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**Fostering Positive Citizenship Behavior through Satisfaction  
and Place Attachment: Insights from the Batu Street Food  
Festival**

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**Abstract:** This study aims to explore how memorable experiences shape citizenship behavior, with the specific purpose of understanding the psychological mechanisms that drive voluntary positive behaviors among festival visitors. Focusing on the Batu Street Food Festival, this research draws upon the Stimulus–Organism–Response (SOR) framework to examine the mediating roles of place attachment and satisfaction in connecting memorable experiences to citizenship behavior. Utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM), data were collected from 222 festival attendees. The findings reveal significant positive relationships, showing that place attachment and satisfaction strengthen the impact of memorable experiences on behaviors. This research addresses theoretical gaps in the tourism literature and provides practical insights for enhancing visitor attachment at tourism festivals. While the study emphasizes the value of crafting meaningful experiences, its focus on a single festival highlights the need for further research in diverse contexts to validate and expand these findings.

**Keywords:** Memorable Experience, Place Attachment, Satisfaction, Citizenship Behavior, Food Festival

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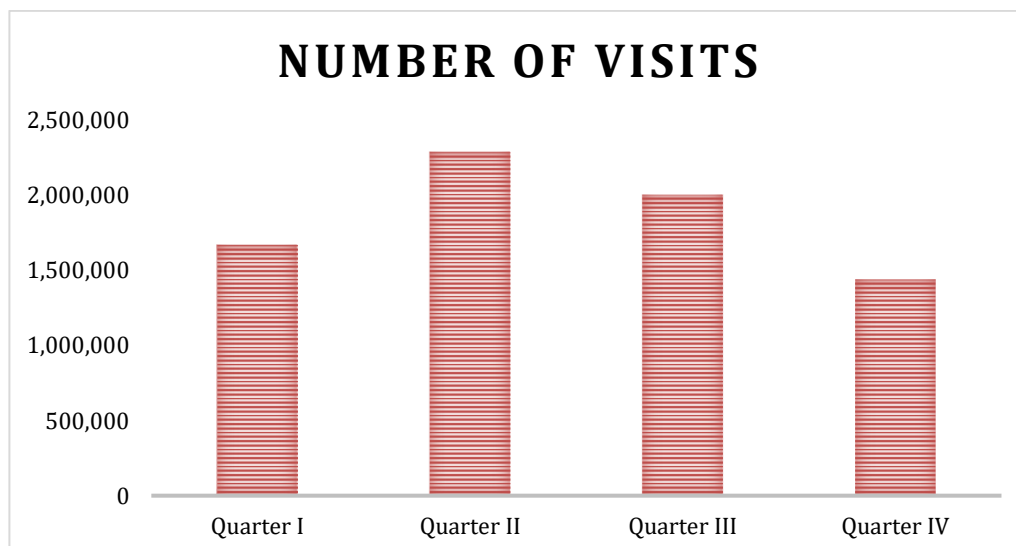
## **Introduction**

Despite the immense potential of Indonesia's tourism sector, including events like the Batu Street Food Festival, challenges persist in ensuring visitor attachment and promoting the events through positive tourist behaviors. Many destinations struggle to foster voluntary contributions, such as advocacy and constructive feedback, which are essential for long-term growth and competitiveness. To address this, creating meaningful and memorable experiences that strengthen place attachment and satisfaction is critical. Research highlights the importance of authentic and culturally immersive activities, such as engaging with local

traditions, cuisines, and art forms, in cultivating attachment and encouraging positive tourist citizenship behaviors.

With the great potential of the tourism sector in Indonesia, there will be a significant increase in the number of foreign tourist visits (Antara & Sumarniasih, 2017; Apriyanti, 2024). To promote citizenship behavior among tourists, destinations should focus on creating meaningful and memorable experiences that foster place attachment and satisfaction (Buonincontri et al., 2017). Providing authentic and culturally immersive activities, such as engaging with local traditions, cuisines, and art forms, strengthens tourists' place attachment and encourages positive behaviors like advocacy and constructive feedback (Davis, 2016). As stated by Skaf et al. (2024) high-quality services and personalized experiences that exceed expectations further enhance visitor satisfaction, a critical driver of voluntary contributions. Leveraging technology, such as interactive platforms and gamified experiences, can facilitate engagement and encourage tourists to share their experiences through social media, amplifying the destination's appeal (Malik et al., 2024). Additionally, fostering a sense of community through interactions with local residents and incentivizing responsible actions, such as environmental conservation efforts, strengthens the symbiotic relationship between tourists and destinations (Wu et al., 2024). Martínez García de Leaniz et al. (2024) said that integrating these elements, destinations can transform visitors into active ambassadors who contribute to sustainable and mutually beneficial tourism development. This potential, especially in the culinary sector, has significantly contributed to increasing the number of visitors (Thio et al., 2024).

Figure 1. **Batu City Visitor Data 2022**



Source: Statistics Indonesia (2023)

For instance, the Batu Street Food Festival is a culinary attraction that provides over 100 varieties of traditional Indonesian cuisine, as well as international dishes. Additionally, the festival features a variety of competitive events, including fashion shows, cooking competitions, booth challenges, and captivating performances from Indonesia's diverse traditions (Putra, 2018). However, visitor data from the Batu City Tourism Office (2023), illustrated in Figure 1, reveals a notable decline in the number of visitors to the Batu Street Food Festival. This downward trend raises critical concerns about the festival's ability to

maintain its appeal in attracting both domestic and international tourists. Such a decline could stem from various underlying issues, including the need for more innovative strategies to enhance visitor experiences, limited promotional efforts to reach broader audiences, or competition from other emerging destinations. Additionally, this trend underscores potential gaps in meeting evolving tourist expectations, such as demands for personalized and memorable experiences.

Based on these problems, referring to several expert opinions (Torres-Moraga et al., 2021; Xu et al., 2022) stated that it is imperative to prioritize citizenship behavior, specifically the voluntary contributions of visitors to the provision of benefits by demonstrating social awareness and responsibility, as well as an understanding of the environment and culture, during their visits to specific destinations. The objective is to raise awareness of visitor behavior in order to promote the destination voluntarily, thereby establishing a mutualistic symbiosis between the positive experience visitors have and the destination being promoted. This concept is referred to as "citizenship behavior" (Li & Shi, 2022). In the study of Rather et al. Rather et al. (2023) and Liu et al. (2021) explains that there is still very little discussion of citizenship behavior in the context of visiting a destination, because other research tends to discuss the concept of citizenship behavior in the context of international game exhibitions (Choi et al., 2020), hotels (Shafiee et al., 2020), and travel agents (Tsaur et al., 2021).

