

Memorable Tourism Experience Moments and Lasting Pride: The Impact of Hiking Experiences on Revisit Intentions

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ABSTRACT

What makes hikers feel satisfied and want to return? This research identifies factors that contribute to a memorable hiking experience, focusing on the role of emotions such as pride and intention to repeat visits to outdoor activities. The use of these variables addresses a research gap about limitation to use pride variable that is rarely used even though they have a significant effect on tourism activities. This research aims to study how the unique tourism experience, pride, and overall hiking enjoyment correlate. Data collection in this research was 142 respondents throughout Indonesia who had done hiking. Data is processed using PLS-SEM, which can overcome the minimal number of respondents. The results of this research state that pride has a significant influence on MTE, as well as the relationship between pride and revisit intention. However, it differs from the relationship between MTE and revisit intention, which has an insignificant effect. This research recommends that emotion is a big attraction that can influence tourists' future choices. Therefore, to create opportunities for valuable experiences, stakeholders invest in infrastructure and establish an image built to know the hiker profile and customize individual experiences.

Keywords: memorable tourism experience (MTE), pride, emotional value, hiking, revisit intention.

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INTRODUCTION

The growth of tourist destinations today brings positive changes for all parties involved. Affected parties like tourists, where quality service and variety of tours increase, meanwhile for the local community, the noticeable impacts include higher income and job creation. Overall, the positive impact is that competition has become more intense and creative to give valuable experiences to tourists (Mei, Hong et al., 2018).

Recently, interest in nature-based tourist destinations has been increasing, particularly for small-group activities such as hiking (Alfadillah, 2021). It is evidenced by the Chairman of the APGI (Indonesian Mountain Guides Association) that foreign exchange reserves increased by 150 million USD (around IDR 2.3 trillion) in 2020, and it is expected to triple by 2024. With this background, Kemenparekraf (Ministry of Tourism and Creative Economy) Indonesia focuses on compiling hiking tourism development pattern by issuing a guide called “Indonesia Volcano Summit”, which has been in development since 2020. This serves as evidence of the value of mountain tourism, benefiting hiking tourism, hikers, and service providers. This condition is supported by the fact that Indonesia has the most volcanoes in the world and has seven summits or seven activities related to hiking, which will certainly bring more foreign exchange to the country.

Hiking activities have become very popular because they are unique and different from other activities. Hiking the mountain is a dream for someone else. In fact, hiking tourism has a more complex shape because it combines physical and environmental interactions that require a certain level of physical involvement and proximity to nature (Breejen, 2007; Pomfret, 2006) . As stated by (Buckley, 2020; Garner et al., 2022; Ritpanitchajchaval et al., 2023; Y. Zhang & Xie, 2019) that hiking is believed can give feeling of happiness and can even improve physical and mental health. In this case, how the mind and body interact during the hiking experience and the determining factors that make the journey memorable have not yet been found. Memorable is something to find what the cause of someone to do.

MTE is variable that can measure what is memorable. MTE (Memorable Tourism Experience) for measuring valuable experience as an important component that can cause someone to decide on his/her journey. Therefore, Memorable Tourism Experience (MTE) is a new and important benchmark for practitioners and academics to measure consumers' future behavior (Chandralal et al., 2015; Mei, Zhang Hong et al., 2018). However, there is still limited research that considers MTE as the best predictor for overall hiking tourism. Therefore, further research is still needed in this area.

The use of MTE helps this research to assess these meaningful experiences that have been recognized by academics and practitioners as a source of information about tourism activities (Hennig-Thurau et al., 2004). Before that, tourists' travel experiences are often influenced by various factors. Among them are the search for self-identity, adventure enthusiasm, and high curiosity (De Haas et al., 2020).

