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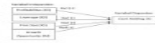

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1. Kewajiban Publikasi  
2. Proses Penyerahan  
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**ARTICLE TEMPLATE**  
Article Template

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Video Template  
Manual Book Register

**ADDITIONAL MENU**

-  **PENGARUH PENGUNGKAPAN AKUNTANSI KARBON, TATA KELOLA PERUSAHAAN, KARAKTERISTIK CEO TERHADAP KINERJA PERUSAHAAN NON-KEUANGAN DAN KEUANGAN**  
Fitri Indriyani, Yvonne Augustine Sudibyo  
721-738  
[PDF](#)  
Abstract views: 0 | PDF Download: 0 | <https://doi.org/10.25105/jet.v4i1.19155>
-  **THE ANTECEDENTS OF INTENTION FOR ECOTOURISM**  
Iman Salma, Ayu Ekasari  
739-750  
[PDF](#)  
Abstract views: 0 | PDF Download: 0 | <https://doi.org/10.25105/jet.v4i1.19077>
-  **THE ANTECEDENTS OF PLACE ATTACHMENT IN SELFIE TOURISM**  
Diva Marchsela Putri, Luki Adiat Pratomo  
751-770  
[PDF](#)  
Abstract views: 1 | PDF Download: 0 | <https://doi.org/10.25105/jet.v4i1.19075>
-  **ANALISIS PERAN FAKTOR-FAKTOR EKONOMI YANG MEMPENGARUHI PENGENTASAN KEMISKINAN DI INDONESIA**  
Aldi Naufal Ilham, Dian Octaviani  
771-780  
[PDF](#)  
Abstract views: 0 | PDF Download: 0 | <https://doi.org/10.25105/jet.v4i1.16560>
-  **PROFITABILITAS MENINGKATKAN CASH HOLDING PADA PERUSAHAAN CONSUMER NON-CYCLICALS**  
Kinanthi Salma Nabilah, Yoseph Agus Bagus Budi N.  
781-788  
[PDF](#)  
Abstract views: 0 | PDF Download: 0 | <https://doi.org/10.25105/jet.v4i1.19379>
-  **TRANSFORMASI MANAJEMEN SUMBER DAYA MANUSIA SETELAH PANDEMI COVID-19**  
Yohana Feto, Tiara Puspa  
789-794  
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## THE ANTECEDENTS OF PLACE ATTACHMENT IN SELFIE TOURISM



Diva Marchetta Putri  
Fakultas Ekonomi dan Bisnis, Universitas Trisakti  
Luki Adisti Prastomo  
Fakultas Ekonomi dan Bisnis, Universitas Trisakti

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selfie tourism memorable tourist experience hedonic well-being place attachment

**Abstract**  
The purpose of this study is to examine the relationship between selfie tourism, memorable tourism experience, hedonic well-being and travelers' place attachment. This research is a hypothesis testing research conducted in Indonesia. Data was obtained by distributing questionnaires to 200 respondents who have visited various destinations in Indonesia. Respondents are mostly aged between 18 and 30. Data were tested using Structural Equation Modeling (SEM) and Statistical Package for the Social Science (SPSS). The results of this study found that there was a positive influence between selfie tourism, Memorable Tourism Experience, Hedonic Well-Being and Place Attachment. Therefore, tourism destination management and the government are advised to design and implement targeted programs that focus on infrastructure development, including well-designed public spaces, aesthetic spaces, and cultural centers, as one of their strategic marketing.

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## THE ANTECEDENTS OF PLACE ATTACHMENT IN SELFIE TOURISM

**Diva Marchsela Putri<sup>1</sup>****Luki Adiati Pratomo<sup>2\*</sup>**<sup>1,2</sup>Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Internasional Universitas Trisakti

\*Penulis korespondensi: divamarchsela24@gmail.com

### Abstract

The purpose of this study is to to examine the relationship between selfie tourism, memorable tourism experience, hedonic well-being and travelers' place attachment. This research is a hypothesis testing research conducted in Indonesia. Data was obtained by distributing questionnaires to 200 respondents who have visited various destinations in Indonesia. Data were tested using Strucural Equation Modeling (SEM). The results of this study found that there was a positive influence between Selfie Tourism, Memorable Tourism Experience, Hedonic Well-Being, and Place Attachment. Therefore, tourism destination management and the government are advised to design and implement targeted programs that focus on infrastructure development, including well-designed public spaces, aesthetic spaces, and cultural centers, as one of their strategic marketing.

