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Distribution Strategies for Tourism Experience Value: Effects of Social Media Promotion and Accessibility on Revisit Intention*

Yusrab Ardianto SABBAN¹, Muhammad FACHMI², Zulkifli SULTAN³

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Abstract

Purpose: This study aims to support the sustainability of the local tourism sector in South Sulawesi by analyzing the distribution of tourism experience value. Specifically, it investigates how social media promotion and destination accessibility influence tourists' revisit intention, with memorable tourism experience serving as a mediating variable. **Research design, data, and methodology:** A quantitative research approach was employed involving 210 domestic tourist respondents. Data were collected through structured questionnaires and analyzed using Structural Equation Modeling (SEM) with AMOS software. The Sobel test was also conducted to examine the mediating effects. **Results:** The findings reveal that both social media promotion and destination accessibility have a positive and significant impact on the formation of memorable tourism experiences. In turn, memorable tourism experiences significantly influence revisit intention. However, social media promotion does not have a significant direct effect on revisit intention but rather exerts its influence indirectly through memorable experiences. In contrast, destination accessibility demonstrates both direct and indirect significant effects on revisit intention. **Conclusions:** This study supports the Stimulus–Organism–Response (S-O-R) framework in the context of tourism distribution and highlights destination accessibility as a strategic factor in driving repeat visits. The results underscore the importance of digital promotional efforts and infrastructure development in enhancing tourism experience value and behavioral outcomes.

Keywords: Social Media Promotion, Destination Accessibility, Memorable Tourism Experience, Tourism Distribution, S-O-R Framework

JEL Classification Code: M21, M31, L83

1. Introduction

In the current digital economy, social media has emerged as a strategic distribution channel for the dissemination of tourism-related information and services. As digital platforms transform the landscape of marketing communication, they concurrently redefine the distribution

of tourism content by facilitating real-time, user-generated dissemination across virtual networks. For tourists, social media serves not only as an interactive search engine but also as a distribution platform that influences decision-making and travel preferences (Pricope Vancia et al., 2023). Moreover, the accessibility of social media on mobile devices allows individuals to interact anytime, anywhere,

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1 First Author. Business Digital, STIE Amkop Makassar, Indonesia. Email: yusrabardianto@gmail.com

2 Second and Corresponding Author. Management, STIE Amkop Makassar, Indonesia. Email: muhammadfachmi@unesa.ac.id

3 Third Author. Management, Universitas Terbuka, Indonesia. Email: zulkifli_sultan@ecampus.ut.ac.id

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making it an inseparable part of daily life (Lai & Liu, 2020). Consequently, popular digital platforms such as Instagram, Facebook, YouTube, and TikTok (Nazir et al., 2024), play a significant role in enhancing visibility and expanding the informational reach of tourism destinations.

From a distribution perspective, social media does not merely function as a promotional tool but rather as a digital infrastructure for experience-based storytelling, capable of distributing emotional narratives and user-generated content that travels across online communities. Literature suggests that these platforms support a networked system of information logistics, enabling destinations to strengthen their visibility through peer influence, electronic word-of-mouth (e-WOM), and emotionally engaging content (Casaló & Romero, 2019; Fusté-Forné & Filimon, 2021). As a result, they facilitate a dynamic reconfiguration of tourism service distribution, where information flows, social capital, and consumer engagement converge.

Prior studies have revealed that social media-based destination promotion plays a critical role in shaping tourists' perceptions and revisit intentions (Sukaatmadja et al., 2022). Furthermore, effective social media promotion can be designed by leveraging user-generated content, which is regarded as a more influential promotional tool in the tourism industry (Pike et al., 2019). A survey conducted by the Australian Federation of Travel Agents found that 52% of Australian consumers stated that photos shared by friends on social media inspired their next travel plans, and 30% used social media to search for travel deals (Pike et al., 2019).

However, the decision to revisit a tourism destination is not always directly influenced by social media promotion. Drawing on the Stimulus-Organism-Response (SOR) theory proposed by Mehrabian and Russell, external stimuli such as social media promotion do not automatically lead to behavioral responses. Instead, they first trigger emotional and cognitive experiences, which subsequently influence behavior (Mehrabian & Russell, 1974). In this context, a memorable tourism experience serves as a critical psychological factor that mediates the relationship between promotional stimuli and tourists' revisit intentions.

The concept of tourism experience has received considerable attention in prior research, particularly in the field of tourism management. A memorable experience is commonly reflected through four dimensions: affect, expectations, consequentiality, and recollection. Among these, namely, the emotions and positive feelings associated with the experience have been widely acknowledged by respondents as a critical component of what constitutes a memorable tourism experience (Tung & Ritchie, 2011). Furthermore, some scholars argue that tourist engagement alone is insufficient; instead, creating direct and meaningful connections between tourists and local culture is essential

for delivering truly memorable experiences (Chen et al., 2021). A positive perception of a destination does not necessarily lead to revisit intention unless a memorable tourism experience mediates it (Zhang et al., 2018a).