The increasing phenomenon of hiking is certainly inseparable from negative image due to the various risks involved. For instance, a recent event in 2023 reported that six students lost their lives as a result of an eruption of an active volcano during their hiking activities (Darmawan, 2023). Therefore, deciding to engage in hiking tourism is considered a decision with various risks. However, according to Rezaei., et al (2023), risk-taking is the core of tourism experience. Risk-taking in tourism activities is associated with the sense of achievement gained (Myers, 2010). According to Filep & Pearce (2014), every small achievement motivates people and reaffirms that life is worth living. Tourists who can overcome challenges at specific destinations tend to appreciate their experiences more than those who do not (Wolf et al., 2015).

Eventually, to reach an objective study, comprehensive results, and academics novelty, the usage of MTE and pride variables in this research becomes important and MTE that is used refers to hiking tourism activities or outdoor tours. Hiking is chosen because interest in this activity has been increasing year by year, yet there has been no effort to enhance the valuable experience and sense of pride in hiking tourism. The chosen mountain objects are those located throughout Indonesia, first because Indonesia is a country with the highest number of active volcanoes in the world, and second because the addition of the pride and revisit intention variables to MTE, which have not been previously researched, introduces a difference from past researches that mainly focused on guest interactions, behavioral intentions, loyalty, and eWOM (Agapito et al., 2017; Barnes et al., 2016).

LITERATURE REVIEW

This section provides an overview of the literature, relevant theories, and previous research studies related to current research. Variables used in this research are pride, MTE (Memorable Tourism Experiences), and revisit intention.

2.1. Revisit Intention

Tourism is a dynamic and multifaceted industry that relies heavily on customer satisfaction and loyalty to drive sustainable growth. Revisit intention can predict their future purchase intentions, according to Chang et al (2014). As a marketer, future purchasing behavior is an important point that impacts a business' sustainability. According to Wang (2004), one of the most influential impacts is on promotional costs,

where promotional costs incurred are cheaper to attract repeat visitors than to attract new customers. In addition, first-time visitors tend to spend more money (Lehto et al., 2004) and more time (Wang, 2004). This is supported by the statement (Reichheld, 1990) that by maintaining 5% more customers, the benefits obtained can reach 100%. Thus, to retain customers, it is necessary to design memorable experiences to attract tourists to revisit tourist attractions (Lončarić et al., 2018).

Outdoor activities such as hiking are currently attracting the attention of hikers and researchers. Researchers can dig deeper into the role of revisit intention when associated with pride to form a memorable tourism experience of hiking. In addition, individual tourist characteristics such as personality and their perceptions of the travel experience are also factors that can influence revisit intention (Liao et al., 2018), especially in understanding the hiking experience and its impact on destination management (Vong, 2013).

2.2. MTE (Memorable Tourism Experience)

Memorable Tourism Experience is a complex variable. Many have different opinions on MTE dimensions. Memory should be incorporated into tourism experience studies because memorable experiences are stored in human memory and provide lasting recollections. Happy memories can impact the atmosphere, heart, and feelings of happiness in someone's life (Hull, 1990). In marketing literature, memory mediates the behavior of consumers that impacts future behavior (Kim, 2018; Wood, 2020).

At first, (Tung & Ritchie, 2011) were the pioneers MTE, which comprises affection, expectations, consequentiality, and recollection. Affection is a positive emotion like joy and this dimension is the most crucial in describing a memorable experience. At the same time, expectation is event that is not unexpected; consequentiality results from considered journey important. The last one is recollection that encompasses the experiences gained, like memories, photos, and unique stories.

Meanwhile, the MTEs widely used are those conveyed by (Kim et al., 2012) which consists of seven items: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. Hedonism is a feeling that describes happiness and can awaken excitement (Ariffin et al., 2020). Refreshment refers to a refreshing state (Tiwari et al., 2022). Local culture refers to good impressions towards local communities and having experiences closely related to local culture (Kim et al., 2012). Meaningfulness refers to the significance of a feeling (Lončarić et al., 2021). Knowledge refers to information, facts, or experience (Coelho & Gosling, 2018). Involvement refers to tourists' engagement in the travel experience (Kim et al., 2012). Novelty refers to the feeling of accepting new experiences (Coudounaris & Sthapit, 2017). Gaps in this research are found in research studies conducted by (Aroeira et al., 2016) that meaningfulness was a non-significant dimension in their research. Similarly, a research conducted by (Lee, 2015) also found this dimension to be non-significant. Therefore, further confirmation of this research is still needed.