**Keywords:** Selfie Tourism, Memorable Tourist Experience, Hedonic Well-Being, Place Attachment**Artikel dikirim: 16-01-2024****Artikel Revisi: 15-02-2024****Artikel diterima: 06-03-2024**

### INTRODUCTION

The recent surge in tourism in Indonesia has witnessed a significant influx of visitors exploring diverse destinations across the archipelago. A noteworthy trend among tourists is the emergence of "selfie tourism," where travelers utilize social media to showcase their experiences at various attractions, making capturing selfies a crucial aspect of their travel adventures (Ismanto&Madusari, 2018). The Central Statistics Agency reports a 0.43% increase in tourist attractions in 2021, totaling 2,563 businesses, with artificial tourist attractions leading at 1,061. The rise in selfie tourism aligns with the growing influence of technology and social media platforms, shaping contemporary travelers' preferences.

The phenomenon of selfie tourism is deeply connected to the concept of digital narcissism, as individuals seek affirmation of self-existence through taking and sharing self-portraits on social platforms. Studies, such as the one conducted in Yogyakarta by Raditya (2014), reveal that the motivation behind this behavior stems from the core desire of individuals to assert their presence, a trend increasingly observed in art exhibitions using selfie sticks.

Recent years have witnessed a shift in what motivates tourists to choose their destinations, with contemporary travelers favoring places that enable self-expression on social media (Widiana & Novani, 2022). The rise of selfie tourism is particularly popular among both domestic and

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international tourists, indicating a changing landscape influenced by technology and the proliferation of social media platforms.

Furthermore, the appeal of specific tourist spots, like Heha Sky View in Yogyakarta, is amplified by its capacity to provide stunning nighttime vistas, attracting travelers interested in capturing striking selfies (vistingjogja, 2020). Collaborative efforts between the tourism office and the private sector have played a crucial role in transforming Heha Sky View into a sought-after hub for selfie tourism.

Understanding the factors influencing tourists' attachment to a place becomes crucial in this context, with social media and selfies playing a significant role in establishing emotional connections. This attachment is strengthened by sharing visually appealing photos, and fostering emotional bonds with a place (Hwang et al., 2005). Memorable tourism experiences, emotional ties, and overall satisfaction contribute to tourists' lasting connections with specific destinations (Kim & Ko, 2012).

As the global economy prioritizes experiences over material goods, recent studies emphasize the concept of memorable tourism experiences as a key factor in shaping travelers' perceptions. Place attachment, characterized by feelings of dependency, identification, and belonging, emerges when individuals form emotional connections to a specific place.

Identifying the relationship between selfie tourism, memorable tourism experiences, hedonic well-being, and tourists' attachment levels becomes crucial for developing effective marketing strategies and destination management in Indonesia. Researching these connections can predict and understand how tourists' attachments form, thereby boosting the appeal and competitiveness of Indonesian tourism destinations in the global market (Bacon, 2003). However, the abundance of destinations poses a challenge for destination marketers, emphasizing the need to concentrate on strengthening visitors' emotional connections to places through various strategies.

## **LITERATURE REVIEW**

### **Selfie tourism**

Selfie tourism, also known as narcissistic tourism, is a contemporary phenomenon within the tourism industry that has gained significant attention in recent years. It refers to the growing trend of tourists seeking out specific destinations and attractions primarily to capture and share self-portraits, or "selfies," on social media platforms (Laaksonen & Varga, 2023). This trend has been fueled by the widespread use of smartphones and social media, where individuals showcase their travel experiences and create a digital identity through self-portraits taken at iconic landmarks, scenic spots, or unique attractions. . Selfie tourism has not only influenced tourists' behavior and preferences but has also impacted destination management and marketing strategies, as destinations seek to leverage the trend to attract visitors and enhance their visibility on social media platforms (Siegel et al., 2023). However, the phenomenon has also raised concerns about the potential negative effects on the authenticity of travel experiences and the preservation of natural and cultural heritage sites, as tourists' focus on

capturing the perfect selfie may detract from genuine engagement with the destination (Luger & Eds, 2018).

