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Co-Creation Activity as Moderator in the Destination Brand Attachment Model towards Customer Intention to Revisit Destination in Indonesia and Timor Leste

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Abstract

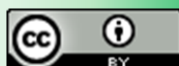
This research aims to develop a model by examining the impact of perceived quality on destination brand attachment, destination brand attachment on memorable customer experience, and memorable customer experience on the intention to revisit. It also explores whether co-creation activity moderates the relationship between memorable customer experience and the intention to revisit. The method involves purposive sampling, targeting youths aged 20-40 who have visited hospitality locations in Indonesia and Timor-Leste at least three times in the last three months. The sample includes 175 respondents from Indonesia and 75 from Timor-Leste. The results show that perceived quality significantly impacts destination brand attachment, which in turn significantly affects memorable customer experience. This experience significantly influences the intention to revisit, with destination brand attachment also showing a significant impact. Additionally, co-creation activity moderates the influence of memorable customer experience on the intention to revisit in Indonesia, but not in Timor-Leste. This research contributes to theoretical knowledge and offers practical insights for entrepreneurs in the hospitality industry, providing new perspectives for strategic decision-making.

Keywords: brand attachment; perceived quality; revisit intention; memorable experience; co-creation.

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INTRODUCTION

The reason why a person loves to visit the same hospitality place to spend his or her time is because he or she builds an emotional attachment to that place (Agmasari, 2018; Khaidzir et al., 2023; Ibrahim, 2024). The emotional attachment to a place, influenced by familiarity, engagement length, and rituals, can lead individuals to revisit hospitality places due to their strong place attachment (Aldy et al., 2024; Lomas et al., 2023). That can happen when that person has extraordinary experiences there. This emotional connection in psychology is called “attachment” (Audusseau, 2024; Huang et al., 2017; Li, 2024). Destination brand attachment is a condition where an individual feels attached to a certain brand, this refers to the emotional connection individuals feel towards a specific travel destination brand, influenced by destination gender, stereotypes, and involvement levels (Florek, 2018; Muponya, 2024). Brand attachment reflects a bond that connects consumers with a certain brand and involves positive feelings towards that brand, this signifies a strong emotional connection between consumers and a brand, influencing purchasing decisions and fostering loyalty (Chinomona & Mazriri, 2017; Hamdy et al., 2024). An individual who has an attachment to a certain brand tends to show more loyalty to that brand, is not easily interested in other brands’ offerings, and invests more resources that he or she has, such as money, time, and energy, in order to maintain the relationship with that brand (Huang et al., 2017; Ugalde, 2024). Consumers may have an attachment to a certain brand when it can provide resources to fulfill their needs (Guru et al., 2024; Siraj et al., 2022). Some researcher, argue that consumers can build destination brand attachment when their experiences with certain brands increase. Consumers’ experiences are the most important source regarding their knowledge about that brand (Martins et al., 2023; Palmer, 2010; Sahin et al., 2011).

The experiences that underlie the destination brand attachment are called memorable customer experiences (Guleria et al., 2024; Yabo, 2024). According to Zhang & Buhalis (2018), what is meant by memorable customer experiences are experiences that are built selectively from hospitality experiences and can be recalled after visiting those hospitality places. These memorable customer experiences encourage individuals to revisit the same hospitality places. Therefore, each hospitality establishment needs to employ certain strategies to create memorable experiences for consumers. According to Lewis & Chambers in Kim et al., (2018), perceived quality refers to consumers’ evaluation that comes from a comparison between expectation and perception towards given services (Vukovic, 2023). Research done by Konecnik & Gartner (2013) shows that individual desire to revisit certain hospitality is developed from several factors, which are a combination of expectations, services, and perceptions received by that person from a previous visit. When the hospitality destination quality fulfills the consumers’ expectations, they will develop a certain destination brand attachment. The intention to revisit destinations is one of the factors contributing to the increase in tourism spending in most developing countries (Promsivapallop & Kannaovakun, 2017). Previous studies show multiple times that intention to revisit is the result of tourists’ experiences and satisfaction as an antecedent of tourists’ revisit intention or behavioral intention (Cole et al., 2009). The studies also see the potential effect of mediation and moderation of destination attachment on behavioral intention towards community-based tourism destinations (Ramkissoon & Mavondo, 2015). These things are also clearly visible in community-based tourism destinations in developing countries. The cognitive attributes of tourism destination image and their intention to revisit are inadequate, especially in Malaysia (Abdul & Lebai, 2010).