In this context, the exploration of digital technologies, particularly social media within a mobile social context, becomes imperative in facilitating the creation of enjoyable and emotionally resonant tourism experiences each time visitors engage with a destination (Buhalis & Foerste, 2015). Positive memories derived from tourism experiences not only enhance tourist loyalty (Guerreiro et al., 2025) but also significantly contribute to revisit intention (Kim, 2018).

In addition, fostering memorable tourism experiences can also be supported by examining the role of destination accessibility. Improvements in accessibility, such as better infrastructure and clearer travel information, positively influence tourist satisfaction and enrich the overall experience (Dumitraşcu et al., 2023). Accessibility plays a dual role: it not only enhances the comfort of general travelers but also ensures inclusive experiences for those with specific travel needs (Rubio-Escuderos et al., 2021). When there is a strong desire to visit a destination but accessibility is limited, it can significantly reduce both the comfort and quality of the experience (Perangin-Angin et al., 2023). Therefore, understanding destination accessibility is crucial as a determinant of memorable tourism experience and a driver of revisit intention.

In reality, revisit rates among domestic tourists in some South Sulawesi tourism destinations remain suboptimal. For instance, according to recent data from the Central Statistics Agency, domestic tourist visits to Tana Toraja and North Toraja, which are well-known for their rich cultural, natural, and historical attractions, have decreased from approximately 2 million visitors in 2022 to 1.7 million in 2024. This decline mirrors field observations indicating that destination accessibility remains inadequate, which may hinder the creation of memorable tourism experiences and, consequently, reduce tourists' intention to revisit. In addition, there exists a significant disparity in the number of domestic tourists across different regions in South Sulawesi. For instance, while Makassar City recorded approximately 8 million domestic tourists in 2024, other regions such as Bulukumba and Gowa Regency reported substantially lower figures, with only 1.1 million and 3.5 million tourists respectively. This disparity suggests a need to reassess the effectiveness of social media promotions, particularly in conveying the distinctive values and uniqueness of each destination. When executed effectively, social media promotions can foster positive tourist perceptions and facilitate the creation of memorable tourism experiences, which are essential precursors to enhancing revisit intention.

However, empirical evidence also indicates that social media promotion does not always yield positive outcomes

in influencing revisit behavior. Several studies have noted that while social media may initially attract tourists, it can sometimes create inflated expectations that are not met during the actual visit, leading to disappointment and reduced revisit intention (Mittal et al., 2022; Pertiwi et al., 2024; Situmorang et al., 2020). This points to the need for more nuanced approaches that ensure promotional content is not only attractive but also authentic and aligned with the actual tourism experience (Narangajavana et al., 2017).

This study is particularly urgent given the strategic importance of South Sulawesi's tourism development, which holds immense potential due to its rich blend of cultural heritage and natural beauty. However, despite this promise, tourism growth in several areas remains suboptimal, primarily due to two interrelated challenges: the ineffective utilization of social media as a promotional tool and the persistent limitations in destination accessibility. These issues not only constrain tourists' exposure to attractive destinations but also impair the overall quality of experience that drives loyalty and revisit intention.

Social media platforms should serve not merely as information channels but also as strategic instruments for conveying emotional narratives and immersive storytelling elements that are crucial to forming memorable tourism experiences. At the same time, destination accessibility plays a fundamental role in ensuring tourist convenience, enhancing satisfaction, and strengthening destination attachment.

Given these dynamics, the central research problem addressed in this study is: To what extent do social media promotion and destination accessibility influence tourists' revisit intention, and how does memorable tourism experience mediate these relationships?

Accordingly, this study aims to:

1. Examine the direct effects of social media promotion and destination accessibility on revisit intention.
2. Investigate the mediating role of memorable tourism experience in these relationships.

Through this integrated framework, the study aspires to enrich the literature on tourism service distribution by positioning memorable experiences as a psychological link between distributed marketing stimuli and behavioral outcomes. Simultaneously, it offers practical insights for destination managers and policymakers to enhance tourism service delivery and information distribution, especially in underrepresented regions of South Sulawesi.

2. Literature Review

2.1. Social Media Promotion

In line with the evolving behavior of modern tourists in the digital era, social media promotion has become an

essential strategy for destination marketing. Social media platforms are no longer limited to serving as channels for information sharing; rather, they now function as powerful distribution tools that shape tourist perceptions, stimulate emotional engagement, and drive visit intentions (Pricope Vancia et al., 2023). These platforms serve as storytelling agents, narrating compelling visual and interactive narratives about places, cultures, and tourism experiences, which can attract potential visitors by appealing to their affective and experiential interests (Fusté-Forné & Filimon, 2021). Furthermore, social media promotion is not only effective in influencing purchase intention but also plays a critical role in fostering brand advocacy through positive consumer behaviors such as electronic word of mouth (e-WOM) (Casaló & Romero, 2019). The emotional connections cultivated through digital content are crucial in building community-based loyalty, where travelers engage not only as consumers but also as advocates who share and promote their experiences within their social networks.