Moreover, the rise of selfie tourism has prompted destinations to re-evaluate their marketing and promotional strategies, with an emphasis on creating "Instagrammable" or visually striking experiences that are likely to be shared on social media. While selfie tourism presents opportunities for destinations to enhance their visibility and attract a new generation of tourists, it also poses challenges in terms of managing visitor behavior, preserving the integrity of natural and cultural sites, and ensuring that the tourist experience remains meaningful and authentic. Therefore, further research and careful planning are needed to understand and address the implications of selfie tourism for sustainable destination management and the overall quality of the tourist experience (Luger & Eds, 2018).

### **Memorable tourism experience**

The term "experience" in daily life encompasses a wide array of situations, including holiday experiences, work-related achievements, and more. Memorable tourism experience (MTE), defined as an experience remembered and recalled after the event, is crucial in generating revenue and creating superior value in the tourism industry. Despite the transient nature of on-site tourism encounters, memories of these experiences become meaningful and contribute significantly to individuals' storytelling moments (Kim et al., 2021).

Factors shaping memorable tourism experiences include visitor engagement, authenticity of the destination, overall image, meaningful and enjoyable activities, hedonistic aspects, social interaction, and immersion in local culture. Positive emotions like joy, awe, and satisfaction play a pivotal role in fostering lasting memories, underlining the multifaceted nature of factors contributing to the overall impact of tourism encounters (Hosany et al., 2022; Yang et al., 2023).

The dimensions of a memorable tourism experience involve hedonism, refreshment, social interaction, local culture, meaningfulness, and knowledge. Pleasure, relaxation, social interactions, and cultural immersion contribute to the overall impact of a tourist's encounter. Meaningful engagement and knowledge acquisition during the tourism experience enhance its memorability, emphasizing the importance of aligning activities with individual preferences and values (Cho, 2022; Hosany et al., 2022). This holistic approach is crucial for creating memorable tourism encounters that resonate with visitors long after their journey concludes.

### **Hedonic well-being**

Hedonic well-being, a foundational approach to wellness, is characterized by the subjective experience of pleasure, happiness, and overall positive feelings derived from life experiences and activities. Rooted in the pursuit and attainment of pleasure and satisfaction, hedonic well-being places a primary emphasis on an individual's subjective sense of well-being, commonly known as subjective happiness (Tao et al., 2022). This orientation involves the relentless pursuit of pleasure while aiming to minimize or eliminate experiences of pain or suffering. Within the broader framework of hedonic well-being, subjective well-being is a key component, encapsulating an individual's assessment of life satisfaction and emotional experiences. This dimension reflects the nuanced interplay between personal perceptions and emotional states within the context of one's overall well-being (Diener, 1984; Frankl, 2007; Hall, 2015).

Historically, hedonic well-being stands as one of the earliest approaches to the study of well-being, centering on the belief that individuals can attain wellness by actively seeking and maximizing

experiences of pleasure. The dichotomy between hedonic well-being and eudaimonic well-being is a prominent aspect of the discourse, with hedonic well-being focusing on pleasure-seeking, while eudaimonic well-being prioritizes self-realization and the actualization of human potential (Ryan & Deci, 2001; Waterman, 2017). Hedonic well-being is a significant predictor of overall well-being, influencing various aspects of individuals' lives, including their emotional state, work satisfaction, and overall feelings of loneliness and isolation (Akçit & Barutçu, 2017; Uribe et al., 2023).

Factors shaping hedonic well-being revolve around the idea that individuals seek to maximize pleasure and minimize pain in their lives. This concept encompasses various dimensions, from the pursuit of enjoyable experiences to the satisfaction derived from activities and overall feelings of happiness and contentment. It is often associated with immediate gratification, where individuals prioritize activities or choices that bring about immediate pleasure or positive emotions (Dwyer et al., 2019).