Furthermore, tourism experience and MTE are two different things, yet still related to each other. MTE is an experience that is built selectively from tourists' experiences and can be recalled after the trip (H. Zhang et al., 2018). According to (Coelho & Gosling, 2018), there are four processes in identifying MTE: 1) what visitors actually see and hear, 2) what they feel, 3) what they think, and finally 4) what actions they take regarding these

experiences. These processes can be linked to each existing MTE dimension. Therefore, MTE is more important because only valuable experiences will influence future decision-making (Tung & Ritchie, 2011).

Therefore, it can be concluded that what tourists need today is not just satisfaction with their experiences, but also a move towards unforgettable experiences as memory-based experience has the greatest proportion in motivating consumers to take decision. Thus, the hypothesis built from the above statement is Hypothesis 3: MTE has a significant effect on revisit intention.

2.3. Pride

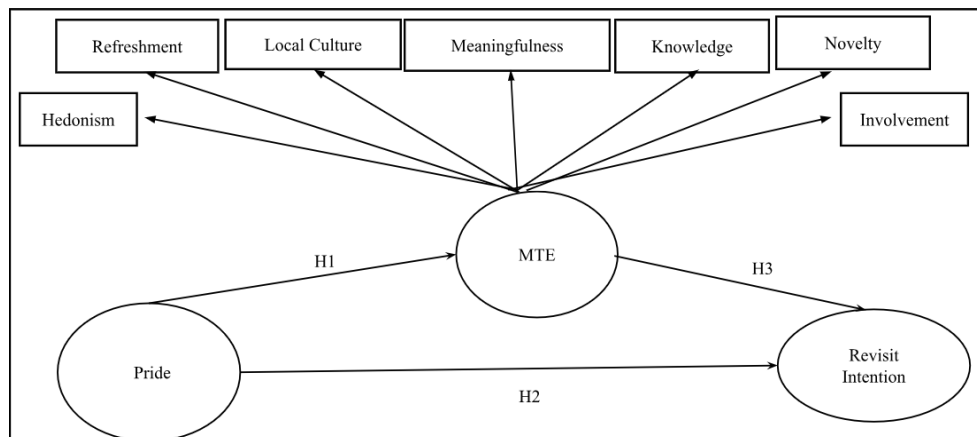
In tourism studies, pride is one of the positive outcomes that can be experienced in a non-material aspect (Soulard et al., 2024), where according to Tangney (2015), pride is an emotion consciously experienced through self-evaluation and self-reflection, especially when an individual relives their best moments (Heath & Heath, 2017). This self-evaluation can affect others' perceptions of them, making pride also a social construct. Although the literature of pride states pride's importance in tourism studies, in reality, the construct of pride is still often overlooked (Lindblom et al., 2020; Soulard et al., 2024).

Similar research carried out by (Fu & Ma, 2022) highlights that pride in employees arises from the emotional desire to be the first to achieve performance goals, making them feel pride in their accomplishments. Someone who gets praise, rewards, and feedback from others experiences pride from these positive emotions. Likewise, in hiking activities, the feeling of pride comes from overcoming challenging obstacles and receiving praise from others for managing and enjoying these challenging situations (Tavel et al., 2022). As known before, hiking is distinct from other types of tourism because it takes a long time to complete and involves a high level of risk. Additionally, Eisenberger et al. (2005) conveyed that when someone is capable of finishing those tasks or targets, it can reflect personal values and give that person a unique sense of pride.

Therefore, this research proposes the following hypotheses, namely:

1. Hypothesis 1: Pride has a significant effect against MTE.
2. Hypothesis 2: Pride has a significant effect on revisit intention.

Figure 1 shows the conceptual framework of the research:



Source: Processed by researchers (2024)

Figure 1. Proposed Conceptual Framework

RESEARCH METHOD

This research uses a quantitative approach to test the proposed hypothesis. The variables used in this research are pride, MTE (memorable tourism experience), and revisit intention.

