

THE EFFECT OF SMART TOURISM TECHNOLOGIES, MEMORABLE TOURISM EXPERIENCES, AND TOURIST SATISFACTIONS ON TRAVELLER LOYALTY (STUDY ON TRAVELLER USERS OF THE TIKET.COM APP)

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Abstract

The purpose of this study is to find out whether smart tourism technologies have an influence on tourist loyalty, to find out whether memorable tourism experiences have an influence on tourist loyalty, to find out whether tourist stratification has an influence on tourist loyalty, and to find out whether smart tourism technologies, memorable tourism experiences, and tourist stratification together affect loyalty tourist. The methods used in this study are descriptive types of research and quantitative approaches. The data collection technique is to distribute questionnaires to 100 respondents. The data analysis technique used is multiple regression analysis. The results obtained in this study are that there is a positive and significant influence between Smart Tourism Technologies on Tourist Loyalty of Tiket.Com App Users. The result of this research is There is a positive and significant impact between the Memorable Tourism Experience and the Traveller Loyalty of Tiket.Com App Users. There is a positive and significant impact between Tourist Satisfactions and Traveller Loyalty of Tiket.Com App Users. And simultaneously there is a positive and significant influence between smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfactions (X3) on the Loyalty of Tiket.Com App User Travellers. The level of relationship between the variables of smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfactions (X3) with the variable of tourist loyalty (Y) has a fairly strong level of relationship.

Keywords : Tourism, Technology, Loyalty

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INTRODUCTION

Digital marketing is a new promotional medium that is carried out through digitization as an effort to adjust to the dynamics of life which continuously achieve developments in the field of science and technology (Science and Technology). Meanwhile, marketing actions relying on digitization in running the tourism business field are echoed with the intent and purpose of supporting the ease and effectiveness of visitors, both local and foreign visitors or foreign tourists¹. Apart from that, with a digital tourism promotion, the strategy to attract visitors will directly increase, considering that in today's life, the digital world is one of the most accessible places for humans. In fact, many people spend more time on the internet than in the real world every day.

Meanwhile, the world is experiencing great dynamics where the world of technology continues to dominate almost every human activity. As is known, the world is now entering the era of the Industrial Revolution 4.0. The Industrial Revolution 4.0 features large-scale technological applications for human life. To be precise, there is the term Society 5.0. This term comes as an explanation of the attitude that society needs to have in facing the Industrial Revolution 4.0. In short, humans must be able to adapt to these changes in order to make optimal use of them. Currently, one of the technological applications that various areas of human life depend on is the Internet, or digitization from the perspective of online interaction. The tourism sector is also one of the areas of business and entrepreneurship that rely on the internet.

The realm of tourism is witnessing a surge in technological advancements, as evidenced by the proliferation of diverse websites and online applications. These platforms facilitate the booking of travel tickets for international tourists, based on their preferred destinations and itineraries. At present, the development of this application is underway in Indonesian tourism sectors, including Traveloka, Pegi-Pegi, and tiket.com. As per the designated theme, I have selected the tiket.com application. The aforementioned enterprise provides booking amenities that are intricately linked to the realm of travel and tourism, encompassing accommodations such as hotels, flights, railways, villas, apartments, and even admission to musical performances. The offerings furnished by tiket.com are among the components that stem from the tourism industry, particularly the digital model of tourism.

The journal entitled "Management of Social Media as a Tourism Digital Marketing Strategy" has a similar opinion regarding social media and its large impact and influence in the world of tourism. Social media as a place to carry out promotions in the world of tourism, especially to spread objects about an area that is used as a place for foreign

¹ Achmad Zulkarnaen Zaenal, Jeni Kamase, dan Serlin Serang, "Analisis Digital Marketing dan Word of Mouth Sebagai Strategi Promosi Pariwisata," *Tata Kelola*, 7.1 (2020), 62–77 <<https://doi.org/10.52103/tatakelola.v7i1.98>>.

tourists. Where most people believe that through social media news will be able to spread widely in a fast and short time².

As stated in the main journal, the topic of writing this time, where it was revealed that the digital world has a big influence on the world of tourism, especially as a promotional place to attract foreign tourists. That way, companies make innovations to attract tourists by presenting applications to order tickets online. The goal, as an accommodation to make it easier for tourists to buy tickets and efficiency in mobilization time. One application that accommodates this is tiket.com.

The journal entitled "How Smart Tourism Technologies Affect tourist Destination Loyalty" provides an overview that digital tourism can affect tourist destination loyalty. In this discussion, evidence was found that tourists will tend to visit the same place where they feel comfortable in it, both the ease of ordering, the ease of obtaining services, and the ease of obtaining information. The tiket.com application provides elements that tourists like as previously mentioned. Therefore, this journal agrees that the use of tiket.com digital features can affect the loyalty of visitors or tourists. The journal also explained that by utilizing digital tourism, consumers or tourists will experience three things so that tourists can achieve satisfaction so as to create tourist loyalty. These three things are Smart Tourism Technologies, Memorable Tourism Experience, and Tourist Satisfaction. The journal explains that these three things are the elements that create customer loyalty because by utilizing smart tourism technology tourists can get an unforgettable travel experience and this will create satisfaction for tourists so that tourist loyalty arises.³

The journal titled "Social Media Management as a Tourism Digital Marketing Strategy" posits that the optimal digital marketing approach for fostering tourist loyalty in the tourism industry is through the utilization of social media. The present scholarly article elucidates that social media marketing is a crucial strategy for customer attraction and retention, particularly in the tourism industry. The interactive nature of social media platforms facilitates the establishment of customer loyalty. In contrast to the previous journal which did not include social media as a concrete form of digital marketing, however, this second journal also implicitly supports the first journal hypothesis, namely the impact of digital systems such as tiket.com in its marketing for an efficient strategy to achieve interest and customer loyalty. This is because tiket.com also relies on a system in the form of application marketing via social media to expand the reach of its application visitors.