Previous literature also highlights that social media promotion can enhance repeat purchase behavior, although this often requires a concurrent increase in trust toward the tourism service or destination being promoted (Al-Dmour et al., 2023). Gao et al. (2021) further argue that effective social media promotion directly influences tourists' revisit intention, as platforms allow destinations to communicate new services, testimonials, and attractive programs in real time. These messages, when strategically crafted, position the destination as a preferred option for future visits (Syah & Suyitno, 2025). The study by Kesgin and Murthy (2019) highlights the role of social currency in online reviews, demonstrating that consumer engagement on social media can enhance visitor loyalty and revisit intention, even without prior experience. This indicates that effective social media promotion can add value to tourism destinations by fostering greater engagement and customer loyalty.

In the context of the COVID-19 pandemic, social media had a significant positive impact on customer brand engagement, which, in turn, influenced revisit intention (Rather, 2021). However, perceptions of risk and fear related to COVID-19 were found to moderate this relationship, suggesting that the effectiveness of social media promotion can be influenced by external factors such as global health conditions. Furthermore, the study by Shafiee et al. (2016) revealed that a positive destination image shaped through social media can increase tourist satisfaction and the intention to revisit the destination. This underscores the importance of promotional strategies that are not only informative but also capable of building a favorable image of the destination in potential tourists' minds. Interestingly, a recent study introduced the concept of Social Return (SR), defined as the anticipated positive evaluation of tourists' social media posts by significant

individuals in their social networks. The findings reveal that SR significantly influences both memorable tourism experiences (MTE) and behavioral intentions (BI), including the intention to revisit and to recommend the destination to others (Mittal et al., 2022).

From a theoretical standpoint, the Stimulus–Organism–Response (SOR) framework developed by Mehrabian and Russell (1974) provides a robust foundation for understanding how social media promotion functions in influencing tourist behavior. Within this model, social media promotion serves as the external stimulus (S) that elicits internal cognitive and affective responses in the individual (O), which in turn generate behavioral outcomes such as revisit intention (R). Importantly, these responses are not direct but mediated through the formation of a memorable tourism experience, which acts as a key psychological mechanism bridging the stimulus and the response.

Therefore, previous literature consistently underscores the strategic importance of social media promotion in creating positive tourist perceptions and emotional resonance. However, despite growing interest, research focusing specifically on the role of social media promotion in tourism settings remains limited, particularly in relation to its influence on memorable experiences and subsequent revisit behaviors. This study seeks to address this gap by examining how effective social media promotion contributes not only to the creation of memorable tourism experiences but also to the enhancement of revisit intention, thereby supporting the broader agenda of sustainable tourism development.

2.2. Destination Accessibility

Destination accessibility is a fundamental element in tourism development, as it directly affects the ease with which tourists can reach a location. Good accessibility not only enhances travelers' mobility but also improves comfort and travel efficiency, ultimately influencing both satisfaction and revisit intention. Several studies emphasize that accessibility is a key indicator in determining a destination's competitiveness (Al-Bazaiah, 2022; Rebelo et al., 2022).

In this context, accessibility extends beyond the mere availability of physical infrastructure such as roads and airports; it also encompasses travel time, ease of transportation modes, logistics system integration, and the readiness of supporting facilities (Weng et al., 2020; Yen et al., 2021). Well-developed transportation infrastructure facilitates smooth and well-planned tourist movement, shaping positive perceptions of the destination (Lai & Liu, 2020). Accessibility is also closely linked to perceived destination quality, which serves as a predictor of tourist

satisfaction and behavioral intentions (Rajaratnam et al., 2015). Accessibility should be understood as a combination of spatial and non-spatial factors that determine the extent to which a destination can be efficiently reached (Dumitrașcu et al., 2023). Barriers such as limited transportation options, poor regional integration, or a lack of digital information can reduce a destination's appeal even when it possesses strong tourism potential.

Other studies further indicate that ease of access has a direct impact on the formation of destination image, which in turn influences tourists' decision-making and intention to visit (Cham et al., 2021; Cham et al., 2022). For instance, in the context of medical tourism, perceptions of accessibility were found to significantly affect Malaysia's destination image, which then impacted perceived value and revisit intention (Cham et al., 2021). Another study revealed that accessibility is a critical dimension of tourist memory experiences that are easily accessible, pleasant, and clearly remembered tend to enhance revisit intention and positive word of mouth (Kim et al., 2021).

Therefore, destination accessibility is inseparable from the overall competitiveness of a destination. Reliable roads and public transportation, seamless multimodal integration, and accessible, accurate information are key pillars in delivering a positive and memorable tourist experience. In tourism destinations rich in cultural and geographical heritage, such as Indonesia's natural and cultural attractions, it is essential for stakeholders to continuously enhance accessibility quality to strengthen the destination's image and boost revisit intention.

2.3. Memorable Tourism Experience

The concept of Memorable Tourism Experience (MTE) has garnered considerable scholarly attention due to its significant role in shaping tourist loyalty (Huang & Bu, 2022), as well as in enhancing destination attractiveness and revisit intention (Fachmi et al., 2024; Kim, 2018). A memorable tourism experience is an individual's perception of a tourism experience that is enjoyable, personally meaningful, and enduring in long-term memory. It is often characterized by uniqueness, positive emotional stimulation, self-enrichment, and the creation of intrinsic value throughout the travel experience (Bai et al., 2024). Within the framework of the Stimulus–Organism–Response (S-O-R) theory (Mehrabian & Russell, 1974), MTE functions as the organism, an internal affective and cognitive response to external stimuli such as social media promotion and destination quality.

