DW < 4 - DU$, then $1.732 < 2.228 < 2.268$. Thus, it can be concluded that the data has passed the autocorrelation test using Durbin-Watson method.

Heteroscedasticity Testing. The heteroscedasticity test is used to examine whether there is a residual variance disparity between observations in a regression model. If the residual variance remains constant across observations, then the condition is called homoscedasticity. Conversely, if the variance is different, it is called heteroscedasticity (Jacklin et al., 2019). A good regression model is one that free from heteroscedasticity. To detect the presence of heteroscedasticity, the Glejser test is used. If the independent variable is statistically insignificant and has no effect on the dependent variable, then this indicates the absence of heteroscedasticity. The results of heteroscedasticity testing are presented in Table 9 below.

Table 9. Output Heteroscedasticity Testing

Variable	Sig.	Information
Memorable Tourism Experience	0.063	Non heteroscedasticity
Self-Congruity	0.102	Non heteroscedasticity
Place Attachment	0.395	Non heteroscedasticity

Source: SPSS 24 results, data processed by the researcher.

Based on Table 9, all variables have a significance value greater than 0.05 so that it can be concluded that the regression model in this study does not have exhibit heteroscedasticity.

Multiple Linear Regression Analysis. The multiple linear analysis is a method used to determine the extent of the influence of independent variables on dependent variable. The purpose of this analysis is to estimate the value of dependent variables based on known values of the



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independent variables. The results of regression analysis provide coefficients for each independent variable that indicate the direction and magnitude of their influence on the dependent variable. Multiple regression analysis was chosen to analyze the hypothesis submission in this study. The results of multiple regression analysis are presented in Table 10 below.

Table 10. Output Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	9.270	1.999		4.636	0.000		
MTE	0.231	0.084	0.200	2.752	0.006	0.454	2.202
SC	0.222	0.053	0.294	4.199	0.000	0.488	2.050
PA	0.460	0.106	0.326	4.356	0.000	0.428	2.337

Source: SPSS 24 results, data processed by the researcher.

Based on Table 10, the results of the multiple regression test indicate that the variables Memorable Tourism Experience, Self-Congruity, and Place Attachment have a positive effect on Revisit Intention as shown by the positive regression coefficient values for each variable. The following model of the multiple linear regression equation becomes:

$$Y = 9.270 + 0.231 X_1 + 0.222 X_2 + 0.460 X_3$$

Based on the multiple linear regression equation model above, the regression coefficients of memorable tourism experience (b1), self-congruity (b2), and place attachment (b3) have positive regression coefficient values on revisit intention. The following is the multiple linear regression equation model:

1. $a = 9.270$, meaning that if there is no change in the variables of MTE, self-congruity, and place attachment or if their values remain constant, then the value of revisit intention is 9.270.
2. $b_1 = 0.231$, meaning that the coefficient of MTE is 0.231 indicating that if the value of MTE and other independent variables increases by 1, then the revisit intention increases by 0.231. The positive coefficient indicates a positive relationship between MTE and revisit intention.
3. $b_2 = 0.222$, meaning that the coefficient self-congruity is 0.222 indicating that if the value of self-congruity and other independent variables increases by 1, then the revisit intention increases by 0.222. The positive coefficient indicates a positive relationship between self-congruity and revisit intention.
4. $b_3 = 0.460$, meaning that the place attachment coefficient is 0.460 indicating that if the value of place attachment and other independent variables increases by 1, then the revisit intention increases by 0.460. The coefficient is positive and has the biggest value indicating a positive relationship and the most dominant influence of place attachment on revisit intention.

Partial Test (T-test). The t-test is conducted to determine the effect of each independent variable on the dependent variable partially, while assuming the other variables constant. The test was carried out by comparing the value of t-value with the t-table at a significance level (α) of 0.05. If the t-count value is greater than the t-table or the significance value is less than 0.05, then the



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independent variable has a positive and significant effect on the dependent variable. The results of T-test are presented in Table 11 below.

Table 11. Output T-test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.270	1.999		4.636	0.000
MTE	0.231	0.084	0.200	2.752	0.006
SC	0.222	0.053	0.294	4.199	0.000
PA	0.460	0.106	0.326	4.356	0.000

Source: SPSS 24 results, data processed by the researcher.

Based on Table 11, it can be concluded that the independent variables MTE, Self-Congruity, and Place Attachment partially effect the dependent variables, namely Revisit Intention as follows.