However, the second journal entitled "Management of Social Media as a Tourism Digital Marketing Strategy" considers that the use of digital applications or websites is not capable of supporting massive marketing strategies. Digital marketing or digital tourism needs to link the role of social media in it to achieve optimal goals. Whereas in

² Maya Retnasary et al., "Pengelolaan Media Sosial Sebagai Strategi Digital Marketing Pariwisata," *Jurnal Kajian Pariwisata*, 1.1 (2019), 76–83 <<http://ejournal.ars.ac.id/index.php/JIIP/article/view/130/85>>.

³ Nasir Azis et al., "How smart tourism technologies affect tourist destination loyalty," *Journal of Hospitality and Tourism Technology*, 11.4 (2020), 603–25 <<https://doi.org/10.1108/JHTT-01-2020-0005>>.

the journal "How Smart Tourism Technologies Affect tourist Destination Loyalty" considers that the existence of digital tourism can create loyalty for tourists, provided that digital tourism can create three important factors, namely, Smart Tourism Technologies, Memorable Tourism Experience, and Tourist Satisfaction. In the first journal, it is assumed that when digital tourism can bring out these three factors, it will be able to create tourist loyalty.

Based on Neuhofer in Azis, Smart tourism is a term for certain apps that improve the tourist experience and give people more value. More specifically, smart tourism technologies are tools, goods, and services that are designed to improve the overall travel experience by making it easier to connect, interact, personalize, and make things together. Smart tourism can also be thought of as an ecosystem made up of smart business networks, smart locations, and smart technology infrastructure. This ecosystem aims to maximize the value of services and experiences for tourists, mediate tourist experiences, and provide information structures for value creation.

The concept of smart in smart tourism is the result of the development of technological and information innovation⁴. According to Gajdosik Smart tourism is using all of the possibilities and resources that are already there to improve the tourist experience. As an answer, "smart tourism" allows for the opening of many different businesses in different places, which can lead to a lot of new jobs. Smart tourism goes right along with the idea of e-tourism. The convergence of Tourism content, services and IT tools that help travelers to extend the cognitive limits of their travel plans with visualized location details and improve other related qualities. The goal of smart tourism is to focus on meeting the needs of tourists by combining ICT developments with culture and creativity to promote, improve the quality of tourism services, improve tourism management, and make the industry bigger. The key components in Smart Tourism are as follows; IoT, Mobile communication, Cloud computing, Artificial intelligence. But some people say that smart tourism is made up of the following: data centrality, real-time development, based on context-awareness, co-created, and problems that cut across sectors.

Smart tourism is the use of certain apps to improve the tourist experience and give people more value. More specifically, smart tourism technologies are tools, goods, and services that are designed to improve the overall travel experience by making it easier to connect, interact, personalize, and make things together. In this study, this is a variable that will be tried to see if it exists. If it does, it will affect how memorable a customer's tourism experience will be. This is because technological systems and people interact with each other. Customers' ratings and trust will be affected by this variable because it saves them time, makes it easier for them to make decisions, and makes their trip better. This factor has a big effect on how loyal a person is.

⁴ Tomáš Gajdošík, "Smart Tourism: Concepts and Insights from Central Europe," *Czech Journal of Tourism*, 7.1 (2018), 25–44 <<https://doi.org/10.1515/cjot-2018-0002>>.

According to Neuhofer et al.⁵ Smart travel Technologies (STT) are applications that make travel more enjoyable and add value. Mobile technology makes traveling easier for tourists because they can use their smartphones, tablets, or other mobile devices to talk to anyone, anytime, from anywhere, and share their experiences. Wang said that social media and online social platforms have become the main places for tourists to share travel information and have changed the way tourists talk about their trips. In the same way, AR and VR technologies let tourists communicate with computer-based environments. Zhang and Sotiriadis quote No and Kim as saying that the key features of Smart Tourism Technologies are knowledge, accessibility, interactivity, and personalization. The fifth thing that makes someone safe.

Chen et al. in Hosseini et al.⁶ say that the tourist experience is a complicated mix of different emotional factors that affect how tourists feel and think about their trips. Some factors depend on the needs, wants and motivations of tourists themselves, while other factors depend on location related aspects such as setting, accommodation, attractions and the local atmosphere. Kim quotes Schmitt as saying that people want events that "brighten their senses," "engage them personally," "touch their hearts," and "stimulate their minds." In other words, more and more people are looking for unique and real events instead of ones that are impersonal or made up. A memorable tourist experience (MTE) is one that people remember in a good way after the fact.