In the context of wellness tourism, MTE has been studied using the S-O-R approach, where escapism, co-creation, experiential intensity, and satisfaction act as stimuli, while outcomes include well-being and place

attachment (Sthapit et al., 2020). This line of inquiry underscores how immersive, co-creative experiences can enhance a destination's emotional salience and memorability. MTE comprises four core dimensions: affect (positive emotions), expectations (alignment between expectations and actual experiences), consequentiality (personal significance or long-term impact), and recollection (ease of recall over time) (Tung & Ritchie, 2011).

It is important to note that a positive perception of a destination does not automatically translate into revisit intention. Rather, this relationship is mediated by the formation of a memorable experience (Zhang et al., 2018a). In this regard, Buhalis and Foerste (2015) highlight that the use of digital technologies, including mobile-based social media platforms, can facilitate the creation of more immersive and personalized tourism experiences. These technologies enable tourists to access real-time information, share moments instantly, and receive social feedback elements that enrich the emotional and cognitive dimensions of MTE.

Overall, the literature establishes that MTE is a multidimensional construct, shaped by affective, cognitive, social, cultural, and functional factors. In the present study, MTE is positioned as a mediating variable that bridges the influence of external stimuli, namely, social media promotion and destination accessibility, on tourists' revisit intention. Investigating this mediating role is expected to offer novel insights into the importance of experience design that not only captivates visually but also resonates emotionally and remains vivid in memory, particularly in the context of South Sulawesi's culturally and naturally rich tourism destinations.

2.4. Revisit Intention

Revisit intention is widely regarded as a key indicator of a tourism destination's success in cultivating tourist loyalty. In tourism marketing literature, revisit intention is defined as an individual's psychological tendency or willingness to return to a previously visited destination within a specific timeframe. It reflects the tourist's interest, planned effort, and intention to engage in repeat visitation (Kim, 2018).

From a theoretical standpoint, revisit intention is frequently conceptualized through the Theory of Planned Behavior (TPB) (Ajzen, 1985), which posits that behavioral intention is determined by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control. In the tourism context, tourists' attitudes toward a destination formed through prior experiences are essential in determining whether they will consider revisiting. Accordingly, a positive and memorable tourism experience plays a pivotal role in fostering favorable attitudes that

support revisit intention (Huang & Bu, 2022).

Empirical studies have consistently demonstrated that variables such as memorable tourism experience, destination image, overall satisfaction, emotional value, and social value significantly impact revisit intention (Brochado et al., 2022; Fachmi et al., 2024; Kim, 2018). In addition, recent research underscores the influential role of social media promotion in shaping revisit behavior (Gao et al., 2021). Social media content does more than merely disseminate information; it facilitates the sharing of user-generated content, testimonials, service updates, and promotional campaigns that can reinforce the desirability of a destination as a top choice for future travel (Syah & Suyitno, 2025).

In the context of this study, revisit intention is conceptualized as the dependent variable, influenced by two primary external stimuli: destination accessibility and social media content marketing. The effect of these stimuli is hypothesized to be mediated by memorable tourism experience, which acts as the internal psychological mechanism connecting initial tourist perceptions to future behavioral intentions. This structural model aligns with the Stimulus–Organism–Response (S–O–R) paradigm, wherein external stimuli activate internal cognitive and emotional processes (organism) that ultimately lead to behavioral outcomes (response). Understanding revisit intention as the outcome of an interplay between physical accessibility, affective experience, and digital promotional exposure is thus crucial for formulating tourism development strategies aimed at fostering long-term tourist loyalty, especially in culturally and geographically unique destinations such as those found in South Sulawesi, Indonesia.

2.5. Hypothesis

Based on the theoretical foundations and empirical findings discussed previously, this study proposes a conceptual model that integrates social media promotion, destination accessibility, memorable tourism experience, and revisit intention. The model is grounded in the Stimulus–Organism–Response (S–O–R) framework, in which social media promotion and destination accessibility are conceptualized as external stimuli that influence tourists' behavioral responses, specifically revisit intention, through an internal psychological mechanism the memorable tourism experience. To empirically test the relationships among these constructs, the following hypotheses are formulated:

- H1:** Social media promotion has a positive and significant impact on the memorable tourism experience.
- H2:** Destination accessibility has a positive and significant impact on the memorable tourism experience.
- H3:** Social media promotion has a positive and significant impact on revisit intention.

- H4:** Destination accessibility has a positive and significant impact on revisit intention.
- H5:** The memorable tourism experience has a positive and significant impact on revisit intention.
- H6:** Social media promotion has a positive and significant impact on revisit intention through the memorable tourism experience.
- H7:** Destination accessibility has a positive and significant impact on revisit intention through the memorable tourism experience.

3. Research Methods

This study adopts a quantitative research design grounded in the positivist paradigm of scientific inquiry. The primary objective is to advance theoretical understanding in tourism marketing, particularly regarding the psychological and behavioral mechanisms through which social media promotions and destination accessibility affect tourists' revisit intentions. This approach is consistent with the principles of empirical research emphasized by Rini and Ferdinand (2023), wherein data collection, analysis, and inference are driven by observable and measurable phenomena.