Community-based tourism usually involves directing community members to do co-creation activities. According to Vargo & Lusch (2004), sharing knowledge activity is a tool for producers to do co-creation activity with consumers, which can be classified into two categories: co-consumption and

co-production (Sukoco & Wu, 2010). Co-consumption occurs when the community members distribute their knowledge or information to other members in virtual community (Ryu et al., 2003; Sukoco et al., 2016), while co-production happens when community members distribute their knowledge or information to producer in order to increase the usefulness or quality of the products consumed (Brown et al., 2003; Füller et al., 2009; Herman & Chiu, 2014). Therefore, this research chooses co-creation activity as a moderator in the destination brand attachment model towards customer intention to revisit destinations in Indonesia and Timor-Leste. This research aims to develop the model by testing and analyzing whether: 1) there is a significant influence of perceived quality on destination brand attachment 2) there is significant influence of destination brand attachment towards memorable customer experience, 3) there is significant influence of memorable customer experience towards intention to revisit destination, 4) there is significant influence of destination brand attachment towards intention to revisit destination, and 5) co-creation activity becomes a moderator that strengthens the influence of memorable customer experiences on my intention to revisit destinations.

LITERATURE REVIEW

Perceived quality is someone's perception is formed by three things: the characteristics of the stimuli (sight, smell, and taste), the relationship between the stimuli and the environment, and the relationship between the stimuli and conditions within ourselves (Dewi & Marvellyn, 2020). In the tourism context, tourists' perceptions of the service quality and values offered by tourism destinations influence satisfaction, consumers' references, and their willingness to revisit tourism destinations. Ranjbarian & Pool (2015) state that tourism destination quality is determined by the process of offering the services provided (for instance, friendliness, goodwill, efficiency, employees' expertise, and competence) and the result of that service (for instance, accommodation, food, and facilities in the tourism destination). Gronroos in Ranjbarian & Pool (2015) explain that service quality has two dimensions, which are technical and operational. The technical dimension refers to the results of the service or what the customers who use our services will get. The operational dimension refers to the process of providing services or how the customers get those services. The quality of the tourism industry is felt by the customers. Thus, it is very important to maintain the quality of tourism destinations.

A memorable customer experience is defined as a subjective experience that tourists build at a specific tourism destination (Kim, 2012; Syahbudiman, 2024). This experience is retained and recalled after leaving the destination. Pine and Gilmore's research, as cited by Kim (2012), identifies two dimensions of tourists' experiences: customer participation and the relationship with the environment. Entrepreneurs in tourism must recognize that tourists' experiences stem from the services provided by the destination. It is crucial to engage tourists in these experiences to transform them into unique, unforgettable values (Kim et al., 2012). To effectively deliver memorable experiences, tourism entrepreneurs need to design programs and services that encourage customer participation and create supportive environments. According to Kim (2014), tourists' memorable experiences are selectively constructed based on their evaluation of the tourism experience. Kim & Kim (2012) and Kim et al. (2012) identify seven dimensions of a memorable tourism experience: hedonism, refreshment, social interaction and local culture, meaningfulness, knowledge, involvement, and novelty.