According to Hosseini et al.⁷ The concept of Memorable Tourism Experience (MTE) is defined as a tourism experience that is retained in one's memory even after the event has transpired. It selectively builds on tourism experiences based on individual judgments of those experiences. Tourism experiences that are memorable have the ability to reinforce and enhance recollections of enjoyable experiences related to a particular destination.

The concepts of memorable travel experience and travel experience are interconnected yet distinct, possessing varying connotations and extensions. The present investigation considers the second variable as a natural extension of the first variable due to its persistent resemblance. The utilization of tourism technology has the potential to significantly influence the creation of indelible memories for travelers. The present investigation delineates and operationalizes the notion of memorable travel experience as a unitary construct, utilizing the memorable travel experience scale for measurement purposes. The aforementioned variable denotes that a remarkable travel encounter holds considerable influence over the loyalty of customers.

⁵ Barbara Neuhofer, Dimitrios Buhalis, dan Adele Ladkin, "Smart technologies for personalized experiences: a case study in the hospitality domain," *Electronic Markets*, 25.3 (2015), 243–54 <<https://doi.org/10.1007/s12525-015-0182-1>>.

⁶ Seyedasad Hosseini, Rafael Cortes Macias, dan Fernando Almeida Garcia, "Memorable tourism experience research: a systematic review of the literature," *Tourism Recreation Research*, 2021 <<https://doi.org/10.1080/02508281.2021.1922206>>.

⁷ Hosseini, Cortes Macias, dan Almeida Garcia.

According to Azis⁸ The investigation of memorable travel experiences represents a compelling field of study that spans multiple academic disciplines. The concepts of memorable travel experience and travel experience are interconnected, yet distinct in their meanings, connotations, and extensions. Individual tourists selectively create memorable travel experiences based on their evaluation of their travel experience. The present definition of tourist experience pertains to a subjective and psychological state experienced by tourists during service encounters. However, this definition falls short in providing a comprehensive understanding of memorable tourist experiences. The majority of scholars contend that the conversion of tourist experiences into memorable ones is not a guaranteed outcome, as various factors beyond the purview of management can significantly impact the nature of a tourist experience.

Tourism activities and objectives are subject to subjective interpretation by tourists. Moreover, tourists tend to reconstruct their memorable travel experiences by recollecting and recounting specific aspects of their journey that they can recall and retain post the travel experience. The tourism industry faces a significant challenge in transforming a staged experience offering into a personalized experience, as per this concept. Consequently, the significance of creating memorable tourism experiences for tourists' future decision-making is emphasized by the majority of scholars. Tourists tend to rely on their past experiences and memories to plan future trips and decide whether to revisit a specific destination.

According to Wang et al.⁹ In contemporary times, tourism industry professionals have placed greater emphasis on delivering memorable experiences to tourists, as opposed to tangible resources. The significance of creating a memorable experience is crucial in the achievement of successful tourism products. This is not only a fundamental factor in determining loyalty behavior, but it also plays a pivotal role in the competitiveness and sustainability of a destination. As previously observed, comprehending and augmenting the preservation of favorable recollections among tourists represents a viable approach to foster a competitive edge in the current competitive tourism industry. According to Hosseini et al., Talarico and Rubin posited that experiences that are extraordinary, surprising, unexpected, and sensitive have the potential to create vivid and enduring mental images in an individual's mind. Tourists have a tendency to revisit destinations that have left a positive impression on them, underscoring the significance of memorable tourism experiences (MTE) and their influence on tourist retention.

Azis¹⁰ In the context of tourism, satisfaction is commonly defined as a function of pre-travel expectations and post-travel experiences. This entails a comparison between the expectations that were held prior to travel and the actual experiences encountered during the trip. Drawing from this notion, travelers are inclined to evaluate their experiences against their preconceived notions, potentially eliciting sentiments of contentment, ultimately leading to tourist satisfaction. On the contrary, in the event of an

⁸ Azis et al.

⁹ Wang et al.

¹⁰ Azis et al.

unfavorable outcome, individuals who engage in tourism activities may experience a sense of discontentment. Furthermore, ascertaining the significance of tourist expectations is crucial as it can impact an individual's level of contentment or discontentment with a specific tourist spot. The present investigation pertains to the concept of tourist satisfaction, which encompasses cognitive-evaluative mechanisms that stem from a comprehensive and unbiased evaluation of tourists who visit specific locales.

According to Kotler¹¹, The degree of customer contentment is ascertained by the extent to which their contentment aligns with their anticipated level of performance or outcomes. Customer satisfaction is a subjective evaluation of an individual's experience with a product or service, which is based on a comparison between their initial perceptions, impressions, or expectations of performance and the actual outcome. It is a psychological state that reflects a feeling of pleasure or disappointment. The satisfaction of customers is contingent upon the fulfillment of their performance expectations. Clients are very happy if it meets or exceeds their expectations. PJ Johnson in Purwoko¹² indicates that a customer's level of customer acceptance can be used to determine how satisfied they are. The following are the variables that affect customer satisfaction and expectations, according to Gasperz: In order to conduct business with a service supplier, customers must first identify their needs and wants. Since theories and concepts have developed so quickly, there are many different methods to customer satisfaction. One of the most popular strategies to raise customer satisfaction is the Disconfirmation Model, which is founded on the Expectancy Factor theory.