A destination must be capable of generating a memorable experience for visitors in order to foster a sense of closeness and gratification with the destination (Guleria et al., 2024). Supported by research, Stone (2018) elucidates that memorable experiences consist of various components, such as food and beverages from the destination, the locations visited, the traveling partners, an authentic experience from the destination, and events or festivals. These elements create profound emotional connections, referred to as place attachment (Zhou et al., 2022). Additionally, this was substantiated by Scannel (2017) who said that place attachment encourages visitors to engage in pro-social behaviors like supporting, promoting, and preserving the destination—behaviors collectively known as citizenship behavior. Thus, place attachment acts as a psychological bridge, translating memorable experiences into positive visitor actions.

When visitors can forge profound memories through their tourism experiences, along with emotional connections to the area, visitors will derive satisfaction from the trips to that location (Kusumawati et al., 2023). This satisfaction then continues to the stage of forming citizenship behavior, where visitors voluntarily play an active role in maintaining and appreciating the destination as a form of positive contribution, the result of a satisfying tourism experience (Liu et al., 2021). Additionally, Researchers (Shafiee et al., 2020) said that satisfied visitors are more likely to actively contribute to the destination, enhancing its reputation and sustainability. Therefore, it is important to understand how the process of creating experiences results in actions that provide benefits for the tourism destination (Dekhili & Hallem, 2023; Deveci & Yildiz, 2024; Shafiee et al., 2020).

This research is based on the Stimulus–Organism–Response (SOR) Theory to analyze how tourism experiences can influence visitor behavior at the Batu Street Food Festival. SOR theory in the tourism context highlights how tourism experiences that align with visitors' personal values and needs can trigger satisfaction and encourage voluntary behavior at the destination level. Supported by research from Culha (2020) to discuss specifically local

culinary festivals. Apart from that, there are many differences from previous research, such as memorable experiences with place attachment from research by Peng et al. (2023) and Trinanda et al. (2022) stated that memorable experience has a significant effect on place attachment, in contrast to research by Vada et al. (2019) and Ajayi & Tichaawa (2021) elucidated that the relationship between place attachment and memorable experiences is negligible. This is due to the individual factors associated with participation in activities that provide long-term satisfaction and experiences that provide visitors with meaning, purpose, and personal development. There is still a significant lack of research surrounding citizenship behavior (Liu et al., 2021). Then, according to Torres-Moraga et al (2021) and Kusumawati et al. (Kusumawati et al., 2023) argue that citizenship behavior is important to discuss because it produces mutualism between visitors and providers of the destinations visited.

Previous studies highlight the role of place attachment as a psychological mechanism through which positive and meaningful experiences at a destination foster emotional bonds with the place (Shafiee et al., 2020; Zhang & Xu, 2019a). These bonds, in turn, encourage behaviors that benefit the destination, such as advocacy, volunteering, or compliance with social norms, collectively referred to as citizenship behavior. Satisfaction and place attachment are crucial factors in this research as they represent key outcomes of memorable tourism experiences and significantly influence visitor behavior. Memorable experiences, which encompass elements like local food, authentic activities, and social interactions, foster emotional connections to destinations, known as place attachment (Scannell & Gifford, 2017; Zhou et al., 2022). This emotional bond, combined with fulfilling tourism experiences, leads to visitor satisfaction, which is critical for encouraging positive behaviors such as tourism citizenship behavior—voluntary actions that support and promote the destination (Kusumawati et al., 2022). Using the SOR (Stimulus–Organism–Response) theory, this research explores how tourism experiences at the Batu Street Food Festival influence satisfaction and place attachment, ultimately shaping visitor behavior. Understanding this process is essential for event organizers to design experiences that not only enhance visitors' emotional connection and satisfaction but also inspire actions that contribute to the sustainability and success of tourism destinations.

This research contributes to the existing literature by focusing on the unique context of culinary festivals, specifically the Batu Street Food Festival, which has been underexplored in previous studies. Unlike prior research that predominantly examined satisfaction, place attachment, and citizenship behavior in eco-tourism (Kusumawati et al., 2023), hospitality (Deveci & Yildiz, 2024), or general tourism settings (Guleria et al., 2024; Piramanayagam et al., 2020). this study integrates these variables into the dynamic and culturally rich environment of culinary festivals. Additionally, this research leverages the SOR theory to analyze how tourism experiences, particularly memorable experiences, influence visitor behavior and emotional attachment. While some studies, such as those by Peng et al. (2023) and Trinanda et al. (2022) emphasize the relationship between memorable experiences and place attachment, this study uniquely examines the mediating roles of satisfaction and place attachment in fostering citizenship behavior. By reconstructing and expanding these findings, this research offers novel insights into how culinary festivals can enhance visitor experiences and engagement, providing practical implications for destination management and event organizers. Thus, it is important to carry out this research to emphasize the importance of citizenship behavior and complement the various differences of previous researchers.

## **Literature Review**

### ***SOR Theory***

This model was developed (Mehrabian & Russell, 1974) initially for environmental psychology, but due to scientific developments, it was adopted by other scientific disciplines, such as consumer behavior, information systems, and other scientific fields. This theoretical framework suggests that the result that arises is a reaction to a specific stimulus to expect and estimate the conformity between the message and the communicant's feedback. The SOR theoretical framework is divided into three important points, namely Stimulus, Organism, and Response. It was explained that according to Mehrabian and Russell (1974) ) the environment is a stimulus (S), which is an individual's internal evaluation (O) which then produces a response (R). In other words, the environmental elements or experiences faced by visitors during a trip or visit to a destination. Memorable experiences provide input or stimulation to visitors that influences their internal conditions. Next, place attachment and satisfaction represent organisms in the SOR model. The connection is an internal response or psychological condition triggered by a stimulus (memorable experience). A strong, memorable experience often leads visitors to develop a deeper attachment to the destination, resulting in greater satisfaction. How visitors perceive and react to these experiences shapes emotional involvement and a sense of fulfillment. Next, citizenship behavior is a response in the SOR model. This context leads to behavior resulting from internal conditions (place attachment and satisfaction) which are triggered by stimuli (memorable experience). A strong attachment to a destination, combined with a sense of satisfaction, often leads visitors to display positive actions known as citizenship behavior. This motivation encourages voluntary contributions to the destination, with visitors acting as informal ambassadors or offering support in promoting the destination.