Hedonic well-being, as a concept emphasizing the pursuit of pleasure and the absence of pain or suffering, is one of the two main domains of subjective well-being, with the other being eudaimonic well-being. It is characterized by the experience of pleasure, positive emotions, and the absence of negative emotions. Research has demonstrated that hedonic well-being is a significant predictor of overall well-being, influencing various aspects of an individual's life, including work satisfaction and psychological functioning. Additionally, cultural factors, values, traditions, and beliefs play a role in shaping hedonic well-being and must be considered when evaluating it through qualitative indicators and subjective experiences (Diener, 1984; Tao et al., 2022).

### **Place Attachment**

Place attachment, a term denoting the emotional connection between individuals and their surroundings, has gained considerable attention across various fields, including environmental psychology, sociology, and tourism (Ramkissoon, 2015). This concept reflects the connections formed through interactions with the environment, holding scientific significance in understanding the mechanisms underlying the bond between individuals and places and practical value in urban planning, design, and tourist destination management (Dlamini & Tesfamichael, 2021). Place attachment is multidimensional, encompassing attachment to particular locations, the distinction between predictors and outcomes, methodologies related to place dimensions, and theoretical frameworks applied in research (Dlamini & Tesfamichael, 2021). The multidimensional concept introduced by Scannell & Gifford (2010) comprises three interconnected dimensions: person, psychological processes, and place (PPP), offering a comprehensive understanding of who forms the attachment, how emotions manifest, and the nature of the attachment itself (Ji et al., 2023).

Place attachment is defined as a multidimensional concept that involves the emotional bond between individuals or groups and a specific place, varying in spatial level, specificity, and social or physical characteristics (Alirhayim, 2023). This emotional link manifests through affective, cognitive, and behavioral processes, encapsulating both emotional and symbolic expressions (Escalera-Reyes, 2020). Two main facets of place attachment are identified: place dependence, involving visitors' evaluations of a location's uniqueness and functional dependencies, and place identity, representing aspects of oneself connected to a particular environment (Zahnow & Tsai, 2021). This emotional bond signifies a positive association individuals form with their surroundings, shaped by engagement in local affairs, providing a sense of belonging and significance (Buonincontri et al., 2017; Dameria et al., 2020).

In the tourism context, place attachment is a concept that describes the emotional connection between individuals and a place, influenced by memory, place identity, and cultural aspects (Abukarki et al., 2023). This connection plays a crucial role in shaping tourists' perceptions, motivations, satisfaction, and support for sustainable tourism practices (Jin et al., 2020). The multidimensional construct of place attachment is often characterized by salient dimensions, including place identity and dependence (Dwyer et al., 2019). Diverse conceptualizations of place attachment, such as affective attachment and meaningful social interactions, contribute to a deeper understanding of the emotional and cognitive dimensions in tourism (Ayuningtyas et al., 2021; Dai et al., 2023). Recent developments include additional dimensions of place memory and expectation, reflecting an individual's interactions and experiences within a place over time (Lalicic&Garaus, 2022).

Place attachment, as the emotional bond between individuals and their meaningful environments, encompasses both emotional and cognitive dimensions. The emotional dimension involves the affective bond individuals form with a place, influenced by experiences, memories, and feelings, while the cognitive dimension encompasses intellectual processes in building knowledge about a place (Scannell & Gifford, 2010; Purwanto & Harani, 2020). These dimensions are interconnected, shaping individuals' perceptions, motivations, and behaviors in the context of tourism and recreation (Dwyer et al., 2019). A comprehensive understanding of both dimensions is crucial for tourism researchers and practitioners to effectively manage and enhance tourists' experiences and sustainable destination development.

## **RESEARCH METHODOLOGY**

Adopting insights from Trinanda et al. (2022), who explored the prediction of place attachment through selfie tourism, memorable tourism experiences, and hedonic well-being, this research employs a structured survey methodology. The primary objective is to examine the influence of selfie tourism, memorable tourism experiences, and hedonic well-being on place attachment. The research design involves hypothesis testing to explain the variability of the variables or outcome predictions. A cross-sectional study was conducted, collecting data once during a predetermined time and period, utilizing a five-point Likert scale for all questions, ranging from "Strongly Disagree" to "Strongly Agree." The unit of analysis in this study is individuals (Sekaran & Bougie, 2016).