According to Kim & Malek (2017) branding a tourism destination is very important to differentiate and identify that destination with other competitors. Ritchie & Ritchie in Rather et al., (2020) define a tourism destination brand as "a name, symbol, logo, words, or other graphics that

identify and differentiate a tourism destination with other competitors.” Furthermore, tourism destination branding makes promises that tourists will create unforgettable memories. This will give tourists strong and pleasant memories of their experiences when they are there. It can be concluded that tourism destination branding is a process that can be used by the marketing team to attract tourists and has advantages compared to other similar destinations (Berrozpe et al., 2019). Park et al., (2010) say that brand attachment reflects the strength of the bond between consumers and a certain brand. This bond represents a mentality that involves thought and feeling about the relationship of that brand with consumers. Brand attachment influences consumer behavior; for example, always promote or buy a certain brand (Park et al., 2010). In the tourism context, consumers will always choose a certain tourism destination brand when they have a holiday plan. According to Chen et al. (2005), when consumers develop brand attachment behavior because there is alignment between their self-concept and the image of the tourism destination, it will be beneficial for that brand. This brand attachment behavior makes consumers not hesitate to sacrifice their resources, such as money, energy, and time (Park et al., 2010). In line with the result of research done by Kang et al. (2017), which shows that tourists tend to choose accommodation from the same brand that they have ever tried before. This is because they already feel familiar with that brand.

Co-Creation Activity Some studies show that a virtual community is filled with various activities related to sharing knowledge and information. Studies indicate that virtual communities are vibrant with various activities centered around sharing knowledge and information. This knowledge-sharing behavior involves members of the virtual community exchanging their insights and information with others (Ryu et al., 2003; Sukoco et al., 2016; Herman & Chiu, 2014). As community members categorize themselves cognitively towards their community by sharing the same interest in certain subjects, they evaluate themselves with respect for their membership in the community, and they also involve themselves emotionally with their community, as has been stated before. An individual who feels that he or she has become a part of a group (the social identity is formed) will have a commitment to achieve the goals of the group together, in which the commitment will form the behavior of group members (Stets & Burke, 2000; Sukoco et al., 2016). Algesheimer et al., (2005), in Herman & Chiu (2014), show that the social identity of members in the European Car Clubs encourages members to actively participate in community activities, give recommendations to other people, and have high loyalty towards the community, like what has been explained before.

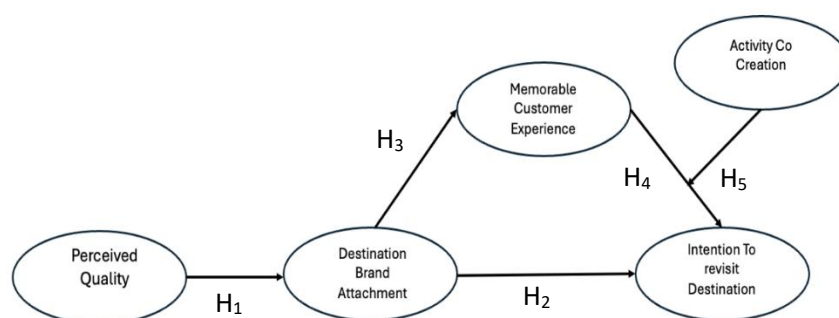


Figure 1. Conceptual Model

METHODS

This research is quantitative, using a structural equation model to test the causal relationship between variables in the context of hypothesis testing (Wooldredge, 2023). The samples for this research come from respondents who visit the hospitality location. The hypotheses testing is using Structural Equation Modeling-Partial Least Square (SEM-PLS). The sampling method is purposive sampling, with characteristics of respondents who are youths who have visited the hospitality destination, with an age range of 20–40 years old, and did the visit at least three times within the last three months. There are 175 respondents from Indonesia and 75 respondents from Timor-Leste.

The data processing methods involved several key steps. Initially, the data was tabulated based on the respondents' answers to the questionnaire. Once the data was organized, it underwent a validity and reliability test to ensure the accuracy and consistency of the measurements. Following this, the model estimation step was conducted to develop a model that represents the structure of relationships, explaining causality between constructs. The analysis used to test the research hypotheses was the SEM-PLS performed using SmartPLS.