In this study, the client will be satisfied if the service meets or surpasses their expectations, but they will not be satisfied if the service falls short of those expectations. Tourists will compare their experiences to their expectations based on this variable, which can result in feelings of satisfaction, and then tourists will be pleased. Tourists will feel dissatisfied if the outcome is misery, on the other hand. Tourist satisfaction in this research alludes to a cognitive-evaluative process derived from a comprehensive, impartial assessment of tourists visiting a specific location. Customer devotion is significantly impacted by this factor.¹³

According to Zhang and Sotiriadis¹⁴ The notion of tourist satisfaction originates from the marketing literature. The evaluation made by consumers regarding whether a product or service fulfills their needs and anticipations is referred to as customer satisfaction. Tourist satisfaction is commonly perceived as an outcome of a comparative analysis between the initial expectations of tourists and their factual experiences during the trip. The current body of research pertaining to tourist satisfaction is centered around the examination of factors and mechanisms that have an impact on this phenomenon. The study primarily employs empirical research to investigate the impact of various factors,

¹¹ Kotler, "Manajemen Pemasaran Jilid 2," *Penerbit Erlangga*, 2000, 436.

¹² Purwoko, "Kepuasan dan Loyalitas: Perspektif Kualitas Layanan," 2000, 30.

¹³ Chiu, C. M., & Wang, E. T. (2008). Understanding web-based learning continuance intention: The role of subjective task value. *Information & Management*, 45(3), 194-201.

¹⁴ Zhang, Sotiriadis, dan Shen.

including tourist expectations, perceived value, price, destination image, awe, and nostalgia, on tourist satisfaction.¹⁵

Moreover, a number of scholars have posited that the contentment of tourists is impacted by the infrastructure and amenities available to them, service provisions, and varying circumstances. In summary, the extant literature mainly focuses on tourist satisfaction by using these factors/constructs to assess overall tourist satisfaction. The notion of satisfaction can be categorized into discrete and holistic satisfaction. Specific satisfaction refers to the immediate emotional response of tourists when they use certain tourism services or products while traveling. Simultaneously, the composite satisfaction construct represents a psychological condition that encompasses all affective reactions following the conclusion of the tourism encounter.¹⁶

The level of specific satisfaction has a significant impact on the overall satisfaction. Therefore, even if travelers are not overly satisfied with a particular service, they will still be happy with the entire experience if they consider and rate the entire experience positively. The present study posits that the characteristics of Smart Tourism Technologies have an impact on the particular contentment of travelers. Empirical studies indicate that satisfaction is a crucial factor that engenders favorable consequences, such as positive word-of-mouth communication and the intention to repurchase or revisit, and exerts a comparable influence on the sustained adoption of technology. Numerous studies have demonstrated that the utilization of intelligent tourism applications enhances overall satisfaction throughout the entire duration of a trip. (pre-, during, and post-trip)¹⁷.

The extent to which satisfaction with tourism supplier services (such as hotels, airlines, car rentals, and travel agents) or the utilization of digital tourism influences behavioral intention remains unclear. The present study centers on the assessment of tourists' satisfaction with respect to their perceptions of the impact of facilities and equipment on their overall experience, rather than the tourism supply service per se.

Azis¹⁸ Destination loyalty is determined by the intention to return and recommend the destination. The concept of "revisit intention" pertains to the inclination of tourists to return to a specific destination at a later time. Tourists with a greater inclination to visit a particular destination are anticipated to engage in word-of-mouth promotion by recommending it to acquaintances, family members, and prospective tourists. The recommendations of travelers based on their past experiences can have a significant impact on the decision-making process and future travel intentions of other tourists. In the tourism industry, the selection of a destination is often influenced by the desire for

¹⁵ Chen, C. F., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management*, 28(4), 1115-1192

¹⁶ Cheng, M. S., & Foley, C. (2014). Smart tourism technology: A necessity for tourism competitiveness. *Journal of Hospitality and Tourism Technology*, 5(4), 283-297.

¹⁷ Khuzaifah, H., & dkk. (2023). The Effect Of Service Quality And Price Perception On Repurchase Intention Through Customer Satisfaction Citilink Juanda Airport Surabaya. *Jurnal Pamator*, 16(1), 49-63.

¹⁸ Azis et al.

novelty and the intricate nature of the decision-making process. Achieving destination loyalty is comparatively more challenging than securing customer loyalty in general, thus necessitating the implementation of effective strategies and marketing endeavors. The primary indicator for measuring destination loyalty in this study will be the expressed intention of tourists to recommend the destination to others and to revisit it¹⁹.

Bukhalis and Law²⁰ in their research said that there is a positive and significant relationship to technology in tourism, tourist experience, and satisfaction from tourists to tourist loyalty. This is because these three things are important components that must be present in the tourism industry if you want to provide the best service and give papacy to tourists.