3.1. Participants/Sample

The sample in this research consists of tourists from all over Indonesia who have engaged in hiking in the country, with an age range of 17 to 40 years. In Indonesia, 17 years is the legal age permitted for hiking, and respondents must have completed at least one hike. Respondents answered the questionnaire based on their experiences in hiking. The distribution of the questionnaire was conducted in conjunction with a seminar organized by the Ministry of Tourism and Creative Economy, which was attended by 788 participants, of whom only 142 participants met the established criteria.

3.2. Instruments

A survey questionnaire was created and approved to gather the data. There are two main sections in the final form. The measuring scales (items) for the examined constructs were arranged in the first section based on currently used, approved scales or modified from earlier research (See Table 2.). The indicators were slightly modified to be appropriate for the present study. While MTE was measured by seven indicator: meaningfulness (3 items), novelty (4 items), refreshment (4 items), hedonism (3 items), knowledge (3 items), involvement (3 items) that's all from (Kim et al., 2012; Mei, Zhang Hong et al., 2018) and variable pride have 4 items from (Rezaei et al., 2023), and last variable revisit intention is from (Mei, Zhang Hong et al., 2018).

The demographic features are covered in the final section of the questionnaire. The question is gender, job title, and demographics. Data is collected using questionnaire scale Likert of 1-6 points to avoid hesitant answer. Scale 1 shows the answer is extremely low, 2 very low, 3 medium, 4 high, 5 very high, and 6 extremely high. The developed questionnaire items are as follows.

3.3. Procedure

Before spreading questionnaire research, pre-research was done by spreading the questionnaire to 30 respondents to ensure the statements were easy understood by respondents. This research uses SEM (structural equation modeling) where excess using SEM is still considering the measurement model and the evaluation of the structural in research that was built. Additionally PLS is used to test proposed hypothesis, where excess from SEM-PLS is because it can be used in complex research models and can be used on small samples (Hair et al., 2016).

RESULTS AND DISCUSSION

4.1. Sample Characteristics

The characteristic sample used in this research is depicted in Table 1., which includes 142 respondents from online survey. Table 1. contains information regarding gender which is dominated by men as many as 55% and women as many as 45% of respondents. This matter is in accordance with whereas characteristics based on job title dominated by students as much as 88% and workers as many as 12% of respondents. The respondents are also divided based on provinces and islands, dominated by Jabodetabek at as much as 40%, then East Java 20%, Island of Sumatra 16%, West Java at 10%, Central Java at 9%, Island of Kalimantan at 3%, and East Nusa Tenggara at 2%.

Table 1. Demographic Characteristics of the Respondents (n = 142)

Profiles	Description	Frequency	Percentage
Gender	Male	76	55%
	Female	66	45%
Job Title	Students	126	88%
	Workers	16	12%
Demographics	Central Java	13	9%
	East Java	29	20%
	West Java	15	10%
	Island of Sumatra	23	16%
	Island of Kalimantan	5	3%
	East Nusa Tenggara	4	2%
	Jabodetabek (Jakarta, Bogor,	40	40%

Profil es	Descrip tion	Frequen cy	Percent age
	Depok, Tangerang, Bekasi)		

Source: Processed by researchers (2024)

4.2. Measurement Model

Before carrying out hypothesis testing, an outer model test must first be performed, one of which is a reliability test to ensure the consistency and accuracy of the data obtained. Cronbach's alpha can be used to determine the consistency and accuracy of the data through statistical test tools (Taherdoost, 2016). According to (Nunnally & Bernstein, 1978) criteria Cronbach's alpha value > 0.9 indicates high reliability; meanwhile a value of $0.7 < \text{Cronbach's alpha} < 0.9$ indicates medium reliability value. The reliability value obtained in this research is > 0.9 and the AVE value obtained in this research is > 0.9 . This means that the questionnaire items are considered to have good reliability. Next is factor loading that describes the validity of an instrument. This research uses a threshold of > 0.6 (Hair et al., 2016). Table 2. explains validity tests and reliability tests to know the quality of measurement instruments. Validity is tested by checking if the factor loadings value is > 0.60 , which indicates that the instrument is valid (Hair et al., 2016). Reliability is tested using the composite reliability value, which is 0.70, indicating that the instrument is reliable. Based on the results in Table 2., all items are declared valid and reliable.