To ensure the accuracy of the measurements, a validity test was conducted. This test assesses whether the measuring instrument effectively performs its intended function, providing results that are consistent with the goals of the measurement (Haji-Othman & Yusuff, 2022). A valid measuring tool not only accurately captures data but also offers a detailed description of the data, allowing for the identification of even the smallest differences between subjects. A valid measurement tool minimizes error variance, ensuring that the results are close to the true values. In addition to the validity test, a construct reliability test was performed to determine the internal consistency of the indicators within a construct. This test measures the extent to which each indicator reflects a common construct or latent factor, essentially assessing how specific elements contribute to explaining a broader phenomenon. The reliability of the construct was evaluated using composite reliability and variance extracted values. The threshold for an acceptable level of reliability is typically 0.70, although in exploratory research, a value below 0.70 may still be considered acceptable if supported by empirical evidence from the exploration process (Wolinski, 2023).

In SEM-PLS, several key assumptions must be met to ensure the validity of the analysis. Firstly, the assumption of normality is evaluated using the critical ratio (CR) from SmartPLS output, compared to a standard z-value obtained from the z-table. If the CR exceeds the critical value of ± 2.58 , the data distribution may be considered non-normal (Rooij et al., 2022; Wah, 2023; Lonati et al., 2024). Secondly, the presence of outliers must be assessed. Outliers are data points with unique characteristics or those significantly different from other observations. Multivariate outliers can be detected by examining Mahalanobis distance values; data points that are further from the center of the distribution are more likely to be outliers (Rooij et al., 2022; Wah, 2023; Lonati et al., 2024). Additionally, sample adequacy is critical, with a recommended sample size ranging from 150 to 400 data points for effective Maximum Likelihood (ML) estimation. Finally, multicollinearity should be evaluated through the sample correlation matrix. Correlation values exceeding 0.90 indicate potential multicollinearity among variables (Ghozali, 2016).

Table 1. The Demographic Participants

Demographics Variable	Classification	Participants in Indonesia (%)	Participants in Timor Leste (%)
Gender	Male	63	56
	Female	57	64
Current Job	Civil servants/private employees	8	10
	Self-employed	10	11
	Student	11	37
	Professionals: Lecturers/Teachers/Doctors/ Lawyers...etc.	37	34
	Self-employed	34	8
	Visited a hospitality in Indonesia / Timor Leste	100	100
	Are you 20-40 years old?	100	100
Your average monthly income	< 5 million IDR	36	22
	5 < 10 million IDR	12	14
	10 < 15 million IDR	16	12
	>= 15 million (>= IDR)	14	16
	Housewife	22	22
How often do you visit to the hospitality	More than once a month	26	26
	Once a month	15	33
	Only if there's a problem	26	15
	Once every 2-3 months	33	26

According to descriptive analysis in Table 1, for Indonesian respondent data, in terms of gender perspective, there are more men than women, where men are 63% and women are 57%. From the current job perspective, the biggest composition is professionals: lecturers/teachers/doctors/lawyers, etc. at 37%, followed by self-employed at 34%. Meanwhile, respondents have also visited one of hospitality destinations in Indonesia or Timor Leste within the last 3 months. On average they are 20-40 years old. All of these classifications are 100% confirmed where all respondents said that they meet these qualifications. Regarding average monthly income, the biggest composition from respondents is < 5 million (< RM1,528.00) which is 36% and the second biggest composition is Housewife at 22%. While in the context of “how often do you visit to the hospitality” most respondents answered once every 2-3 months, which is 33%. On the other hand, Timor Leste respondent data shows that there are more female sample, student ranks in the first place with income below 5 million, and “how often do you visit to the hospitality” is once a month.