However, the results of a different study conducted by Chen and Tsai²¹ found that there was no relationship between tourism technology and tourist experience on tourist loyalty. This is because tourist loyalty is influenced by the quality of the place and the environmental situation in the places visited by tourists

The present investigation assesses customer loyalty through two dimensions: behavioral and attitudinal. Behavioral loyalty pertains to customer actions, such as preference for a specific product or service and their intention to repurchase. The present investigation employs the intention of tourists to revisit and recommend a destination as a derivative indicator to gauge customer loyalty, given the impact of antecedent variables, namely tourist satisfaction and memorable tourism experience variables. In Hidayatullah et al.²² Tourist loyalty comprises various elements, including the recurrent utilization of services. The act of referring to other individuals or entities. Exhibit resistance to enticements presented by rival entities. Satisfaction and trust are important factors.

RESEARCH METHODS

The present study employs a quantitative research methodology. Specifically, empirical investigations utilizing survey methodology, wherein a standardized set of questions is employed to gather information from a singular group of participants. The study's locations are distributed across Indonesia, lacking distinct regional features.²³The rationale behind selecting various locations across Indonesia is due to the fact that Tiket.com application users are dispersed throughout the country, making it a desirable

¹⁹ Mandasari, F., & dkk. (2023). The Influence Of Celebrity Endorsers And Electronic Word Of Mouth On Purchase Decision Trust On Lazada Marketplace Surabaya. *Jurnal Pamator*, 16(1), 99-113

²⁰ Buhalis, D., & Law, R. (2008). Progress in tourism management: Twenty years on and 10 years after the Internet—The state of eTourism research. *Tourism management*, 29(4), 609-623

²¹ Chen, C. F., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management*, 28(4), 1115-1192

²² Syarif Hidayatullah et al., "Citra Destinasi : Pengaruhnya terhadap Kepuasan dan Loyalitas Wisatawan yang Berkunjung ke Gunung Bromo," *Jurnal Manajemen Dan Kewirausahaan*, 8.1 (2020) <<https://doi.org/10.26905/jmdk.v8i1.4246>>.

²³ Kang, Y., & Kang, J. (2019). Smart tourism technologies and tourist satisfaction: The mediating role of memorable tourism experiences. *Sustainability*, 11(2).

destination for tourists.²⁴ The authors took into account the convenience of conducting research when choosing this particular location.²⁵ Consequently, the online questionnaire method, specifically utilizing Google Form, facilitates the collection of data that is not constrained by spatial limitations.²⁶

The study population comprises of individuals who utilize the tiket.com application, with a total of 17 million users. The study comprised a sample size of 100 participants. The present study employed a random sampling technique, specifically a simple random sampling technique, which ensured that all members of the population had an equal chance of being selected for the sample. The study employed questionnaire-based data collection techniques and utilized multiple linear regression analysis with the aid of the SPSS version 23 software for data analysis.

DISCUSSION

This study seeks to ascertain the impact of Smart Tourism Technologies, Memorable Tourism Experience, and Tourist Satisfaction on Tourist Loyalty. (Studies on Travelers Using the Tiket.Com Application). The present study involved the development of a questionnaire comprising 8 statements pertaining to the Smart Tourism Technologies variable (X1), 8 statements related to the Memorable Tourism Experience variable (X2), 6 statements concerning the Tourist Satisfaction variable (X3), and 6 statements associated with the Tourist Loyalty variable. (Y). The present study employed the Likert Scale method to administer a questionnaire to a sample of 100 participants. The questionnaire aimed to assess the characteristics of the respondents based on five statements, each rated on a scale ranging from 1 (lowest) to 5 (highest). The following information is presented in the form of a distribution questionnaire that has undergone testing.

This section presents the outcomes of the multiple linear regression analysis, which were examined with the aid of SPSS version 23 software and are presented in tabular format.

Table 1. Multiple Linear Regression Test Results

Coefficients^a	
Model	Unstandardized Coefficients

²⁴ Munar, A. M., & Jacobsen, J. K. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management*, 4(6), 46-54.

²⁵ Xiang, Z. D., & Fan, W. (2017). A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. *ourism Management*, 5(8), 51-65.

²⁶ Buhalis, D., & Law, R. (2008). Progress in tourism management: Twenty years on and 10 years after the Internet—The state of eTourism research. *Tourism management*, 29(4), 609-623

		B	Std. Error
1	(Constant)	-.927	3.694
	Smart TourismTechnologies	.172	.065
	Memorable TourismExperience	.412	.089
	Tourist Satisfactions	.271	.109

a. Dependent Variable: Tourist Loyalty

Source: SPSS Version 23 output processed by author

Based on table 1 above, the regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = -0,927 + 0,172X_1 + 0,412X_2 + 0,217X_3 + e$$

Interpretation:

1. Constant value -0.927. this means that when the constant values of the smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfactions (X3) variables are zero or constant, tourist loyalty (Y) is -0.927 units.
2. The coefficient value of smart tourism technologies is 0.172. This means that if smart tourism technologies increase one by one, the value of tourist loyalty will increase by 0.172.
3. The coefficient value of memorable tourism experience is 0.412. This means that if the memorable tourism experience increases by one unit, the value of tourist loyalty will increase by 0.412.
4. The value of the tourist satisfaction coefficient is 0.217. This means that if tourist satisfaction increases one unit, the value of tourist loyalty will increase by 0.217.