Several researchers have discussed the topic of the SOR (Stimulus-Organism-Response) theory in relation to several variables in this study. For example, Guleria et al. (2024) utilized the SOR model to examine the role of attachment on satisfaction in India, with findings that validated the use of the SOR model in demonstrating significant relationships between these variables. Additionally, Kusumawati et al. (2023) explored the relationship between satisfaction and citizenship behavior in the context of eco-tourism, revealing that the SOR model plays a role in indicating a positive and significant relationship between satisfaction and citizenship behavior. Furthermore, Deveci & Yildiz (2024) investigated the variables of memorable experience, satisfaction, and citizenship behavior within the hospitality industry, demonstrating interrelated influences among these variables. Building on these prior studies, this research reconstructs and extends these findings to measure these relationships in the context of tourism, particularly culinary festivals.

### ***Memorable Tourism Experience***

Research conducted by Vada et al. (2019) explained that an unforgettable tourism experience, or memorable experience, is defined as a tourism experience that involves positive memories after someone participates in direct tourism activities or events. This experience is often remembered clearly and is an important aspect in the tourism industry because it can influence visitors' desire to return or provide recommendations to others (Badu-Baiden *et al.*, 2022). According to Peng et al. (2023) and Zhou et al. (2022), memorable experience refers to the memorable experiences experienced by visitors at tourist destinations, in this case in

Batu City, especially at the Batu Street Food Festival. The measurement of this variable is based on seven indicators proposed by Sthapit et al. (Sthapit et al., 2023), namely hedonism, novelty, local culture, refreshment, meaningfulness, involvement, dan knowledge. Hedonism refers to the pleasure and happiness visitors feel while exploring a destination (Castellani et al., 2020). Novelty is the desire to discover new and unique experiences different from daily life (Rasoolimanesh et al., 2022). Local Culture involves engaging with or observing local customs, food, art, and traditions (Kim, 2016). Refreshments provide a sense of calm and rejuvenation, both physically and mentally (Sthapit, et al., 2020). Meaningfulness is about the personal significance or deep values visitors derive from their experiences (Bigne et al., 2020). Involvement includes active participation in activities and connecting with the environment (Rocha et al., 2023). Knowledge aims to enhance the understanding and insight that travelers acquire during their journeys, encompassing information about destinations, history, culture, gastronomy, and other enlightening content (Tung & Ritchie, 2011).

### ***Place Attachment***

Place attachment is a sense of place that is intended to be the primary characteristic of an individual's inclination to maintain a sense of intimacy by not forgetting the place or destination (Guleria et al., 2024; Hidalgo & Hernández, 2001). The emotional and affective bond between individual visitors and a location or destination is referred to as place attachment (El - Barbary & Hewedi, 2018). Several researchers, such as Ramkissoon & Mavondo (2015), Hosany et al. (2016), Vada et al. (2019) examined two dimensions regarding place attachment, namely place dependence and place identity. Place dependence refers to a functional bond to a place. Meanwhile, place identity refers to the special, distinctive or affective characteristics of a destination or place (Haque et al., 2021). Other researchers also explored the dimensions of place attachment, such as place affect which is related to the dimension of building feelings (emotive) towards a destination and giving meaning to that destination (Hosany et al., 2016; Zhou et al., 2022). Furthermore, in research by Scannel and Gifford (2017) explained that there is place social bonding which focuses on a person's experience when interacting socially with other people, including local residents in a certain place, thereby building good close relationships. However, other research (Zhang & Xu, 2019) asserts that place identity and location reliance are extensively recognized and examined by researchers and can serve as metrics for assessing place connection.

### ***Satisfaction***

When visitors' expectations align with reality, a sense of satisfaction emerges (Ajayi & Tichaawa, 2021). Satisfaction is a visitor's overall assessment of the trip, encompassing both cognitive appraisal and emotional response to the gap between expectations and actual experience (Deveci & Yildiz, 2024; Prayag et al., 2018). Satisfaction is a multidimensional concept that is influenced by various factors such as service quality, experience, perceived personal value, destination resources, and destination image (Al Halbusi et al., 2020; Khoshkam & Nunkoo, 2023; Melón et al., 2021; Sustacha et al., 2023; Tsai et al., 2022). Researcher (Rasoolimanesh et al. 2022) defines satisfaction as the level of pleasure or disappointment resulting from a comparison between perceived product performance (or results) in relation to visitor expectations.

### ***Citizenship Behavior***

According to Wang et al. (2023) and Kusumawati et al. (Kusumawati et al., 2023) citizenship behavior can be defined as visitors who are willing to actively interact socially with other people or local residents or those in the surrounding environment with the aim of voluntarily providing assistance or sharing information. Researchers Choi et al. (2020) explains that citizenship behavior is the presence of constructive actions from visitors towards a destination, but there are no special requirements or coercion from any party. Furthermore, in the research of Liu et al. (2021) and Al Halbusi et al. (2020), citizenship behavior is interpreted as referring to behavior carried out voluntarily to support a certain environment, community, or group, such as helping others and providing feedback. Researchers Rather et al. (2023) suggest that citizenship behavior is often linked to outcome variables because the characteristics of this variable are a combination of the positive impressions that visitors have regarding punctuality, social interaction, and satisfaction with the services provided at tourism activities.