1. The calculation results showed that the t-count of MTE calculation was $2.752 > t\text{-table } 1.972$ with a significance level of 0.006 less than 0.05. This indicates that MTE has a positive and significant effect on Revisit Intention.
2. The calculation results showed that the t-count of Self-Congruity calculation was $4.199 > t\text{-table } 1.972$ with a significance level of 0.000 less than 0.05. This indicates that Self Congruity has a positive and significant effect on Revisit Intention.
3. The calculation results showed that the t-count of Place Attachment calculation was $4.356 > t\text{-table } 1.972$ with a significance level of 0.000 less than 0.05. This indicates that Place Attachment has a positive and significant effect on Revisit Intention.

Simultaneous Test (F-test). The F-test is conducted to determine whether the independent variables simultaneously have a significant influence on the dependent variables. In this study, the F-test was used to examine the effect of memorable tourism experience, self-congruity, and place attachment on revisit intention. The testing criterion is that if the calculated F-count is greater than the F-table value or the significance value is less than 0.05, then the hypothesis is accepted and vice versa. The results of F-test testing are presented in Table 12 below.

Table 12. Output F-test

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	1715.389	3	571.796	73.559	.000 ^b
Residual	1523.566	196	7.773		
Total	3238.955	199			

Source: SPSS 24 results, data processed by the researcher.

Based on Table 12, the results of the F-test showed that the F-count value of 73.559 is greater than the F-table value of 2.65 and the significant value of 0.000 is less than 0.05. Therefore, it can be concluded that this research model were able to predict or explain Revisit Intention. This means that



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the variables MTE, Self-Congruity, and Place Attachment simultaneously had a significant effect on Revisit Intention.

Coefficient of Determination Analysis (R²). The coefficient of determination (R²) is a measurement model used to explain the variation in the dependent variables. The value of R² ranges from 0 to 1. The higher the R² value, the greater the ability of the independent variable to explain the dependent variable. An R² value close to 1 indicates that the model has a good ability to explain dependent variables. The results of coefficient of determination analysis are presented in Table 13 below.

Table 13. Output Coefficient of Determination Analysis

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate	Durbin-Watson
1	.728 ^a	0.530	0.522	2.78806	2.228

Source: SPSS 24 results, data processed by the researcher.

Based on Table 13, the results of the coefficient of determination (R-Square) obtained a value of 0.530. This indicates that the variables MTE, Self-Congruity, and Place Attachment were able to explain 53% of the Revisit Intention variable, while the remaining 47% were influenced by other variables outside this study. An Adjusted R-Square value of 0.522 indicates that the model has quite powerful capabilities.

CONCLUSION

Based on data analysis and discussion regarding the variables of MTE, Self Congruity, and Place Attachment on Revisit Intention in tourists Bandung City, the following conclusions can be drawn:

1. MTE had a positive and significant effect on Revisit Intention with a t-count value greater than t-table of (2.752 > 1.972) and a significance value of 0.006 less than 0.05. Based on these analysis results, it can be concluded that the MTE hypothesis has a positive and significant effect was accepted. This means that the better the memorable tourist experience perceived by tourists during their visit to Bandung City, the higher their intention to revisit.
2. Self-Congruity had a positive and significant effect on Revisit Intention with t-count value greater than t-table of (4.199 > 1.972) and a significant value of 0.000 less than 0.05. Based on these analysis results, it can be concluded that the Self-Congruity hypothesis had a positive and significant effect on Revisit Intention was accepted. This means that the higher the compatibility between the tourist's self-image and the image of the destination, namely Bandung City, the higher their desire to revisit.
3. Place Attachment had a positive and significant effect on Revisit Intention with -count value greater than t-table of (4.356 > 1.972) and a significant value of 0.000 less than 0.05. Based on these analysis results, it can be concluded that the Place Attachment hypothesis had a positive and significant effect on Revisit Intention was accepted. This means that the stronger the tourists' emotional attachment to Bandung City, the higher the desire of tourists to visit again. Place Attachment became the most dominant variable influencing Revisit Intention because it had the largest regression coefficient value compared to other variables.
4. Simultaneously, MTE, Self-Congruity, and Place Attachment had a significant effect on Revisit Intention. The result of the F-count value was 73.559 with a significance value of 0.000 less than $\alpha = 0.05$. This means that the model used in this study was acceptable. These results



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indicates that the three independent variables were able to predict or explain the phenomenon of Revisit Intention in Bandung City. The coefficient of determination (R-Square) was 0.530. This means that the contribution of the variables MTE, Self-Congruity, and Place Attachment to Revisit Intention was 53%, while the remaining 47% was influenced by other variables that are not discussed in this study

Based on the findings, this study contributes to the tourism literature by enhancing the understanding of experience, image suitability, and emotional attachment in influence tourists revisit intention. The findings suggest that the managers and tourism stakeholders Bandung City can develop programs that are not only on the provision of tourist attractions but also those that are able to create memorable experiences for tourists. In addition, efforts are needed to strengthen and maintain Bandung City identity and encourage emotional attachment through tourism experiences.

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