Table 2. Confirmatory Factor Analysis

Variable s	Di m en sions	Indic ator	Fact or Load ings	C ro n b ac h' s A lp h a	Comp osite Reliab ility	A V E	Sour ce
MT E	M ea ni ng ful ne ss	I did som ethin g mea ning ful.	.94 4	.9 7 2	.982	.9 47	(Kim et al., 2012), (Mei, Zhan g Hong et al., 2018)
		I did som ethin g impo	.93 9				

Variable	Dimensions	Indicator	Factor Loadings	Cronbach's Alpha	Composite Reliability	AVE	Source
		It was different.					
		I learned about myself.	.950				
	Novelty	It was a once-in-a-lifetime experience.	.868	.968	.976	.912	
		It was a unique experience.	.872				
		It was different from previous experiences.	.950				
		I experienced something new.	.967				
	Refreshment	It was liberating.	.948	.984	.988	.954	
		I enjoyed a sense	.974				

Variable	Dimensions	Indicator	Factor Loadings	Cronbach's Alpha	Composite Reliability	AVE	Source
		Freedom.					
		It was refreshing.	.955				
		I felt revitalized.	.970				
	Hedonism	Thrilled about having a new experience.	.960	.983	.989	.966	
		Really enjoyed this tourism experience.	.951				
		Exciting.	.964				
	Knowledge	I explored something new.	.968	.979	.986	.960	
		I have new knowledge.	.964				
		I had new culture.	.944				
	Involvement	I visited a place where	.942	.983	.989	.968	

Variable	Dimensions	Indicator	Factor Loadings	Cronbach's Alpha	Composite Reliability	AVE	Source
	ent	e I really want to go.					
		I enjoyed activities which I really want to do.	.959				
		I was interested in the main activities of this tourism experience.	.963				
	Local Culture	A good impression of the local community.	.674	.974		.951	
		Experience the local culture directly.	.677				
		Local people at the desti	.691				

Variable	Dimensions	Indicator	Factor Loadings	Cronbach's Alpha	Composite Reliability	AVE	Source
		nation are friendly.					
Pride		Proud of how well I have done it.	.970	.972	.979	.922	(Rezaci et al., 2023)
		Proud of myself.	.955				
		Proud of my knowledge.	.958				
		Motivated to be proud of my achievements.	.958				
Revisit Intention		Likely to visit Mount again.	.938	.926	.953	.872	(May, Zhang, Hong et al., 2018)
		I would like to visit Mount again.	.959				
		I think I'll be going	.903				

Variable	Dimensions	Indicator	Factor Loadings	Cronbach's Alpha	Composite Reliability	AVE	Source
		back on a hike in the near future.					

Source: Processed by researchers (2024)

Table 2. which involves 29 items presenting nine constructs, shows that all Cronbach alpha value exceed 0.70. Thus, in terms of their internal consistency reliability, all metrics are strong (Nunnally & Bernstein, 1978). Additionally, the composite reliability—a better fit for PLS-SEM than Cronbach's alpha (Sarstedt et al., 2021).

To test construct validity, which indicates the measuring scale level that may accurately reflect the investigated constructs, convergent and discriminant validity were evaluated. The correlation between two or more items intended to measure the same variable is referred to as convergent validity. To assess convergent the average variance extracted (AVE) is employed to ensure validity. As shown in Table 2., the AVEs are greater than 0.50.

The degree of variation between latent variables is indicated by discriminant validity. Using the guidelines provided by Fornell & Larcker (1981), the discriminant validity was assessed to determine whether a latent variable has a stronger correlation with its own items than with other constructs. This was achieved by comparing the squared multiple correlations between constructs and each construct's AVE to examine the overlap in variance.