### ***Hypothesis Development***

#### ***Memorable Experience on Place Attachment***

In Peng et al.'s research (2023) and Zhou et al. (2022) explain that positive social interactions and local cultural experiences can increase visitors' emotional involvement with a destination, deepening attachment to the place. Supported by research by Deveci and Yildiz (2024) Memorable experiences significantly influence place attachment by creating favorable memories for tourists, hence facilitating the return to the destination due to the successful acquisition of a memorable experience. Likewise, research from Guleria et al. (2024) there is a direct relationship between memorable experiences and attachment to destinations. In addition, other studies support research by Vada et al. (2019) that memorable experiences have a positive and significant influence on place attachment, so it can be said to contribute to local destinations. Based on explanations from several previous researchers, the first hypothesis is:

H1: Memorable Experience influences Place Attachment

#### ***Memorable Experience on Satisfaction***

Research by Torabi et al. (2022) shows a positive and significant relationship between memorable experiences and satisfaction, particularly among domestic visitors. Similarly, Sthapit et al. (2019) highlighted that memorable experiences not only affect satisfaction physically but also have a profound impact on the mind and spirit of visitors. Additionally, Zhou et al. (2023) confirmed that memorable experiences significantly fulfill psychological needs, contributing to positive feelings like happiness and satisfaction. These studies collectively support the second hypothesis:

H2: Memorable Experience influences Satisfaction.

#### ***Memorable Experience on Citizenship Behavior***

Several studies have explored the relationship between memorable experience dimensions and citizenship behavior. Finsterwalder et al. (2024) highlighted that servicescape, through tangible and intangible aspects of physical evidence, process, and people (the 3Ps),

significantly influences citizenship behavior. In the hotel industry, Deveci and Yildiz (2024) demonstrated that dimensions like tolerance, advocacy, helping, and feedback positively impact visitors' memorable experiences and their resulting behaviors. Additionally, research by Al Halbusi et al. (2020) suggests that citizenship behavior, such as assisting other visitors, spreading positive word-of-mouth, and offering constructive feedback, further enhances service improvement. Based on these findings, the third hypothesis proposed is: H3: Memorable Experience Influences Citizenship Behavior.

#### ***Place Attachment on Satisfaction***

Research by Hosany et al. (2022) show that place attachment and satisfaction can function as mediating variables that influence visitors' feelings, especially feelings of joy, happiness and attachment to the place visited. This is supported by research by Peng et al. (2023) who found a positive and significant influence between place attachment and satisfaction. Additionally, research by El-Barbary & Hewedi (2018) and Culha (2020) also show that place attachment has a positive impact on satisfaction. However, different results were found by Ajayi & Tichaawa (2021) who found that of the four indicators of place attachment, only place social bonding had a significant effect on visitor satisfaction, while place identity, place dependence, and place affect did not show a significant effect. Considering these differences in results, this study re-proposes a fourth hypothesis:  
H4: Place Attachment Influences Satisfaction.

#### ***Place Attachment on Citizenship Behavior***

In research conducted by Arica et al. (2020) associate citizenship behavior, including helping, advocacy, feedback and tolerance. This was further strengthened in research conducted by Rather et al. (2023) in the context of brand engagement stated that the results were that there was a positive and significant influence between affective and cognitive influences on citizenship behavior. In line with research conducted by Tsaur et al. (2021) explains attachment from the tour leader aspect which is able to give a positive impression during the visitor's trip, a humorous and pleasant impression at every moment, so as to create positive behavior. In this research, it is also explained that tour leader attachment has a positive effect on citizenship behavior. Specifically, research conducted by Zhang & Xu (2019b) found that two dimensions of place attachment, namely place identity and place dependence, influence citizenship behavior. Based on the explanations from several researchers, five hypotheses were obtained, namely:

H5: Place Attachment Influences Citizenship Behavior

#### ***Satisfaction on Citizenship Behavior***

Wong & Lin's (2022) research shows that visitors who are satisfied with tourism product brands tend to voluntarily promote these products to others. In line with this, research by Tu et al. (2022) found that gratitude for positive experiences plays a significant role in encouraging citizenship behavior. Another study by Al Halbusi et al. (2020) and Shafiee et al. (2021) also shows that satisfaction has a positive and significant influence on citizenship behavior. Shafiee et al. (2020) emphasized that trust in high-quality service enhances visitors' willingness to recommend destinations on their own initiative. Based on these findings, the sixth hypothesis is formulated as follows:

H6: Satisfaction Influences Citizenship Behavior.



### ***The Mediating Role of Place Attachment between Memorable Experience and Citizenship Behavior***

Several studies support the idea that place attachment acts as a mediating variable between memorable experiences and other variables (Peng et al., 2023). Visitors who have a memorable experience at a destination tend to feel attached to that place, which then motivates them to contribute positively to that place, either through voluntary behavior or through the promotion of the destination (Guleria et al., 2024; Zhou et al., 2022). However, in this research, the endogenous variable is citizenship behavior which is still rarely used in the relationship between memorable experience and other variables (Wong & Lin, 2022). Thus, place attachment can be an important link that explains how memorable experiences influence citizenship behavior. Therefore, the seventh hypothesis is:

H7: Place attachment is able to mediate between a memorable experience and place attachment

### ***The Mediating Role of Satisfaction between Memorable Experience and Citizenship Behavior***

Memorable experiences include deep positive memories from visitors' interactions with a destination, which often result in a feeling of satisfaction because the experience exceeds visitors' expectations (Hosany et al., 2016; Sthapit, 2017). This satisfaction is not only important for visitors, but also plays a role in encouraging positive behavior towards the destination, which is known as citizenship behavior. In the research of Kusumawati et al. (Kusumawati et al., 2023) uses satisfaction as a mediator in its relationship with citizenship behavior. Supported by research by Deveci and Yildiz (2024) satisfaction is a mediator between memorable experience and citizenship behavior in the context of the hotel industry. For this reason, this research reconstructs satisfaction as a mediating variable according to hypothesis eight, namely:

H8: Satisfaction is able to mediate between a memorable experience and place attachment

## **Methods**

### ***Data Collection***

This research was conducted in Batu City, East Java, with a focus on the Batu Street Food Festival (BSFF), an annual event featuring local Indonesian culinary delights combined with international dishes. Apart from culinary, this event also features cooking competitions, esports, eating competitions, and even fashion shows. This festival is an opportunity to enjoy local and international culture and flavors in a tourist atmosphere in Batu City. This research not only focuses on local culinary delights, but also on the overall memorable experience felt by visitors.

This research uses a quantitative method with a judgmental sampling approach, namely selecting respondents based on the researcher's knowledge and considerations (Sarstedt et al., 2019). In order to ensure the reliability and validity of the questionnaire, an introductory survey was administered to 30 respondents who had visited BSFF prior to data collection. Subsequently, respondents who satisfied the criteria were provided with the revised questionnaire. The population of this study was all BSFF visitors who had come at least once. Samples were taken purposively, with the requirement that visitors be at least 18 years old

and actively use social media and websites. Questionnaires were distributed to 260 visitors using a 5-point Likert scale in Indonesian, with 222 questionnaires eligible for analysis.