The empirical setting involves four key tourism destinations in South Sulawesi Province: Bulukumba Regency, Gowa Regency, North Toraja Regency, and Tana Toraja Regency. These regions were purposively selected due to their strategic importance and sustained appeal to domestic tourists in the post-pandemic period. Their prominence makes them highly relevant for studying revisit behavior in emerging tourism markets. The study targets domestic tourists aged 18 and above who have visited at least one of the designated destinations within the last five years. The selection criteria ensure relevance, recency, and cognitive accessibility of tourism experiences among respondents. A hybrid sampling technique was employed, combining purposive and accidental sampling. Purposive sampling ensured that respondents met inclusion criteria related to age and past travel behavior, while accidental sampling facilitated practical access to participants during on-site and online data collection.

To determine an adequate sample size, the study follows the guidelines from Hair et al. (2021), recommending a minimum ratio of 5–10 respondents per observed variable. With 21 measurement items across four constructs, the minimum sample size required was 105–210 respondents. Accordingly, 210 questionnaires were distributed, and all usable responses were retained for analysis.

The research instrument was a structured questionnaire comprising 21 items, designed to measure four key latent constructs: Social Media Promotion (SMP), Destination

Accessibility (DA), Memorable Tourism Experience (MTE), and Revisit Intention (REI). The social media marketing variable was measured using five items (Sukaatmadja et al., 2024; Wibowo et al., 2021): The destination's social media promotion presents attractive content (SMP1); Social media makes it easier to get recommendations from other users (SMP2); The destination's social media promotion feels creative and innovative (SMP3); I often see promotions of this destination across various platforms (SMP4); Social media promotions increased my interest in seeking more information (SMP5). The destination accessibility variable was measured with six items (Naguib & Elsharnouby, 2024; Thong et al., 2023): This destination is easily accessible by various means of transportation (DA1); Travel routes to the destination are clear and not confusing (DA2); Transportation costs to this destination are affordable for tourists (DA3); Sufficient parking facilities are available at this destination (DA4); Roads leading to the destination are in good and safe condition (DA5); Directional signs are adequate to assist the journey to the destination (DA6).

The memorable tourism experience variable consisted of five items (Fachmi et al., 2024; Mittal et al., 2022): This tourism experience is one of the most enjoyable in my life (MTE1); This holiday gave me positive energy (MTE2); I experienced the local culture up close at this destination (MTE3); I discovered something new during my visit to this destination (MTE4); Traveling has positively impacted my quality of life (MTE5). The revisit intention variable was measured using five items (Vu et al., 2024; Zhang et al., 2018b): Destinations in South Sulawesi are my top choice for vacation (REI1); I am interested in visiting destinations in South Sulawesi more often (REI2); Pleasant memories of this trip increase my desire to return (REI3); This holiday made me eager to come back for more experiences (REI4); Positive reviews from previous visitors assure me to revisit (REI5).

The questionnaire items were developed based on measurement indicators drawn from previous studies and were designed to reflect respondents' perceptions of the significance of social media promotion and destination accessibility, and their impact on memorable tourism experiences and revisit intentions. The entire instrument used a semantic differential scale with responses ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) (Fachmi et al., 2020). To assess the validity and reliability of the measurement instrument, the study applied Confirmatory Factor Analysis (CFA), following the recommendations by X. Chen et al. (2020). The CFA results were evaluated using three key indicators: factor loadings > 0.5 , Average Variance Extracted (AVE) > 0.5 , and Composite Reliability (CR) > 0.7 (Chin, 2009; Hair et al., 2021).

For hypothesis testing and structural model evaluation, the study employed Structural Equation Modeling (SEM)

using AMOS software. SEM was chosen due to its capability to estimate complex measurement models and provide a comprehensive assessment of structural relationships (X. Chen et al., 2020). Additionally, to test for indirect (mediating) effects, the Sobel test was conducted using an online Sobel calculator, providing statistical verification of the significance of mediating relationships within the proposed model.

4. Results and Discussion

4.1. Respondent Characteristics

A total of 210 respondents, who are domestic tourists visiting various tourism destinations in South Sulawesi, participated in this survey. As presented in Table 1, the sample consisted of 51.9% male and 48.1% female respondents. In terms of age distribution, the largest proportion of respondents fell within the 31–45 years age group (49.5%), followed by those under 30 years (42.4%), 46–60 years (7.1%), and above 61 years (1.0%).

Regarding the educational background, the majority of respondents held a Bachelor’s degree (S1), accounting for 49.5% of the total sample, indicating a relatively well-educated group of tourists. In terms of occupational background, respondents were fairly evenly distributed across categories, with the highest proportion being civil servants (19.5%), followed by students (17.6%) and private-sector employees (14.3%).

Lastly, regarding travel frequency to the same destinations in South Sulawesi over the last five years, most respondents reported visiting fewer than three times (43.8%). This was followed by those who had visited the same destination four to six times (35.7%), indicating varying levels of destination familiarity among the sample.