When correlations are always less than the AVE, discriminant validity is attained. Table 3. provides evidence of discriminant validity by showing that the square root of each construct's AVE was greater than the squared value of each correlation between latent variables (Kock, 2015). Finally, given that the outer model has been tested, the validity and dependability of the studied constructs have been met.

Table 3. Discriminant Validity – Correlation between Latent Variables

	Hedonism	Involvement	Knowledge	Local culture	MTE	Meaningfulness	Novelty	Pride	Refreshment	Revisit Intention
Hedonism	0.983									
Involvement	0.928	0.984								

	Hedonism	Involvement	Knowledge	Local culture	MTE	Meaningfulness	Novelty	Pride	Refreshment	Revisit Intention
ment										
Knowledge	0.943	0.946	0.980							
Local Culture	0.596	0.617	0.642	0.975						
MTE	0.969	0.967	0.977	0.698	0.914					
Meaningfulness	0.930	0.932	0.954	0.616	0.967	0.973				
Novelty	0.929	0.909	0.927	0.627	0.957	0.899	0.955			
Pride	0.692	0.653	0.683	0.691	0.718	0.671	0.666	0.960		
Refreshment	0.960	0.956	0.948	0.609	0.979	0.959	0.922	0.680	0.977	
Revisit Intention	0.534	0.578	0.545	0.649	0.601	0.550	0.548	0.736	0.576	0.934

Source: Processed by researchers (2024)

4.3. The Structural Model and Hypotheses Testing

The next step of the analysis is to measure the hypothesized correlations among the latent variables through path coefficients (β) and significance levels (P) (Hair et al., 2010). To evaluate the significance of path coefficients, the path coefficient values or inner model shows the level of significance in hypothesis testing. According to (Ghozali, n.d.) , if t-statistic value > 1.96 it can be concluded that the result is significant. The result shows that H1 is accepted, where pride has a positive and significant effect against MTE (t-statistic > 1.96) and P-value < 0.05 . H2 is also accepted, as pride has a positive and significant effect on revisit intention. In this research, there is one hypothesis that is not significant, namely MTE on revisit intention, with t-statistic < 1.96 , or amounting to

1.836. However, there is another result where H3, namely MTE has value that is not significant on revisit intention.

Table 4. Hypothesis Testing

Hypotheses		t-statistic	P Value	Interpretation
H1	Pride → MTE	8.768	.000	Significant
H2	Pride → Revisit Intention	5.744	.000	Significant
H3	MTE → Revisit Intention	1.836	.067	Not Significant

Source: Processed by researchers (2024)

Discussion of Main Results

Result of this research shows that pride has significant and positive impact towards MTE, as stated by (Rezaei et al., 2023). Tourist's emotional response is one of the components that can make tourist experience effective (Kim et al., 2012). Pride is a complex emotional response marked by a sense of accomplishment and self-worth and has been identified as a very important emotion in tourism (Kim et al., 2012; Melon et al., 2021). Hiking activities give a sense of pride throughout the journey due to achieving a personal goal (Lončarić et al., 2018; Nair & Raju, 2017). Hiking gives a unique experience and is different from daily activity that can give a chance to develop skills and experience spiritual growth. A hiker will feel that they have succeeded in overcoming the challenges encountered when trying to reach the peak. The various challenges encountered, whether from within oneself or from the environment, are certainties that hikers must face, such as the cold air of the forest, the heavy loads carried, and the fatigue from having hiked for dozens of kilometers. Because of these challenges, hiking is a tourism activity that not everyone can participate in. That's why, when someone becomes part of the group who can undertake such activities, they will experience a sense of pride (Eisenberger et al., 2005). It is this combination of challenges that brings pride to hikers when they successfully overcome them (Tavel et al., 2022). In conclusion, in a way, overall, tourists who feel proud of the experience (Tavel et al., 2022). In conclusion, tourists who feel proud of their tourism experience may perceive it as more meaningful and valuable, leading to stronger emotional attachment and a greater likelihood of remembering the experience. Therefore, tourists can experience MTE and form their overall perception of hiking activities.