- ME is assessed using 7 indicators based on 14 items (Kim et al., 2012)
- PA is assessed using 3 indicators based on 9 items (Prayag et al., 2018)
- Satisfaction is measured with 2 indicators based on 4 items (Ajayi & Tichaawa, 2021; Zheng et al., 2022)
- CB is measured using 4 indicators based on 8 items (Al Halbusi et al., 2020; Deveci & Yildiz, 2024)

For more detail, it can be seen in Table 1.

Table 1. **Variables, Indicators, and Items**

No.	Variables	Indicators	Codes	Items
1.	Memorable experience (X)  (Sthapit & Coudounaris, 2018).	Hedonism (X1)	X1.1.1	I enjoy the series of events available at the BSFF.
			X1.1.2	I feel enthusiastic about visiting the BSFF.
		Novelty (X2)	X1.2.1	I am impressed by the series of events at the BSFF.
			X1.2.2	I enjoy the unique experiences I have never felt before when visiting the BSFF.
		Local culture (X3)	X1.3.1	I am impressed by the local community when visiting the BSFF.
			X1.3.2	The local community at the BSFF is very friendly.
		Refreshment (X4)	X1.4.1	I experience relaxation during my visit to the BSFF.
			X1.4.2	The atmosphere at the BSFF feels refreshing.
		Meaningfulness (X5)	X1.5.1	Visiting the BSFF is a meaningful activity.
			X1.5.2	Visiting the BSFF is an important activity.
		Involvement (X6)	X1.6.1	I had planned to visit the BSFF in advance.
			X1.6.2	Visiting the BSFF is an activity I truly engage in.
		Knowledge (X7)	X1.7.1	Visiting the BSFF enhances visitors' knowledge.
			X1.7.2	The BSFF serves as an essential element of cultural cuisine in Batu City.

No.	Variables	Indicators	Codes	Items
2.	Place attachment (Y1)  (Prayag et al., 2018)	Place Identity (Y1.1)	Y1.1.1	I feel like I am part of the BSFF.
			Y1.1.2	I feel a sense of closeness to the BSFF.
		Place Dependence (Y1.2)	Y1.2.1	I enjoy the activities offered at the BSFF more than at other festivals.
			Y1.2.2	The facilities at the BSFF are the best compared to other festivals.
		Place social bonding (Y1.4)	Y1.3.1	Visiting the BSFF is more important than attending other festivals.
			Y1.3.2	My friends/family always make the BSFF their first choice over other festivals.
3.	Satisfaction (Y2)  (Kusumawati et al., 2023)	Experience satisfaction (Y2.1)	Y2.1.1	I enjoy my visit to the BSFF.
			Y2.1.2	I feel happy when visiting the BSFF.
		Overall satisfaction (Y2.2)	Y2.2.1	I feel that visiting the BSFF is the right decision.
			Y2.2.2	I am overall satisfied when visiting the BSFF.
4.	Citizenship behavior (Y3)  (Deveci & Yildiz, 2024)	Advocacy (Y3.1)	Y3.1.1	I recommend the BSFF to others.
			Y3.1.2	I provide positive reviews about the BSFF.
		Helping (Y3.2)	Y3.2.1	I help BSFF visitors who need information.
			Y3.2.2	I assist visitors experiencing difficulties with transactions during the BSFF.
		Feedback (Y3.3)	Y3.3.1	I offer suggestions for improvement via social media and the BSFF website.
			Y3.3.2	I appreciate receiving good service during my visit to the BSFF.
		Tolerance (Y3.4)	Y3.4.1	I understand any services that do not meet expectations during the BSFF.
			Y3.4.2	I understand if the food I order takes longer than usual to arrive during the BSFF.

### **Data Processing**

This research uses PLS-SEM because, according to Ringle et al. (2021), the latest version of SmartPLS 4.1.06 software is able to maximize the explanation of dependent latent construct variance. Hair & Brunsveld (2019) explained that PLS-SEM is a flexible statistical technique, can be used on all data scales, with minimal assumptions, and can validate correlations even with a limited theoretical basis. In this research, the model built is a Higher-Order Construct (HOC) with a reflective-reflective classification (Becker et al., 2012).

The PLS-SEM process consists of two stages: first, assessing the measurement model at the Lower Order Constructs (LOCs) level and saving the resulting scores. Then, these scores are used as individual indicators to assess measurement and structural models at the HOC level (Becker et al., 2023; J. F. Hair & Brunsveld, 2019). Reliability in PLS-SEM is measured using Cronbach's alpha and composite reliability (CR) with a minimum value of 0.70, while validity is measured using Average Variance Extracted (AVE) which must be more than 0.50 (Hair et al., 2014).

## **Findings**

### **Profile of Respondents**

The objective of respondent analysis is to ascertain the profile of respondents who complete the questionnaire, utilizing the findings of descriptive analysis, which encompasses a variety of contexts. The sample of respondents in this survey was predominantly female, with 143 women comprising 64.41% of the total and 79 men comprising 35.59%. Gender was not a factor in the development of this research. Additionally, the educational background of the respondents was primarily composed of senior high school or equivalent students, with 111 respondents, accounting for 50% of the total. Bachelor's degrees were the second most prevalent, with 90 respondents, accounting for 40.54% of the total. The respondents' comprehensive demographics are illustrated in table 2.