4.2. Confirmatory Factor Analysis (CFA) Test

This study employed Confirmatory Factor Analysis (CFA) for both exogenous and endogenous variables to assess the validity and reliability of the measurement

instruments. The CFA was conducted by evaluating the factor loadings (> 0.50), Average Variance Extracted (AVE > 0.50), and Composite Reliability (CR > 0.70). As presented in Table 2, the factor loadings for all 21 items exceeded the threshold of 0.50, indicating that the items used in the instrument are valid. Furthermore, reliability testing based on AVE and CR values confirmed that the instruments are reliable, with all constructs demonstrating AVE values greater than 0.50 and CR values above 0.70. These results indicate that the measurement items are appropriate for use in subsequent analyses.

Table 1: Respondent Characteristics

Characteristics	Category	Frekuensi	%
Gender	Male	109	51,9
	Female	101	48,1
Age	Under 30 years old	89	42,4
	31 – 45 years old	104	49,5
	46 – 60 years old	15	7,1
	Over 61 years old	2	1,0
Education Level	Junior High School	1	0,5
	Senior High School	54	25,7
	Diploma (Associate Degree)	3	1,4
	Bachelor’s Degree	104	49,5
	Master’s Degree	39	18,6
Occupation	Doctoral Degree	9	4,3
	Civil Servant (ASN)	41	19,5
	Teacher / Lecturer	29	13,8
	Contract Employee	15	7,1
	Student	37	17,6
	State-Owned Enterprise Employee	12	5,7
	Private Sector Employee	30	14,3
	Entrepreneur	29	13,8
Number of Visits	Others	17	8,1
	Fewer than 3 visits	92	43,8
	4 – 6 visits	75	35,7
	7 – 10 visits	24	11,4
	More than 10 visits	19	9,0

Note: Primary data elaboration, 2025

Table 2: Validity and Reliability Measurement

Variables	Items	Loading Factor	AVE	CR
Social Media Promotion (SMP)	The promotion of the destination on social media presents engaging content (SMP1)	0,796	0,625	0,939
	Social media makes it easier for me to get recommendations from other users (SMP2)	0,807		
	The promotion of the destination on social media feels creative and innovative (SMP3)	0,843		
	I frequently come across the destination’s promotion across various platforms (SMP4)	0,648		
	Social media promotion stimulates my interest in seeking further information about the destination (SMP5)	0,844		

Variables	Items	Loading Factor	AVE	CR
Destination Accessibility (DA)	This tourist destination is easily accessible by various modes of transportation (DA1)	0,780	0,645	0,959
	The travel routes to this destination are clear and not confusing (DA2)	0,776		
	The transportation costs to reach this destination are affordable for tourists (DA3)	0,857		
	Adequate parking facilities are available at the destination (DA4)	0,841		
	The road access to this destination is in good and safe condition (DA5)	0,773		
	There are sufficient directional signs to facilitate the journey to the destination (DA6)	0,786		
Memorable Tourism Experience (MTE)	This tourism experience is one of the most enjoyable moments in my life (MTE1)	0,807	0,643	0,941
	Traveling to this destination gave me a positive boost of energy (MTE2)	0,880		
	I was able to experience the local culture up close at this destination (MTE3)	0,749		
	I discovered something new during my visit to the destination (MTE4)	0,728		
	Traveling has positively impacted the quality of my life (MTE5)	0,837		
Revisit Intention (REI)	Tourist destinations in South Sulawesi are my top choice for vacation (REI1)	0,883	0,759	0,950
	I am interested in visiting destinations in South Sulawesi more frequently (REI2)	0,915		
	Beautiful memories from this trip increase my desire to return (REI3)	0,864		
	This vacation makes me want to come back soon to enjoy more experiences (REI4)	0,903		
	Positive reviews from previous visitors strengthen my intention to revisit (REI5)	0,785		