This study uses SEM-PLS as a data analysis technique that is applied to SmartPLS 4 software. PLS-SEM has two testing models, namely the Measurement I Model, also known as the Outer Model, and the Structural Model, also known as the Inner Model. The Measurement Model (Outer Model) shows the relationship between indicators and their latent variables, as determined by the convergence validity test, discriminant validity test, and reliability test. While the Structural Model (Inner Model) describes the relationship between constructs or latent variables as determined by the R-Square Test, the F-Square Test, and the Hypothesis Test. In conducting the convergent validity test (convergent validity), the researcher refers to the outer loadings > 0.70 and AVE > 0.50 to obtain results that state that the correlation of indicators to constructs or latent variables fulfills the convergent validity test. The

discriminant validity test can be evaluated by looking at the cross-loadings, which show a higher indicator value for each construct compared to indicators in other constructs.

Reliability test results can be accepted when the composite reliability > 0.70 and is supported by Cronbach's alpha > 0.70 . The R-Square Test (R² Test) can be evaluated by looking at the value of the coefficient of determination (R-Square), which is good between 0 and 1, R-Square value of 0.75 indicates a strong substantive effect, an R-Square value of 0.50 indicates a moderate substantive effect, and an R-Square value of 0.25 indicates a weak substantive effect. In the F-Square Test (F² Test), researchers can see the effect size or the F-Square value obtained; the F-Square value < 0.02 indicates that there is no effect; the value of $0.02 \leq \text{F-Square} < 0.15$ indicates that there are influences with small effects; influences with moderate or moderate effects are indicated by a value of $0.15 \leq \text{F-Square} < 0.35$, and F-Square ≥ 0.35 indicates an influence with a large effect. Hypothesis testing is carried out with the aim of evaluating whether the proposed hypothesis should be accepted or rejected. The hypothesis or the relationship between variables can be stated as significant or have high significance when the significance value (P-value) is less than 0.05 and the T-statistic is greater than the T-table value. The hypothesis or relationship between variables can be stated as positive if the original sample value is generated as positive.

In evaluating the Measurement Model (Outer Model) with the PLS-SEM method, researchers can see the results of the convergence validity test, discriminant validity test, and reliability test. Table 2 shows all the test results for the measurement model (outer model). Based on the Convergent Validity Test, all indicators used have been declared valid because they have met the requirements of the Convergent Validity Test, namely that all research indicators have an Outer Loading Value > 0.70 and an Average Variance Extracted (AVE) value > 0.50 . After evaluation, there are many indicators that are removed and then processed again to produce results. All the indicators in this study were also declared valid through the discriminant validity test because the results of the test met the requirements, namely cross-loadings, which show more indicator values in the height of each construct compared to indicators in other constructs. Apart from being declared valid based on the results of the reliability test, all indicators are declared reliable because they have a composite reliability value and Cronbach's alpha value greater than 0.70, which means that each indicator on a variable is able to explain the variable consistently.

Table 2. Outer Loading (OL), AVE, Composite Reliability (CR), Cronbach's Alpha (CA) for Indonesian Data (ID) Timor Leste (TD)

Variables	Indicator	OL ID	OL TD	AVE ID	AVE TD	CR ID	CR DT	CA ID	CA DT
Perceived Quality (X ₁)	X1.11	0,242	0,242	0,645	0,645	0,793	0,893	0,566	0,55
	X1.13	0,638	0,638						
	X1.19	0,395	0,395						
Destination Brand Attachment (X ₂)	X2.16	0,300	0,300	0,720	0,630	0,822	0,832	0,539	0,519
	X2.21	0,264	0,264						
	X2.3	0,504	0,504						
	X2.9	0,264	0,264						
Intention to Revisit Destination (X ₃)	X3.11	0,586	0,586	0,793	0,699	0,727	0,837	0,351	0,341
	X3.14	0,295	0,295						
	X3.4	0,322	0,322						
	X3.5	0,233	0,233						