Table 2. **Description of BSFF Visitors**

<b>Demographics</b>	<b>Frequency</b>	<b>%</b>
1. Gender		
a. Female	143	64.41
b. Male	79	35.59
2. Education Level		
a. Elementary School	2	0,90
b. Junior Highschool	0	0
c. Senior Highschool	111	50,00
d. Diploma Degree or equals	7	3,15
e. Bachelor Degree	90	40,54
f. Master Degree	11	4.95
g. Doctoral Degree	1	0,45

Demographics	Frequency	%
3. Income (Monthly in IDR)		
IDR 0-1,875,000	120	54,05
IDR 1,875,001-3,750,000	54	24,32
IDR 3,750,001-5,625,000	29	13,06
IDR 5,625,001-7,500,000	9	4,05
IDR 7,500.001-9,375,000	3	1,35
IDR 9,375,001-11,250,000	3	1,35
IDR 11,250,001-13,125,000	1	0,45
IDR 13,125,001-15,000,000	3	1,35
4. Source of Information Regarding BSFF		
a. Family	73	32.88
b. Friends	45	20,27
c. Organizer	2	0,90
d. Social Media	97	43,69
e. Mass Media	2	0,90
f. Accidental	3	1,35

Source: Developed by the Authors (2024)

## Results

At the first level on Table 3 3 evaluation evaluating the measurement model for Lower Order Constructs (LOCs), it was found that all items had factor loadings above 0.70. It can be said that all composite reliability (CR) values are more than 0.70, supporting internal consistency reliability. The average variance extracted (AVE) values, which reflect the construct being measured, are all above 0.50, thus ensuring convergent validity. The heterotrait-monotrait ratio of correlations (HTMT) values were all below 0.85, indicating discriminant validity. This means that all reflective constructs have a stronger relationship with their own indicators compared to other constructs in the PLS path model.

At this stage, the construct scores generated by SmartPLS are saved to be used as indicators for Higher Order Constructs (HOCs) in the next stage attached in Table 4 4. Additionally, this research also using Fornell and Larcker's (1981) for the evaluation of discriminant validity (Hair & Alamer, 2022) as shown in Table 6. The Fornell-Larcker criterion assesses discriminant validity by comparing the square root of the average variance extracted (AVE) for each construct with the correlations between that construct and all other constructs (Hair & Alamer, 2022). This indicates that all reflective constructs have a more robust association with their indicators compared to other constructs in the PLS path model. At this juncture, the construct scores generated by SmartPLS are retained for utilization as indicators for higher-order constructs (HOCs) in the subsequent phase.

Table 3. Lower Order Constructs (LOCs)

Latent Variable (Lower Order Construct)	Item	Indicator Reliability Factor Loading >0.70	Internal Consistency Reliability CR >0.70	Convergent Validity AVE >0.50	Discriminant Validity HTMT <0.85
Hedonism	X1.1.1	0.741	0.828	0.853	Yes
	X1.1.2	0.795			
Novelty	X1.2.1	0.841	0.874	0.888	Yes
	X1.2.2	0.847			
Local Culture	X1.3.1	0.824	0.864	0.880	Yes
	X1.3.2	0.729			
Refreshment	X1.4.1	0.738	0.826	0.852	Yes
	X1.4.2	0.792			
Meaningfulness	X1.5.1	0.851	0.856	0.874	Yes
	X1.5.2	0.794			
Involvement	X1.6.1	0.750	0.770	0.813	Yes
	X1.6.2	0.750			
Knowledge	X1.7.1	0.857	0.862	0.879	Yes
	X1.7.2	0.824			
Place Identity	Y1.1.1	0.863	0.910	0.917	Yes
	Y1.1.2	0.889			
Place Dependence	Y1.2.1	0.807	0.801	0.834	Yes
	Y1.2.2	0.786			
Place Social Bonding	Y1.3.1	0.809	0.803	0.835	Yes
	Y1.3.2	0.800			
Experience Satisfaction	Y2.1.1	0.877	0.883	0.895	Yes
	Y2.1.2	0.909			
Overall Satisfaction	Y2.2.1	0.866	0.824	0.850	Yes
	Y2.2.2	0.853			
Advocacy	Y3.1.1	0.800	0.844	0.865	Yes
	Y3.1.2	0.798			
Helping	Y3.2.1	0.746	0.723	0.894	Yes
	Y3.2.2	0.772			
Feedback	Y3.3.1	0.760	0.878	0.783	Yes
	Y3.3.2	0.749			
Tolerance	Y3.4.1	0.746	0.919	0.925	Yes
	Y3.4.2	0.754			

Source: Developed by the Authors (2024)

In the second evaluation step, which examined measurement models for Higher-Order Constructs (HOCs), we identified two items with factor loading values 0.70. Nonetheless, we remained acceptable for predictive models (tolerance = 0.788), affirming the indicators' trustworthiness. As demonstrated in Table 4, convergent validity, internal consistency reliability, and discriminant validity were fulfilled, meeting the criterion for evaluating measurement models at the level of HOCs. Apart from that, three constructs with an AVE value of 0.740 (X1), 0.787 (Y1), and 0.717 (Y3) can still be acceptable. The collinearity concern is the critical focus in analyzing the structural model. Collinearity is examined via variance inflation factor (VIF) calculations.

Table 5 presents the cross loadings of each measured variable item, indicating that the factor loadings for the assigned construct must exceed the loadings of all other constructs by a minimum of 0.100. Table 7 provides the VIF values for all constructs. All values are below the conservative threshold of 3.3, showing no hint of multicollinearity concerns within the parameters of HOCs.

Table 4. Higher Order Construct

Construct	Latent Variable (Higher Order Construct)	Indicator Reliability	Convergent Validity	Internal Consistency Reliability	Discriminant Validity
		Factor Loading >0.70	AVE >0.50	CR >0.70	HTMT <0.85
<b>Memorable Experience (X1)</b>	Hedonism	0.851	0.740	0.952	Yes
	Novelty	0.894			
	Local Culture	0.838			
	Refreshment	0.838			
	Meaningfulness	0.876			
	Involvement	0.823			
	Knowledge	0.900			
<b>Place Attachment (Y1)</b>	Place Identity	0.902	0.787	0.917	Yes
	Place Dependence	0.877			
	Place Social Bonding	0.882			
	Experience	0.949			
<b>Satisfaction (Y2)</b>	Satisfaction	0.949	0.901	0.948	Yes
	Overall Satisfaction	0.950			
<b>Citizenship Behavior (Y3)</b>	Advocacy	0.871	0.717	0.910	Yes
	Helping	0.817			
	Feedback	0.906			
	Tolerance	0.788			

Source: Developed by the Authors (2024)