Note: Primary data elaboration, 2025

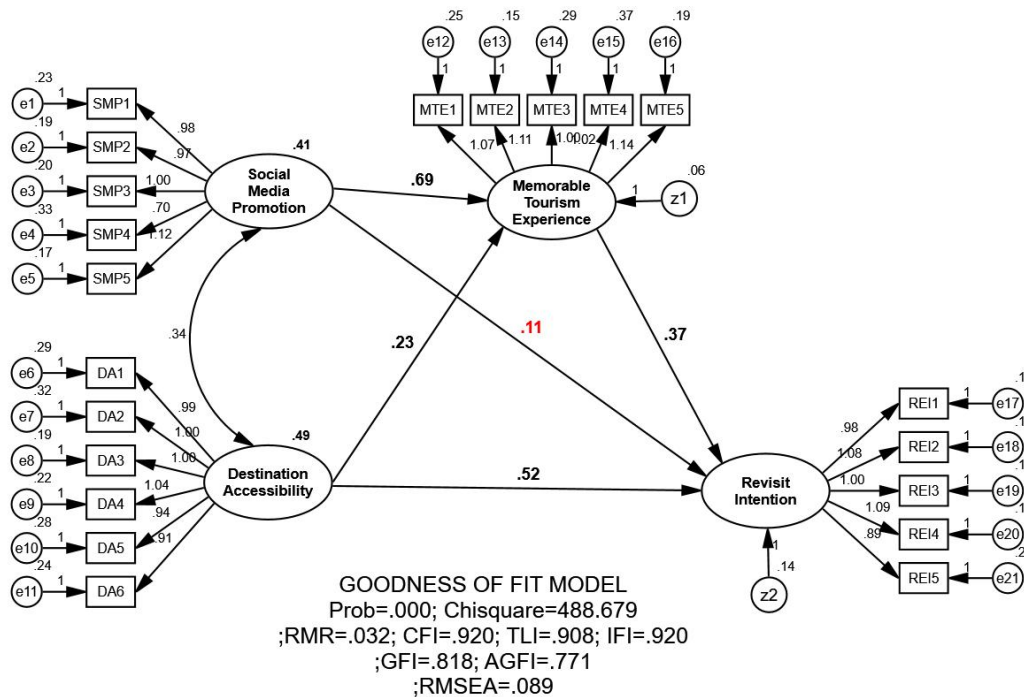


Figure 1. Full Structural Model Result

4.3. Data Analysis and Hypothesis Test Result

Structural Equation Modeling (SEM) using AMOS software was conducted to test the hypotheses proposed in this study. Before hypothesis testing, the SEM model must meet the required goodness-of-fit criteria to ensure that the developed model is well-specified and aligns with the

underlying research problem. The goodness-of-fit test results, as shown in Figure 1, indicate that the model satisfies several recommended fit indices, including RMR < 0.05, CFI > 0.90, TLI > 0.90, IFI > 0.90, and RMSEA < 0.08. Therefore, the model is considered to have a good fit (Arbuckle, 2016).

Hypothesis testing was then conducted, as presented in Table 3. The first hypothesis (H1), which proposed that social media promotion has a positive and significant effect on memorable tourism experience, is supported by a path coefficient of 0.706 and a p-value of 0.000 ($p < 0.05$). Thus, Hypothesis H1 is accepted. The second hypothesis (H2) posited that destination accessibility has a positive and significant effect on memorable tourism experience. The

analysis shows a correlation coefficient of 0.260 with a p-value of 0.000 ($p < 0.05$), indicating that Hypothesis H2 is also accepted.

This study also tested the hypothesis that social media promotion has a positive and significant effect on tourists' revisit intention. However, the result reveals a path coefficient of 0.095 and a p-value of 0.500 ($p > 0.05$), suggesting that Hypothesis H3 is rejected.

Table 3: Hypothesis Testing

Hypothesis	Std. Estimate	Estimate	Critical Ratio	P	Conclusion
Social Media Promotion → Memorable Tourism Experience	0,706	0,687	7,790	0,000	Accepted
Destination Accessibility → Memorable Tourism Experience	0,260	0,232	3,470	0,000	Accepted
Social Media Promotion → Revisit Intention	0,095	0,109	0,674	0,500	Rejected
Destination Accessibility → Revisit Intention	0,496	0,524	5,700	0,000	Accepted
Memorable Tourism Experience → Revisit Intention	0,317	0,374	2,064	0,039	Accepted

Note: Primary data elaboration, 2025

Further analysis was conducted to examine the effects of destination accessibility and memorable tourism experience on revisit intention. The results show that destination accessibility ($\beta = 0.496$, $p = 0.000$) and memorable tourism experience ($\beta = 0.317$, $p = 0.039$) both have positive and significant effects on revisit intention. Therefore, Hypotheses H4 and H5 are accepted.

To examine the significance of indirect effects, the Sobel test was employed. The results reveal that social media

promotion has a positive and significant indirect effect on revisit intention through memorable tourism experience ($\beta = 0.223$, $p = 0.023$). Similarly, destination accessibility also shows a positive and significant indirect effect on revisit intention via memorable tourism experience ($\beta = 0.082$, $p = 0.038$). These findings indicate that Hypotheses H6 and H7 are supported.

Table 4: Indirect Effect

Hypothesis	Direct Effect	Indirect Effect	Sobel test statistic	P	Conclusion
Social Media Promotion → Memorable Tourism Experience → Revisit Intention	0,095	0,223	1,997	0,023	Accepted
Destination Accessibility → Memorable Tourism Experience → Revisit Intention	0,496	0,082	1,774	0,038	Accepted

Note: Primary data elaboration, 2025

4.4. Discussion

This study involved domestic tourists visiting several destinations in South Sulawesi. The main findings indicate that social media promotion does not directly influence tourists' revisit intention. Instead, a memorable tourism experience plays a significant mediating role in this relationship. In other words, the effectiveness of social media promotion in enhancing revisit intention depends on its ability to evoke memorable experiences for tourists. These results reinforce the view that, in the context of digital promotion, tourists are not merely passive recipients of information but are engaged in a complex affective and cognitive processing. This aligns with the Stimulus-Organism-Response (SOR) framework proposed by Mehrabian & Russell (1974), where social media promotion functions as an external stimulus that triggers behavioral responses through internal mechanisms—namely, the

formation of perceptions and emotions (organism). In this context, the memorable experience emerges as a product of how the promotional stimulus is processed, ultimately influencing revisit intention.