The study incorporates four variables: selfie tourism, memorable tourism experience, hedonic well-being, and place attachment. A total of 18 statements were used to measure these variables, employing a questionnaire with a five-point Likert scale (1 - Strongly Disagree to 5 - Strongly Agree).

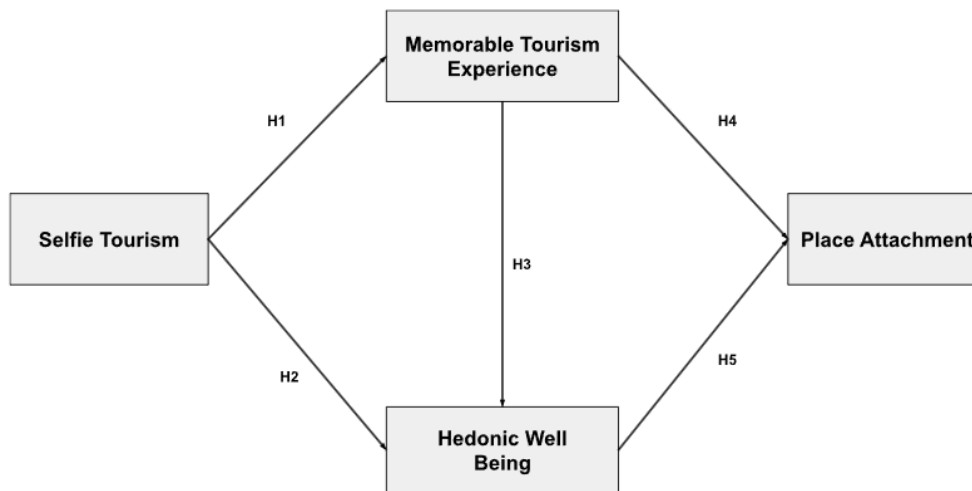
To achieve the research goal, a survey will be electronically distributed through platforms such as Discord, WhatsApp, and YouTube. Primary data will be collected using nonprobability and purposive sampling, selecting respondents based on specific criteria. The questionnaire targets individuals familiar with selfie tourism, regardless of their nature enthusiast status. The sample size is determined by multiplying the number of indicators (18) by 10, resulting in a minimum sample size of 180 respondents. The study aims to collect data from 216 respondents through both online and personal distribution of questionnaires, ensuring comprehensive coverage (Sekaran & Bougie, 2016; Hair et al., 2019).

In this study, the Structural Equation Model (SEM) method was employed to analyze all collected data. SEM is a Multivariate Statistical technique that combines multiple regression and factor analysis aspects, aiming to test dependent relationships and present unmeasured factors. This method, implemented through the SPSS device, allows for a comprehensive understanding and



explanation of complex relationships between variables. Both structural and measurement models were analyzed simultaneously. Before hypothesis testing, a goodness-of-fit test was conducted to assess the model's suitability.

The proposed conceptual framework of this research is illustrated in Figure 1.



**Figure 1. Conceptual Framework**

This conceptual framework proposes a multi-faceted approach to understanding the factors influencing individuals' place attachment to destinations. Firstly, selfie tourism acts as a mediator in this framework, reflecting the evolving nature of travel behavior influenced by social media. It's hypothesized that the act of taking selfies at tourist destinations not only captures moments but also plays a role in shaping individuals' perceptions and emotional connections to these places. Selfies become a visual documentation of experiences, contributing to the construction of personal narratives and identities linked to the visited locations. Consequently, higher engagement in selfie tourism is anticipated to positively correlate with increased levels of place attachment, reflecting a direct relationship between the two.

Secondly, memorable tourism experiences serve as a crucial catalyst in fostering place attachment. These experiences encapsulate moments that leave a lasting impact on travelers, shaping their emotional bonds with specific destinations. The framework posits that individuals who encounter more memorable tourism experiences, such as unique, emotionally resonant, and satisfying moments during their travels, are likely to develop stronger attachments to those places. These experiences contribute significantly to the emotional connections individuals establish with destinations, leading to heightened levels of place attachment.