	X3.6	0,187	0,187						
Memorable Tourist Experience (X ₄)	x4.3	0,374	0,374	0,730	0,830	0,795	0,825	0,564	0,554
	x4.5	0,568	0,568						
	x4.7	0,384	0,384						
Activity Co-creation (M)	M1	0,322	0,322	0,750	0,840	0,705	0,805	0,504	0,504
	M2	0,233	0,233						
	M3	0,886	0,887						
Intention to Revisit (Y)	Y1	0,912	0,912	0,832	0,539	0,519	0,699	0,727	0,801
	Y10	0,846	0,846						
	Y2	0,888	0,888						
	Y3	0,877	0,877						

Structural Model (Inner Model)

The next step is to evaluate the Structural Model (Inner Model), which consists of three test results, namely the results of R-Square Test, F-Square Test, and Hypothesis Test. Table 3 shows the results of the R-square test, namely the R-square value obtained for the variable. Table 3 displays the R-Square Test findings, which indicate that the R-Square value for Perceived Quality variable is 0.600 and the R-Square value for the destination brand attachment variable is 0.825. The R-Square value on the Intention to revisit destination variable is 0.774, The R-Square value on the memorable tourist experience variable is 0.826. The R-Square value indicates that the exogenous variables (X₁, X₂, X₃, X₄,) have a moderate influence on variable Z because the R-Square value obtained is greater than 0.50 or 50% but less than 0.75 or 75%.

Table 3. R-Square (R²)

Variables	Indonesia		Timor Leste	
	R Square	R Suare Adjusted	R Square	R Suare Adjusted
Perceived Quality (X ₁)	0.600	0.646	0.590	0.624
Destination brand attachment (X ₂)	0.825	0.818	0.813	0.812
Intention to revisit Destination (X ₃)	0.774	0.764	0.754	0.742
Activity Co Creation (M ₁)	0.827	0.828	0.809	0.811
Memorable Tourist Experience (X ₄)	0.826	0.828	0.799	0.817

In Table 4 which contains the results of the F-Square Test it can be explained that there is no hypothesis that has a large effect size with F-Square value ≥ 0.35 . Hypothesis 1 has a moderate effect size with a value of $0.15 \leq \text{F-Square} < 0.35$. Hypotheses 1, 2, 3, 4, 5, and 6 have a small effect size with a value of $0.02 \leq \text{F-Square} < 0.15$. And no hypothesis is ignored because there is no hypothesis that has F-Square value < 0.02 .

Table 4. F-Square (F²)

Hypothesis	F Square Data Indonesia	F Square Data Timor Leste
Perceived Quality (X ₁) → Destination Brand Attachment (X ₂)	0.036	0.045
Destination Brand Attachment (X ₂) → Intention to revisit Destination (X ₃)	0.043	0.050

Destination Brand Attachment (X2) → Memorable Tourist Experience (X4)	0.040	0.012
Memorable Tourist Experience (X4) → Intention to revisit Destination (X3)	0.023	0.043
Memorable Tourist Experience (X4) → Mod Activity Co Creation → Intention to revisit Destination (X3)	0.049	0.219

The results of the hypothesis test for the Indonesian sample, as shown in Table 5, reveal that all the proposed hypotheses demonstrate a positive and significant relationship. This is evidenced by the positive values in the Original Sample column and the significance of the T-Statistics, which are all greater than the critical value of 1.960. Additionally, the P-Values for each hypothesis are less than 0.05, further confirming the statistical significance of these relationships. Therefore, it can be concluded that all hypotheses are supported in the Indonesian context, indicating strong relationships between perceived quality, destination brand attachment, memorable tourist experience, and the intention to revisit the destination, including the moderating effect of memorable tourist experiences on co-creation activities.