In this section the researcher will show the results of the coefficient of determination test which were analyzed using the help of SPSS version 23 software as outlined in table form:

Table 2. Coefficient of Determination of Test Results (R-Square)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.590a	.348	.328	2.991

a. Predictors: (Constant), Tourist Satisfactions, Memorable Tourism Experience, Smart Tourism Technologies

b. Dependent Variable: Loyalitas Wisatawan

Source: SPSS Version 23 output processed by author

According to the data presented in Table 2, the correlation coefficient (R) is 0.590. This value indicates a strong positive relationship between the variables of smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfaction (X3) with the variable of tourist loyalty (Y). The Adjusted R-Square value of 0.328 indicates that 32.8% of the variations in tourist loyalty can be attributed to the variables of smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfaction. (X3). Subsequently, the residual 67.2% is subject to the influence of other variables that were not scrutinized in the present investigation.

This section presents the findings of the t (partial) test, which were analyzed using SPSS version 23 software and presented in tabular format.

Table 3. Test T Results (Partial)

Coefficients ^a			
	Model	t	Sig.
1	(Constant)	-.251	.802
	Smart Tourism Technologies	2.657	.009
	Memorable Tourism Experience	4.612	.000
	Tourist Satisfactions	2.490	.014

Source: SPSS Version 23 output processed by author

By determining the value of $df = n - k$, where $n = 100$ and $k = 4$, it is possible to perform the t test conditions at the level of $\alpha = 10\%$ (0.1). In the meantime, 1,661 is the t table value for $df = 96$. The following are the partial findings based on the data from the table above and the values discovered in the t table:

Based on the research findings, it is known that there is a positive influence and significance between smart tourism technologies on the loyalty of tourists using the Tiket.Com application because the t-count value of the smart tourism technologies variable is 2.657 greater than the t-table value ($2.657 > 1.661$) and the significance value is 0.009 < 0.05. Therefore, H_0 is rejected and H_1 is accepted.

Based on the research findings, it is known that there is a positive relationship and significance between memorable tourism experience and loyalty of tourists using the Tiket.Com application because the t-count value of the memorable tourism experience variable is 4.612 greater than the t-table value ($4.612 > 1.661$) and the significance value is 0.000 < 0.05. Therefore, H_0 is rejected and H_2 is accepted.

Based on the study's findings, it can be concluded that there is a positive and significant relationship between tourist satisfaction and travelers' loyalty among users of the Tiket.Com application because the t-count value of the tourist satisfaction variable is 2.490 greater than the t-table value ($2.490 > 1.661$) and the significance value is 0.014 < 0.05. Accordingly, H_0 is rejected and H_3 is accepted.

In this part, the researcher will present, in table form, the findings of the F test (simultaneous), which were examined using SPSS version 23 software.

Table 4. F Test Results (Simultaneous)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	458.816	3	152.939	17.092	.000 ^b
Residual	859.024	96	8.948		
Total	1317.840	99			

a. Dependent Variable: Tourist Loyalty

b. Predictors: (Constant), Tourist Satisfactions, Memorable Tourism Experience, Smart Tourism Technologies

Source: SPSS Version 23 output processed by author

The hypothesis is tested through a F test at a significance level of $\alpha = 5\%$. The formula is utilized, where $df (N1) = k - 1$, resulting in $df (N1) = k - 1 = 4 - 1 = 3$, and $df (N2) = n - k$, resulting in $df (N2) = n - k = 100 - 4 = 96$. The F table value of 2.699 is compared to the calculated F value of 17.092.

The test results indicate that the F value for smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfaction (X3) is 17.092, while the F table value is 2.699. The obtained F value is greater than the critical F value ($17.092 > 2.699$) and the corresponding p-value is less than the predetermined alpha level of 0.05 ($0.000 < 0.05$). Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_4) is accepted. The findings suggest that there exists a noteworthy and favorable correlation among Smart Tourism Technologies, Memorable Tourism Experience, and Tourist Satisfaction, which collectively impact the Loyalty of Travelers utilizing the Tiket.Com Application.

The Influence of Smart Tourism Technologies on the Loyalty of Tourists Using the Tiket.Com Application

The study findings indicate a statistically significant and positive correlation between the utilization of Smart Tourism Technologies and the level of loyalty exhibited by travelers who utilize the Tiket.Com Application. When the t-count value is greater than the t-table value ($2.657 > 1.661$) and the significance value is less than 0.05 ($0.009 < 0.05$), the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. The aforementioned statement suggests that the variable denoted as Smart Tourism Technologies (X1) exerts a partial influence on the loyalty of individuals who utilize the Tiket.Com application for their travel purposes. The results show that there is an influence between Smart Tourism Technologies on Loyalty of Travelers to Users of the Tiket.Com Application, so that if the Tiket.Com application has features that make it easier for users to search and purchase tickets, it can increase tourist loyalty to keep using the Tiket.Com application. .

Based on the theory put forward by Neuhofer in Azis (2020)²⁷, The term "smart tourism" pertains to specific technological tools and services that augment the overall tourist experience and provide supplementary benefits for consumers. Smart tourism technologies refer to a set of specialized tools, products, and services that aim to enhance the travel experience by promoting greater connectivity, interaction, personalization, and co-creation. These technologies are designed to add value to the tourism industry. Smart tourism can be conceptualized as an ecosystem comprising smart business networks, smart destinations, and smart technology infrastructure. The primary objective of this ecosystem is to optimize the value of services and experiences for tourists, facilitate tourist experiences, and establish information structures for value creation.