Moreover, the concept of “social return”, the anticipated positive evaluation from social interactions on social media (e.g., through user-generated travel content), was found to contribute to the development of memorable tourism experiences and revisit behavior (Mittal et al., 2022). Several prior studies have also noted that social media promotion does not always positively impact revisit intention (Pertiwi et al., 2024; Situmorang et al., 2020). In some cases, social media promotion may create inflated expectations that go unmet during the actual visit, leading to a negative impact on revisit intention (Narangajavana et al., 2017). Therefore, our findings suggest that the relationship between social media promotion, memorable tourism experiences, and revisit intention is inherently complex,

necessitating a mediating approach to understand the underlying dynamics better.

In this study, various dimensions of social media promotion, such as content attractiveness, ease of accessing recommendations, message creativity and innovation, cross-platform exposure frequency, and its ability to spark tourists' curiosity, were found to be effective in communicating the unique values of destinations. This type of promotion serves not merely as a communication tool but as a storytelling agent that conveys the narrative of place, culture, and experience visually and interactively, thereby contributing to the formation of memorable tourism experiences (Fusté-Forné & Filimon, 2021). Within this framework, emotional engagement fostered through digital content becomes a critical element in shaping positive perceptions and, ultimately, increasing revisit intention.

Furthermore, this study reveals that destination accessibility not only contributes to the formation of memorable tourism experiences but also has a significant direct effect on revisit intention. The accessibility aspects examined in this study include the ease of transportation, adequate infrastructure, and the availability of clear and reliable information about the destination. These findings are consistent with prior literature, which emphasizes that enhanced accessibility significantly contributes to tourist satisfaction and enriches their overall travel experience (Dumitraşcu et al., 2023).

Ultimately, a memorable tourism experience in this model serves not only as a mediating variable but also as a key determinant of revisit intention. This finding aligns with previous studies that have established a strong relationship between memorable experiences and destination image, satisfaction levels, and tourists' intentions to revisit (Fachmi et al., 2024; Hu & Shen, 2021; Huong et al., 2022). In this context, maintaining the quality of the tourism experience emerges as a strategic priority for destination managers seeking to enhance tourist loyalty. The ability to create lasting, emotionally resonant experiences increases the likelihood that visitors will return and recommend the destination to others (Anggraeni, 2019).

Taken together, the findings of this study offer both theoretical and practical contributions to the development of digital-based tourism marketing strategies. Theoretically, the study enriches the understanding of mediating mechanisms between digital promotion and tourist behavioral outcomes. Practically, it suggests that destination managers should not only prioritize the intensity of promotional efforts but also focus on the quality of content that fosters emotional engagement and cultivates memorable experiences. Therefore, an effective tourism promotion strategy must consider the synergy between social media engagement, accessibility quality, and the

creation of unforgettable experiences to effectively influence tourists' revisit intentions.

5. Conclusions

This study set out to investigate the extent to which social media promotion and destination accessibility influence the revisit intention of domestic tourists in South Sulawesi, with memorable tourism experience positioned as a mediating variable within the framework of the Stimulus-Organism-Response (SOR) theory. The empirical findings demonstrate that both social media promotion and destination accessibility significantly contribute to the formation of memorable tourism experiences. These experiences, in turn, exhibit a robust influence on revisit intention.

Importantly, the results reveal a nuanced mechanism in which social media promotion does not directly affect revisit intention. Instead, its influence is exerted indirectly through the emotional and cognitive pathways encapsulated in memorable tourism experiences. Conversely, destination accessibility exerts both direct and mediated effects on revisit intention, underscoring its strategic significance in enhancing the overall tourism value proposition.

Theoretically, these findings reinforce and extend the SOR paradigm by empirically validating the mediating role of psychological constructs, specifically, memorable experiences, in translating external marketing stimuli into behavioral outcomes. Furthermore, the study offers valuable insight into the "social return" of digital promotions, indicating that the affective resonance and authenticity of content are more consequential than the promotional volume alone. In doing so, the study contributes meaningfully to the growing body of literature on digital consumer behavior in tourism, especially within emerging economies.

From a managerial standpoint, the study offers practical implications for destination stakeholders. Rather than relying solely on the frequency or reach of promotional content, tourism marketers must prioritize emotional engagement and authenticity to elicit deeper connections with potential tourists. Storytelling that resonates with cultural identity and evokes positive emotions is essential in shaping meaningful experiences. In parallel, improving destination accessibility—including infrastructure development, clarity of travel information, and ease of transport emerges as a critical enabler of repeat visitation, particularly in geographically dispersed regions such as South Sulawesi.

Nonetheless, the study is not without limitations. First, the empirical scope is geographically confined to South Sulawesi, which may limit the external validity of the findings. Future research should consider comparative

investigations across multiple provinces or countries with differing levels of tourism maturity. Second, the study focuses solely on domestic tourists, leaving the perceptions and behavioral responses of international visitors unexplored. Comparative cross-cultural studies could enrich the generalizability of the proposed model. Third, while this study emphasizes digital promotion and accessibility, other potential antecedents, such as cultural immersion, community participation, and place attachment, remain underexplored. Future research is encouraged to integrate socio-cultural dimensions to more holistically capture the dynamics underlying meaningful and memorable tourism experiences.

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