Table 5. Original Sample, T-Statistics, and P-Values (Indonesia)

Hypothesis	Original sample	T Statistics	P-Values	Results
Perceived Quality (X1) → Destination Brand Attachment (X2)	0,483	2,782	0,006	Support
Destination Brand Attachment (X2) → Intention to revisit Destination (X3)	0,103	2,327	0,043	Support
Destination Brand Attachment (X2) → Memorable Tourist Experience (X4)	0,476	2,810	0,041	Support
Memorable Tourist Experience (X4) → Intention to revisit Destination (X3)	0,114	1,925	0,049	Support
Memorable Tourist Experience (X4) → Mod Activity Co Creation → Intention to revisit Destination (X3)	0,108	2,333	0,049	Support

In contrast, the results of the hypothesis test for the Timor Leste sample, as shown in Table 6 below, indicate that most of the hypotheses are supported, with positive Original Sample values, T-Statistics greater than 1.960, and P-Values below 0.05. However, the hypothesis regarding the moderating effect of memorable tourist experiences on co-creation activities and their impact on the intention to revisit the destination is not supported. This is indicated by a T-Statistic of 1.123 and a P-Value of 0.069, both of which do not meet the threshold for statistical significance. As a result, while most relationships are validated in the Timor Leste context, the moderating role of memorable tourist experiences does not have a significant impact in this specific case.

Table 6. Original Sample, T-Statistics, and P-Values (Timor Leste)

Hypothesis	Original sample	T Statistics	P-Values	Results
Perceived Quality (X1) → Destination Brand Attachment (X2)	0,473	2,777	0,005	Support

Destination Brand Attachment (X2) → Intention to revisit Destination (X3)	0,113	2,337	0,033	Support
Destination Brand Attachment (X2) → Memorable Tourist Experience (X4)	0,488	2,834	0,037	Support
Memorable Tourist Experience (X4) → Intention to revisit Destination (X3)	0,126	1,938	0,038	Support
Memorable Tourist Experience (X4) → Mod Activity Co Creation → Intention to revisit Destination (X3)	0,102	1,123	0,069	Unsupport

DISCUSSION

Perceived quality has a significant influence on destination brand attachment in Indonesia and Timor-Leste. As quoted by Dewi & Marvellyn (2020), one's perception is formed by three things: the characteristics of the stimuli (sight, smell, and taste), the relationship between stimuli and the environment, and the relationship between the stimuli and conditions within ourselves. In the tourism context, tourists' perceptions towards service quality and value offered by tourist destinations influence satisfaction, consumer references, and repeat visits to tourism destinations. According to Ranjbarian & Pool (2015), the quality of a tourism destination is determined by the service offering process (for example, friendliness, goodwill, efficiency, employees' expertise, and competence) and the result of that service (for example, accommodation, foods, and facilities in the tourism destinations). Gronroos in Ranjbarian & Pool (2015) explain that service quality has two dimensions, which are technical and operational. The technical dimension refers to the results of the service or what the customers who use our services will get. The operational dimension refers to the process of providing services or how customers get those services. The quality of the tourism industry in Indonesia and Timor-Leste is felt by the customers. Thus, it is very important to maintain the quality of tourism destinations in both countries. They realize that perceived quality becomes an important factor in building a good destination brand attachment. Destination Brand and Attachment have a significant influence on the intention to revisit Destination in Indonesia and Timor Leste.

Destination Brand Attachment According to Kim & Malek (2017), branding a tourism destination is very important to differentiate and identify that destination with other competitors. Ritchie & Ritchie in Rather et al., (2020) define a tourism destination brand as "a name, symbol, logo, words, or other graphics that identify and differentiate a tourism destination from other competitors." Furthermore, tourism destination branding makes promises that tourists will create unforgettable memories. This will give tourists strong and pleasant memories of their experiences when they are there. It can be concluded that tourism destination branding is a process that can be used by the marketing team to attract tourists and has advantages compared to other similar destinations (Berrozpe et al., 2019). Destination brand attachment has a significant influence on the intention to revisit destinations in Indonesia and Timor-Leste. Taking into account that tourism destination branding is very important so that the destination can be differentiated and identified from its competitors will create the intention of customers to revisit. A strong positioning through destination brand attachment will make customers always remember the pleasant experiences that they have when they enjoy that tourism destination.