Table 5. Cross Loading

Cross Loading	CB	ME	SAT	PA
Advocacy	<b>0.871</b>	0.583	0.653	0.554
Helping	<b>0.817</b>	0.548	0.484	0.476
Feedback	<b>0.906</b>	0.525	0.543	0.491
Tolerance	<b>0.788</b>	0.466	0.482	0.469
Hedonism	0.549	<b>0.851</b>	0.714	0.526
Novelty	0.603	<b>0.894</b>	0.695	0.576
Local Culture	0.483	<b>0.838</b>	0.611	0.540
Refreshment	0.543	<b>0.838</b>	0.634	0.492
Meaningfulness	0.539	<b>0.876</b>	0.607	0.528
Involvement	0.493	<b>0.823</b>	0.567	0.529
Knowledge	0.570	<b>0.900</b>	0.704	0.586
Experience Satisfaction	0.621	0.702	<b>0.949</b>	0.636
Overall Satisfaction	0.604	0.732	<b>0.950</b>	0.657
Place Dependence	0.521	0.515	0.601	<b>0.877</b>
Place Identity	0.579	0.637	0.677	<b>0.902</b>
Place Social Bonding	0.458	0.503	0.518	<b>0.882</b>

Notes: N = 222; ME: Memorable Experience; PA: Place Attachment;  
 SAT:Satisfaction; CB: Citizenship Behavior  
 Source: Developed by the Authors (2024)

Table 6. Fornell-Larcker Criterion

	Citizenship Behavior	Memorable Experience	Place Attachment	Satisfaction
<b>Citizenship Behavior</b>	<b>0.846</b>			
<b>Memorable Experience</b>	0.630	<b>0.860</b>		
<b>Place Attachment</b>	0.590	0.628	<b>0.887</b>	
<b>Satisfaction</b>	0.645	0.755	0.681	<b>0.949</b>

Source: Developed by the Authors (2024)

Table 7. VIF Scores

Hypothesis	VIF
<b>Memorable Experience -&gt; Citizenship Behavior</b>	2.465
<b>Memorable Experience -&gt; Place Attachment</b>	1.000
<b>Memorable Experience -&gt; Satisfaction</b>	1.651
<b>Place Attachment -&gt; Citizenship Behavior</b>	1.977
<b>Place Attachment -&gt; Satisfaction</b>	1.651
<b>Satisfaction -&gt; Citizenship Behavior</b>	2.788

Source: Developed by the Authors (2024)



Schuberth et al. (2020) stated that standardized root mean residuals (SRMR) are widely used in applied research. The ideal SRMR value for a suitable model is zero or near zero. Our research found that the SRMR value was 0.053, which indicates that this model is quite ideal, close to zero. The  $Q^2$  value determines the goodness of fit. We utilised the PLS predict method to assess the model's ability to predict the target construct or its out-of-sample predictive efficacy (Shmueli et al., 2019). The predictive power of all items is enhanced when the PLS-LM is lower; conversely, a lack of predictive strength is indicated when the PLS-LM is higher (Shmueli et al., 2019). Furthermore, the predictive potential of minority items is diminished when the PLS-LM is lower (Shmueli et al., 2019). Table 9 illustrates that all components have PLS-LM values below the threshold, whereas  $Q^2$  -predict above zero, signifying robust predictive capability. This research substantiates the model's predictive power, since the PLS-SEM analysis provides lower prediction errors (measured by MAE and RMSE) in comparison to the naïve linear benchmark model (Sarstedt et al., 2019).

This research also conducted a bootstrap analysis, which tested eight hypotheses using SmartPLS. The data shows a positive and significant relationship between Memorable Experience and Place Attachment ( $\beta = 0.628$  with  $p < 0.05$ ), so H1 is accepted. Memorable Experience and Satisfaction also show positive and significant results ( $\beta = 0.541$ ;  $p < 0.05$ ), so H2 is accepted. Furthermore, the relationship between Memorable Experience and Citizenship Behavior also shows a positive and significant relationship ( $\beta = 0.273$ ;  $p < 0.05$ ), so H3 is accepted. Place Attachment and Satisfaction show a positive and significant relationship ( $\beta = 0.342$ ;  $p < 0.05$ ), so H4 is accepted. The direct relationship between Place Attachment and Citizenship Behavior shows positive and significant results ( $\beta = 0.224$ ;  $p < 0.05$ ), so H5 is accepted. Furthermore, the relationship between Satisfaction and Citizenship Behavior shows positive and significant results ( $\beta = 0.197$ ;  $p < 0.05$ ), so H6 is accepted.

This research also provides results regarding the mediating role of Place Attachment and Satisfaction. Place Attachment can positively mediate Memorable Experience in Citizenship Behavior ( $\beta = 0.141$ ;  $p < 0.05$ ). Likewise, Satisfaction can also mediate between Memorable Experience and Citizenship Behavior ( $\beta = 0.155$ ;  $p < 0.05$ ). Table 8 presents the mediating and moderating roles in detail.

Table 8. Hypothesis Testing

Variables	$\beta$ -value	Sample mean (M)	t-value	p-value	Conclusion
ME -> PA	0.628	0.633	9.095	0.000	Accepted
ME -> SAT	0.541	0.549	9.668	0.000	Accepted
ME -> CB	0.273	0.276	3.108	0.001	Accepted
PA -> SAT	0.342	0.334	5.335	0.000	Accepted
PA -> CB	0.224	0.222	3.187	0.001	Accepted
SAT -> CB	0.286	0.286	2.818	0.002	Accepted
ME -> PA -> CB	0.141	0.141	2.947	0.002	Accepted
ME -> SAT -> CB	0.155	0.157	2.665	0.004	Accepted

Notes: N = 222; ME: Memorable Experience; PA: Place Attachment ( $R^2=0.394$ ); SAT: Satisfaction ( $R^2=0.641$ ); CB: Citizenship Behavior ( $R^2=0.489$ ); CI: 95% bootstrap Confident Interval