Next, the result of the research reveals a significant relationship between pride and revisit intention. This differs from the findings reported by Effendi et al. (2022), where pride did not have a significant effect on revisit intention. However, it aligns with the research conducted by Bintarti & Kurniawan (2017) dan Sadat & Chang (2016), which found that pride does have a significant impact on revisit intention. Pride originates from positive self-evaluation, which significantly influences decision-making and an

individual's behavioral intentions (Pawaskar & Goel, 2016). This research indicates that the feeling of pride from hiking can create a desire to do it again. More deeply, pride encourages hikers to develop a stronger attachment to the destination, thereby increasing the likelihood of returning to the same location in the future. The reason why hikers who experience pride tend to revisit are explained by several factors. According to Huang et al. (2010), this is based on social recognition and validation. The social recognition felt when individuals share their hiking experiences on social media platforms can generate likes, comments, and shares, thereby increasing the sense of pride among hikers. This external validation can strengthen their emotional connection and increase the likelihood of returning. Another underlying factor is personal growth (Czikszentmihalyi, 1990) where the sense of growth increases when facing challenges or acquiring new skills. This personal growth includes aspects such as mindfulness and nature connection, as well as educational programs about the local ecosystem, geology, or history, which enrich the hiking experience. Ultimately, the newfound self-confidence and self-worth can be transformed into a greater desire to revisit the place where this personal growth occurred.

Lastly, the result of the research indicates that MTE does not have a significant impact on revisit intention. According to (Melon et al., 2021), this matter happens because MTE alone is not sufficient to encourage revisit behavior; other factors such as destination image, tourist preferences, motivation, or other elements must be considered. Furthermore, other factors affecting the insignificant results include the subjectivity of memory, the nature of the experience, and the time factor. Specifically, the subjectivity of memory means that MTE can differ for individuals; what is memorable for one person might not be for another, and memory fading over time can affect decision making. Next is the nature of the experience, where unforgettable hiking experiences can be negative, such as bad weather, difficult terrain, or a lack of cohesion among hiking groups, which can hinder the intention to return. Following that is time factor, where the intention to revisit is influenced by plans and long-term considerations rather than impulsive decisions based on a single experience. Considering that hiking is a time-consuming activity requiring thorough preparation and both physical and mental readiness, this long-term perspective is crucial.

Limitations

This research has contributions that can be utilized, but also has limitations. First, this research is limited to three research variables, meanwhile, to evaluate emotion, lots of other variables can be added to clarify the research results and its impact. Second, this research does not use a specific mountain object, whereas different mountains have varying infrastructure conditions. Therefore, future research can be more specific and focused on selecting a particular research object. Lastly, researchers can choose more specific respondents, like hiking community, to better understand the reasons why respondents engage in hiking activity.

Implications for Behavioral Science

This research makes a significant contribution to behavioral science. This research emphasized the power of experience-based marketing in influencing future decision-making behavior. By identifying pride as a primary motivator, customers are shown new ways to make decisions, with social influence being a crucial component in shaping

consumer behavior. Additionally, this research emphasized the big impact of nature-based experiences on human well-being, emphasizing not just physical health but also psychological well-being as a primary goal of the journey. This aligns with broader research on the restorative power of nature. Finally, this research highlights that its results provide a valuable foundation for future research in marketing and consumer psychology, as well as its practical applications.

CONCLUSION

This research underlines the important role of pride and MTE in shaping the behavior of hikers. This research contributes to a deeper understanding of consumers' psychology in the context of tourism. The findings emphasized the importance of creating authentic or unforgettable experiences that are personally relevant to hikers on an emotional level. Additionally, the research reveals that MTE alone cannot be a sole reason for consumers to revisit, particularly in hiking tourism, which involves a long duration and requires thorough preparation for a repeat visit, rather than impulsive decisions. Thus, other factors need to be further identified. Stakeholders in tourism can use these insights to develop targeted strategies to enhance tourist revisit intentions.

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