Destination brand attachment has a significant influence on the memorable tourist experience in Indonesia and Timor-Leste. According to Park et al., (2010), brand attachment reflects the strength of the bond between consumers and a certain brand. This bond represents a mentality that involves

thought and feeling about the relationship of that brand with consumers. Brand attachment influences consumer behavior; for example, always promote or buy a certain brand (Park et al., 2010). In the tourism context, consumers will always choose a certain tourism destination brand when they have a holiday plan. According to Chen et al., (2005) when consumers develop brand attachment behavior because there is alignment between their self-concept and the image of the tourism destination, it will be beneficial for that brand. This brand attachment behavior makes consumers not hesitate to sacrifice their resources, such as money, energy, and time (Park et al., 2010). In line with the result of research done by Kang et al. (2017), which shows that tourists tend to choose accommodation from the same brand that they have ever tried before, this is because they already feel familiar with that brand.

Memorable Tourist Experience has significant influence on the intention to revisit destinations in Indonesia and Timor-Leste. The experiences that underlie the destination brand attachment are called memorable customer experiences. According to Zhang & Buhalis (2018) what is meant by memorable customer experiences are experiences that are built selectively from hospitality experiences and that can be recalled after visiting those hospitality places. These memorable customer experiences encourage individuals to revisit the same hospitality places. Therefore, each hospitality establishment needs to employ certain strategies to create memorable experiences for consumers. The creation of those memorable experiences can be presented through a combination of beautiful scenery, Instagrammable places, or a very impressive event presentation for the customers. The more impressed customers are by their experiences, the greater their desire to revisit that hospitality destination.

Co-creation activity becomes a moderator that strengthens the influence of memorable customer experience towards intention to revisit destination in Indonesia, but co-creation activity does not become a moderator that strengthens the influence of memorable customer experience towards intention to revisit destination in Timor Leste. Community-based tourism usually involves directing community members to do co-creation activities. According to Vargo & Lusch (2004) sharing knowledge activity is a tool for producers to do co-creation activity with consumers, which can be classified into two categories: co-consumption and co-production (Sukoco & Wu, 2010). Co-consumption occurs when the community members distribute their knowledge or information to other members in virtual community (Ryu et al., 2003; Sukoco et al., 2016), while co-production happens when community members distribute their knowledge or information to producer in order to increase the usefulness or quality of the products consumed (Brown et al., 2003; Fuller et al., 2007; Herman & Chiu (2014)).

The findings from this research show that co-creation activity becomes a moderator that strengthens the influence of memorable customer experiences on the intention to revisit destinations in Indonesia. However, co-creation activity does not become moderator, which strengthens the influence of memorable customer experiences on the intention to revisit destinations in Timor-Leste. This happens because the engagement of the social community in Timor-Leste has not been as good as community engagement in Indonesia. The social structure in Indonesia, with the huge support of social media, allows this co-creation activity to be created in Indonesia compared to Timor-Leste. Helping each other and caring as the basic characteristics of Indonesian seem to let co-creation activity happen, which strengthens the influence of memorable customer experiences on my intention to revisit destinations in Indonesia.

CONCLUSIONS

This study found that perceived quality significantly influences destination brand attachment, which in turn, has a notable impact on creating a memorable customer experience. This memorable experience plays a crucial role in shaping the intention to revisit the destination. Additionally, destination brand attachment directly affects the intention to return. Interestingly, co-creation activities act as a moderating factor, strengthening the influence of memorable customer experiences on the intention to revisit in Indonesia. However, in Timor Leste, co-creation activities do not enhance this relationship.

LIMITATION

This research is limited to perceived quality, brand attachment, customer experience, intention to revisit destinations, and co-creation activities, conducted in Timor-Leste and Indonesia. The study's findings cannot be generalized due to the specific time period and potential influence of other factors. Future research should explore social characteristics in these countries to better understand the co-creation activity variable. The co-creation activity model's role as a moderator in destination brand attachment is similar in both countries, highlighting the need for tailored marketing strategies and government support to encourage destination revisits.

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