Lastly, hedonic well-being is proposed as a moderator within this conceptual framework. It's postulated that individuals experiencing higher levels of hedonic well-being, characterized by increased emotional satisfaction and positive feelings derived from travel experiences, might exhibit more profound place attachment. Hedonic well-being, acting as a moderator, could amplify the impact of selfie tourism and memorable tourism experiences on place attachment. Essentially, it's expected to enhance the relationship between these factors, emphasizing the role of emotional satisfaction and happiness in strengthening individuals' emotional connections to specific destinations.

In summary, this conceptual framework posits that selfie tourism, memorable tourism experiences, and hedonic well-being collectively influence and predict individuals' place attachment to destinations. Selfie tourism and memorable experiences directly contribute to place attachment,

while hedonic well-being moderates and amplifies these relationships, ultimately shaping the emotional bonds individuals form with the places they visit.

**RESULTS AND DISCUSSION**

**Demographic Profile**

**Table 1. Demographic Profile**

Demographic of Respondents		Frequency	Percentage
Awareness	Yes	16	7.4%
	No	200	92.6%
Gender	Male	110	55.0%
	Female	90	45.0%
Age Category	19-24	59	29.5%
	25-30	34	17.0%
	31-36	22	11.0%
	37-42	35	17.5%
	43-48	24	12.0%
	49-54	13	6.5%
	55-60	10	5.0%
	>60	3	1.5%
Level of Education	SMA/SMK	82	41.0%
	D3	27	13.5%
	S1	86	43.0%
	Pascasarjana (S2/S3)	5	2.5%
Current Employment Status	Civil Servants	15	7.5%
	Employee of private company	82	41.0%
	Entrepreneur	29	14.5%
	Professional (Accounting, Doctor, Teacher, etc)	8	4.0%
	Others	17	16.0%
	Housewife	26	13.0%
Monthly Income Category	Students	8	4.0%
	Rp 1.500.000 - Rp 5.000.000	106	53%
	Rp 5.000.001 - Rp 8.500.000	42	21%
	Rp 8.500.001 - Rp 12.000.000	23	11.5%
Monthly Expenses Category	>Rp 12.000.001	29	14.5%
	< Rp. 550,000	10	5%
	Rp. 550,001 - Rp. 3,500,000	95	47.5%
	Rp. 3,500,001 - Rp. 5,950,000	44	22%
	Rp.5,950,001 - Rp. 8,400,000	21	10.5%
> Rp. 8,400,001	30	15%	

Source: SPSS Version 25

The research participants exhibit diverse characteristics, as evident from the demographic data. In terms of destination awareness, 92.6% of respondents demonstrated awareness, while 7.4% were not acquainted with the destinations. Gender distribution indicated that 55.0% were male, totaling 110 individuals, and 45.0% were female, comprising 90 individuals. The age distribution revealed that 29.5% of respondents, or 59 individuals, fell within the 19 to 24 years age range, while the age group of more than <60 years constituted the smallest percentage at 1.5%, comprising 3 individuals.

Educationally, 43.0% of respondents, or 86 individuals, completed their last education at the S1 level. Conversely, those with S2/S3 education were the smallest group, representing 2.5% or 5 individuals. Occupation-wise, private employees formed the majority at 41.0%, amounting to 82 individuals, while professional workers and students each constituted 4.0% of the total, with 4 individuals in each category.

Income distribution showcased that 53.0% of respondents, or 106 individuals, reported an income range of Rp 1,500,000 - Rp 5,000,000. The smallest percentage was observed among

respondents with an income range of Rp 8,500,001 - Rp 12,000,000, constituting 11.5% or 19 individuals. Lastly, in terms of expenses, 47.5% of respondents, or 95 individuals, reported expenses in the range of Rp 550,001 - Rp 3,500,000, while the fewest respondents, 5.0% or 10 individuals, had expenses below Rp 550,000. These diverse demographic characteristics provide a comprehensive understanding of the respondent profile, adding depth to the subsequent analyses.