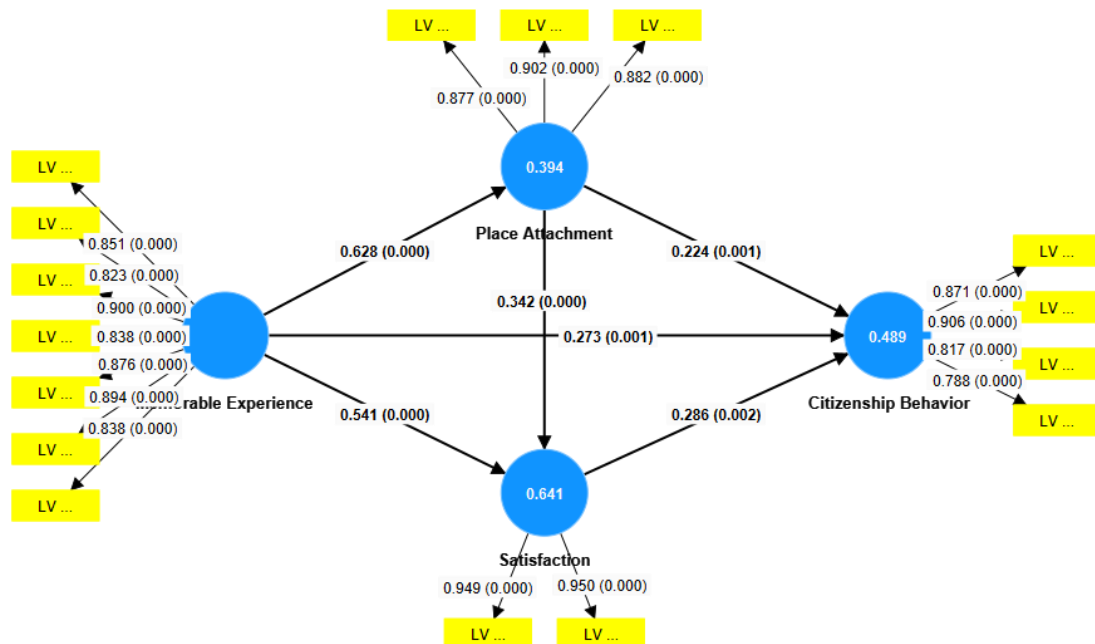
Source: Developed by the Authors (2024)

Table 9. PLS Predict

	Q <sup>2</sup> predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
<b>Advocacy</b>	0.326	0.826	0.635	0.840	0.637
<b>Feedback</b>	0.257	0.866	0.683	0.879	0.683
<b>Helping</b>	0.288	0.848	0.700	0.872	0.723
<b>Tolerance</b>	0.208	0.895	0.667	0.925	0.693

Source: Developed by the Authors (2024)

Figure 2. PLS-SEM Result of Higher Order Construct



Source: Developed by the Authors (2024)

In this study, we explore how memorable tourism experiences impact place attachment and satisfaction, which in turn influence citizenship behavior within the context of the Batu Street Food Festival, a popular event that serves as an attraction for visitors. This context reflects the recommendations of Culha et al. (2020), who suggested that festivals be examined to ensure external validity in tourism contexts. The festival setting provides a rich backdrop to investigate memorable experiences, supported by data collected and analyzed in this research.

The results confirm the hypothesized relationships, demonstrating that memorable tourism experiences positively affect both place attachment and satisfaction, which serve as mediators in shaping citizenship behavior. The mediating role of place attachment aligns with previous studies, such as those by Peng et al. (2023) and Trinanda et al. (2022) which identified significant associations between memorable experiences and place attachment. The findings further extend existing knowledge by showing that place attachment acts as an emotional

bridge, connecting meaningful tourism experiences to voluntary, positive behaviors that benefit the destination. Meanwhile, according to Vada et al. (2019) report a negligible relationship due to individual differences in activity involvement and personal growth. By applying the SOR framework, the findings suggest that such discrepancies may result from variations in how stimuli are processed emotionally and cognitively, which in turn influence the strength of place attachment and satisfaction. Visitors who form strong emotional bonds with a destination are more likely to engage in citizenship behavior. This relationship reflects the organism–response process described within the SOR framework.

Similarly, satisfaction serves as a mediator between memorable experiences and citizenship behavior. Positive tourism experiences trigger cognitive and emotional evaluations, resulting in satisfaction, which subsequently encourages voluntary behaviors. These findings are consistent with research by Ajayi and Tichaawa (2021), which emphasizes the role of satisfaction in fostering positive visitor behavior. Incorporating satisfaction as a mediator provides additional evidence of how fulfilling tourism experiences contribute to a sense of reciprocity and voluntary actions that support the destination. The findings also align with the SOR theory by demonstrating how internal psychological states mediate the relationship between external stimuli and behavioral responses.

In addition, our study aligns with the recent research by Deveci and Yildiz (2024), which examined the relationship between memorable experiences and citizenship behavior in the context of hospitality, focusing on feedback, advocacy, helping, and tolerance. Their findings suggest a need for further investigation into how memorable experiences relate to citizenship behavior in local food festivals. Wong and Lin (2022) also emphasize the importance of understanding citizenship behavior, as it enhances the competitiveness of tourism industries by helping destinations utilize visitor resources effectively and supporting social interactions between visitors and event organizers

## **Conclusion**

This study adds to tourism literature by exploring how memorable tourism experiences impact citizenship behavior, with place attachment and satisfaction acting as mediators. Focusing on the Batu Street Food Festival, the research reveals a positive link between memorable experiences and citizenship behavior, both directly and through the mediating effects of place attachment and satisfaction also these findings validate the SOR theory in the context of culinary festivals and highlight the importance of creating meaningful experiences. The findings offer valuable insights into how emotional connections to a destination encourage actions like giving recommendations, sharing feedback, and assisting others—essential aspects of citizenship behavior. Additionally, the study addresses gaps in previous research, particularly the inconsistencies in findings on memorable experiences and place attachment, while broadening the understanding of satisfaction in tourism contexts.

For festival organizers, particularly those managing the Batu Street Food Festival or similar events, the findings highlight the importance of designing experiences that enhance place attachment and satisfaction to promote positive visitor behavior. By focusing on creating memorable experiences, festival organizers can foster greater emotional attachment, which leads to behaviors like providing feedback and recommendations. Emphasizing service quality and ensuring that visitors have personally meaningful and enjoyable experiences can significantly enhance overall visitor satisfaction and citizenship behavior, ultimately

benefiting both the festival and its stakeholders. However, the study is limited by its focus on a specific local festival, which may restrict the generalizability of the findings. The cross-sectional design also captures visitor perceptions at only one point in time. Future research could replicate the model across different festival contexts, explore how activity duration affects citizenship behavior, and employ longitudinal approaches to track how visitor experiences evolve over time.

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