Neuhofer's theory posits that smart tourism pertains to particular applications that augment the tourist experience and generate supplementary value for clientele. Smart tourism technologies refer to a set of specialized tools, products, and services that aim to

²⁷ Azis et al.

enhance the travel experience by promoting higher levels of connectivity, interaction, personalization, and co-creation. These technologies are designed to add value to the tourism industry. The presence of this variable is likely to have an impact on customer ratings and loyalty, as it is associated with factors that facilitate time-saving, enhance decision-making, and improve the overall travel experience. The research findings indicate that this particular variable exerts a noteworthy influence on the loyalty of customers.

This is also in line with previous research conducted by Aziz et.al.²⁸ entitled "How Smart Tourism Technologies Affect Tourist Destination Loyalty". Where the results of his research show that smart tourism technologies have a significant effect on tourist loyalty.

The Impact of Memorable Tourism Experience on Loyalty of Tourists Using the Tiket.Com Application

The study findings indicate a statistically significant and positive correlation between the Memorable Tourism Experience and the Loyalty of Tourists who utilize the Tiket.Com Application. The null hypothesis (H_0) is rejected and the alternative hypothesis (H_2) is accepted when the t-count is greater than the t-table ($4.612 > 1.661$) and the significance value is less than 0.05 ($0.000 < 0.05$). The present study indicates that the variable denoted as Memorable Tourism Experience (X_2) exerts a partial influence on the Loyalty of Tourists who utilize the Tiket.Com Application. The findings suggest that there exists a correlation between Memorable Tourism Experience and Tourist Loyalty in the context of Tiket.Com Application usage. Specifically, the results indicate that if the Tiket.Com application is successful in providing a positive impression of tourist trips to its users, it can lead to an increase in tourist loyalty towards continued usage of the application.

Schmitt in Kim²⁹ According to the statement, consumers actively pursue experiences that elicit sensory stimulation, personal engagement, emotional resonance, and cognitive stimulation. To elucidate, there is a growing trend among individuals to seek out genuine and unique encounters, as opposed to those that are devoid of personal touch or contrived in nature. The concept of a Memorable Tourism Experience (MTE) is characterized as a tourism encounter that is recollected in a positive manner and retained in memory after the occurrence has transpired.

As per Schmitt's theoretical framework The concepts of unforgettable travel experience and tourist experience are interconnected, yet distinct in their meanings, connotations, and extensions. The present investigation considers the second variable as a natural extension of the first variable, owing to its persistent similarity. The utilization of tourism technology can potentially influence the creation of enduring memories for travelers. The present investigation delineates and operationalizes the notion of memorable travel experience as a singular construct, utilizing the memorable travel experience scale for measurement purposes. The findings of this study indicate that there

²⁸ Azis et al.

²⁹ Kim, Ritchie, dan McCormick.

exists a noteworthy correlation between a remarkable travel encounter and the loyalty of customers.

The aforementioned study by Nugraheni is consistent with prior research. It examines the impact of memorable tourism experiences on destination loyalty, with destination image and place attachment serving as intervening variables. (Study on Tourists in the Old City of Semarang). The findings of his study indicate that there exists a noteworthy correlation between a remarkable tourism encounter and the loyalty of tourists.

The Influence of Tourist Satisfaction on the Loyalty of Tourists Using the Tiket.Com Application

The study findings indicate a notable and affirmative correlation between Tourist Satisfaction and Traveler Loyalty among users of the Tiket.Com Application. When the calculated t-value is greater than the critical t-value from the table ($2.490 > 1.661$) and the obtained significance level is less than the predetermined alpha level of 0.05, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_3) is accepted. The aforementioned statement suggests that the variable denoted as Tourist Satisfaction (X_3) exerts a partial influence on the Loyalty of Travelers towards Users of the Tiket.Com Application. The findings indicate a correlation between Tourist Satisfaction and Tourist Loyalty among users of the Tiket.Com Application. Specifically, the study suggests that the provision of satisfactory features within the Tiket.Com application can foster increased loyalty among tourists who utilize the application.

According to Kotler³⁰, The degree of customer contentment is ascertained by the extent to which their expectations are met or exceeded by the performance or outcomes. Customer satisfaction refers to the emotional response of pleasure or disappointment that arises from comparing perceptions, impressions, or expectations of performance. The satisfaction of customers is contingent upon the fulfillment of their performance expectations. Satisfying or surpassing clients' expectations results in high levels of customer satisfaction.

Kotler's theoretical framework posits that customer satisfaction is contingent upon the extent to which the service provided surpasses or falls short of customer expectations. Specifically, when the service exceeds customer expectations, satisfaction is likely to ensue, whereas when the service fails to meet customer expectations, satisfaction is unlikely to be achieved. Tourists are likely to evaluate their experiences against their preconceived expectations, leading to a potential sense of contentment and ultimately resulting in tourist satisfaction. On the contrary, in the event of an unfavorable outcome, individuals who engage in tourism activities may experience a sense of discontentment. The present investigation pertains to the concept of tourist satisfaction, which is a cognitive-evaluative mechanism that stems from a comprehensive and objective evaluation of individuals who visit a specific location. The research findings indicate that this particular variable exerts a noteworthy impact on the loyalty of customers.