The validity of the instruments was assessed through a factor analysis, aiming to ensure the practicality of the indicators in measuring the study's variables. Factor analysis, conducted using SPSS software, elucidates the operational dimensions and identifies the most significant items for each dimension. A sample size of 135 participants was considered, and factor loading values exceeding 0.50 were deemed valid. The examination of validity revealed that all statements pertaining to Place Attachment, Memorable Tourism Experience, Hedonic Well-being, and Selfie Tourism had factor loading values surpassing 0.40, affirming their validity in measuring the respective variables.

**Table 2. Results of Validity and Reliability Tests**

Constructs and Items	Factor Loading	Cronbach's Alpha Coefficient
Place Attachment		
PA1	0.855	0,908
PA2	0.843	
PA3	0.893	
PA4	0.860	
PA5	0.845	
Memorable Tourism Experience		
MTE 1	0.905	0.923
MTE 2	0.899	
MTE 3	0.862	
MTE 4	0.761	
MTE 5	0.878	
MTE 6	0.825	
Hedonic Well-Being		
HWB 1	0.849	0.904
HWB 2	0.900	
HWB 3	0.920	
HWB 4	0.859	
Selfie Tourism		
ST 1	0.910	0.921
ST 2	0.941	
ST 3	0.936	

Source: SPSS Version 25

Reliability, evaluated as an indicator of the instrument's consistency, was appraised using the Cronbach Alpha technique. Internal consistency was assessed to ensure homogeneity among indicators and their alignment with underlying variables. According to the criteria established by Sekaran and Bougie (2016), a Cronbach's Alpha coefficient value equal to or greater than 0.6 indicates acceptable reliability, while values below 0.6 suggest poor reliability. The reliability testing results for Place Attachment, Memorable Tourism Experience, Hedonic Well-being, and Selfie Tourism revealed Cronbach Alpha values exceeding 0.60, signifying the reliability and consistency of the statement items in measuring the specified variables. The summary of the validity and reliability tests is presented in Table 4.

The evaluation of goodness-of-fit measures involved absolute fit measures, incremental fit measures, and parsimonious fit measures. Absolute fit measures, including Probability, Expected Cross Validation Index (ECVI), and Root Mean Square Error of Approximation (RMSEA), demonstrated a satisfactory overall fit, with the RMSEA falling within an acceptable threshold of  $\leq$

0.1. However, the P value indicated a poor fit, suggesting discrepancies in criteria used for absolute fit measures.

Incremental fit measures, such as Normal Fit Index (NFI), Tucker Lewis Index (TLI), Comparative Fit Index (CFI), Request for Information (RFI), and Incremental Fit Index (IFI), indicated a generally favorable fit. Despite NFI and RFI falling slightly below the desired threshold, IFI, TLI, and CFI exceeded the suggested threshold of 0.90, signifying a good fit. Parsimonious fit measures, including the normal Chi-square (CMIN/DF) and Akaike Information Criterion (AIC), indicated a good fit within the suggested limits.

**Descriptive Statistics**

Descriptive statistics play a vital role in characterizing variables, particularly with the mean value often applied to interval-scale data. In the context of this research, mean values provide insight into the average assessment given by respondents regarding each variable statement under study (Sekaran and Bougie, 2016). The following analysis delves into the detailed statistics and interpretations of the Selfie Tourism variable without explicitly mentioning the source table.

**Table 3. Descriptive Statistics Variable**

Construct	Items	Factor Loading	SD
Selfie-Tourism	I like to take selfies when I travel	3.81	1.040
	I take a selfie to indicate that I have been to a certain location	3.95	1.014
	A good selfie gives me pleasure	4.00	1.017
Memorable Tourism Experience	I found meaningful experiences in this place	3.89	0.907
	I always remember my experience in this place	3.90	0.853
	I had a unique experience in this place	3.89	0.909
	I did not find the same experience elsewhere	3.58	1.100
	The feeling of visiting this place is different from other places	3.71	0.911
Hedonic Well-Being	I found new experiences at this place	3.93	0.894
	This is an ideal trip for me	3.71	0.937
	It is a fun trip for me	3.96	0.918
	I got what I hoped for on this trip	3.86	0.865
Place Attachment	I feel satisfied with this trip	3.98	0.853
	I feel as part of this place	3.82	0.918
	Emotionally, I can't get away from this place	3.31	1.076
	This is the best place for me to visit	3.75	0.986
	this is a special place for me personally	3.76	0.930
	This place is second to none	3.33	1.161