³⁰ Kotler.

This is also in line with previous research conducted by Aziz et.al.³¹ entitled "How Smart Tourism Technologies Affect Tourist Destination Loyalty". Where the results of his research show that tourist satisfactions have a significant effect on tourist loyalty.

Simultaneous Influence of Smart Tourism Technologies, Memorable Tourism Experience, and Tourist Satisfactions on the Loyalty of Travelers Using the Tiket.Com Application

The study findings indicate a noteworthy and affirmative correlation between smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfaction (X3) with the loyalty of tourists utilizing the Tiket.Com application. The location at which the computed F value exceeds the F table value ($17.092 > 2.699$), and the corresponding significance value is less than 0.05 ($0.000 < 0.05$) is of interest. Therefore, the null hypothesis (Ho) is rejected and the alternative hypothesis (H4) is accepted. The aforementioned statement suggests that the variable denoted as Tourist Satisfaction (X3) exerts a partial influence on the Loyalty of Travelers towards Users of the Tiket.Com Application. The findings indicate that the Loyalty of Travelers to Users of the Tiket.Com Application is influenced by the concurrent effects of smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfactions (X3). Thus, the Tiket.Com application can enhance tourist loyalty by ensuring user satisfaction with the application's features, creating a positive impression of the tourist experience, and facilitating ticket search and purchase.

The present investigation assesses customer loyalty through the lenses of behavioral and attitudinal loyalty. Specifically, behavioral loyalty pertains to customer conduct, including their affinity for a given product or service and their intention to engage in repeat purchases. This research will employ the intention of tourists to recommend a destination to others and to revisit the same destination as a derivative indicator of customer loyalty, given the impact of antecedent variables such as tourist satisfaction and memorable tourism experiences. Consistent with prior scholarly inquiry conducted by Aziz et.al. entitled "The Impact of Intelligent Tourism Technologies on Tourist Destination Loyalty." The findings of the research indicate that there exists a noteworthy correlation between smart tourism technologies, memorable tourism experiences, tourist satisfaction, and tourist loyalty.

The correlation between the variables of smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfaction (X3) with the variable of tourist loyalty (Y) exhibits a significant degree of association. The Adjusted R-Square value of 0.328 indicates that the variables of smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfaction have an influence on 32.8% of the variations observed in tourist loyalty. (X3). Subsequently, the residual 67.2% is subject to the influence of additional variables that were not scrutinized in the present investigation.

³¹ Azis et al.

CONCLUSION

Based on the results of research and discussion regarding the Influence of Smart Tourism Technologies, Memorable Tourism Experience, and Tourist Satisfactions on Tourist Loyalty (Studies on Travelers Using the Tiket.Com Application) researchers can conclude that:

1. There is a positive and significant influence between Smart Tourism Technologies on Loyalty of Tourists Using the Tiket.Com Application. Where the t-count $>$ t-table ($2.657 > 1.661$) and the significance value is $0.009 < 0.05$ then H_0 is rejected and H_1 is accepted. This means that the variable Smart Tourism Technologies (X1) partially affects the Loyalty of Tourists Using the Tiket.Com Application.
2. There is a positive and significant influence between Memorable Tourism Experience on Loyalty of Tourists Using the Tiket.Com Application. Where the t-count $>$ t-table ($4.612 > 1.661$) and the significance value is $0.000 < 0.05$ then H_0 is rejected and H_2 is accepted. This means that the variable Memorable Tourism Experience (X2) partially affects the Loyalty of Tourists Using the Tiket.Com Application.
3. There is a positive and significant influence between Tourist Satisfactions on Loyalty of Travelers Using the Tiket.Com Application. Where the t-count $>$ t-table ($2.490 > 1.661$) and the significance value is $0.014 < 0.05$ then H_0 is rejected and H_3 is accepted. This means that the variable Tourist Satisfaction (X3) partially affects the Loyalty of Travelers to Users of the Tiket.Com Application.
4. The study reveals a noteworthy and substantial correlation among smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfactions (X3) in relation to the loyalty of tourists who utilize the Tiket.Com application. The location of the observed F value exceeding the critical F value ($17.092 > 2.699$) and the corresponding p-value being less than the predetermined alpha level of 0.05 ($0.000 < 0.05$) is of interest. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_4) is accepted. The aforementioned statement suggests that the variable denoted as Tourist Satisfaction (X3) exerts a partial influence on the Loyalty of Travelers towards Users of the Tiket.Com Application.
5. The correlation between the variables of smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfaction (X3) with the variable of tourist loyalty (Y) exhibits a moderately robust level of association. The Adjusted R-Square value of 0.328 indicates that the variables of smart tourism technologies (X1), memorable tourism experience (X2), and tourist satisfactions have an influence on 32.8% of the variations in tourist loyalty. (X3). Subsequently, the residual 67.2% is subject to the influence of other variables that were not scrutinized in the present investigation.

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