Source: SPSS Versi 25

The overall average mean value across all statements related to Selfie Tourism is 3.9200. This indicates that, on average, respondents tend to actively engage in taking selfies at tourist destinations. The standard deviation of 0.95120 suggests diverse responses, signifying varying levels of enthusiasm and engagement with selfie-taking during travel. A mean score of 3.81 indicates a favorable inclination towards capturing selfies during journeys, with a notable standard deviation of 1.040, showcasing diverse attitudes among participants. The second statement, with a mean score of 3.95, suggests a trend among participants to use selfies as visual markers or proof of their presence at specific locations, accompanied by a standard deviation of 1.014, indicating variability in perceived importance. The third statement achieved the highest mean score of 4.00, signaling that participants generally derive pleasure and satisfaction from capturing aesthetically pleasing selfies. The standard deviation of 1.017 indicates moderate variability, emphasizing differing opinions on what constitutes a "good" selfie. In summary, the findings illuminate the prevalence of selfie tourism among participants, emphasizing positive inclinations towards capturing selfies as a form of documentation,

location indication, and a source of pleasure, with variability reflecting diverse perspectives and motivations within contemporary travel practices.

Moving on to the descriptive statistics of the Memorable Tourism Experience variable, the overall average mean value across all statements is 3.8150. This suggests that, on average, respondents perceived their tourism experiences as highly memorable, meaningful, and unique. The standard deviation of 0.79322 indicates moderate variability in responses, highlighting differing perceptions among participants. The first three statements received high mean scores of 3.89, 3.90, and 3.89, respectively, suggesting that respondents generally encountered experiences that were not only meaningful and memorable but also distinctive. The relatively low standard deviations (0.907, 0.853, and 0.909, respectively) indicate a degree of agreement among participants regarding the profound and unique nature of their tourism experiences. On the other hand, the fourth and fifth statements had mean scores of 3.58 and 3.71, respectively, suggesting a slightly lower level of agreement among participants concerning the exclusivity and distinctiveness of their tourism experiences. The standard deviations (1.100 and 0.911) indicate more variability in responses, highlighting differing opinions on the extent to which these experiences were unparalleled. The sixth statement received a high mean score of 3.93, reflecting participants' inclination towards seeking and discovering novel aspects during their tourism activities. The relatively low standard deviation of 0.894 suggests a notable level of agreement among participants in finding new and exciting elements in the visited places.

Shifting to the descriptive statistics of the Hedonic Well-being variable, the overall average mean value across all statements is 3.8787. This suggests that respondents, on average, experienced a high level of pleasure, happiness, and positive feelings during their trips. The standard deviation of 0.78777 indicates moderate variability in responses, highlighting general consensus regarding positive experiences but variations in the extent of perceived hedonic well-being. Mean scores for each statement consistently reflect positive sentiments. The first statement obtained a mean score of 3.71, suggesting that, on average, participants considered their trips to align with their ideals and preferences. The slightly higher mean scores for the subsequent statements, with mean scores of 3.96, 3.86, and 3.98, indicate a high level of enjoyment, fulfillment of expectations, and overall satisfaction among participants. These findings underscore the importance of hedonic well-being in the context of tourism experiences, as participants' positive emotions and satisfaction contribute significantly to the overall quality of their trips. The variations in responses underscore the individualized nature of hedonic experiences, acknowledging that different travelers may derive varying degrees of pleasure and satisfaction from their journeys.

Concluding the discussion, the descriptive statistics for the Place Attachment variable show an overall average mean value of 3.5940, emphasizing an overall positive sentiment and attachment to the place among participants. The first statement garnered a mean score of 3.82, indicating that respondents have a strong sense of belonging or inclusion. The relatively low standard deviation of 0.918 suggests a degree of consensus among participants regarding this feeling, emphasizing the uniformity of the emotional attachment experienced by the respondents. The second statement yielded a mean score of 3.31 with a standard deviation of 1.076. This indicates a moderate level of emotional attachment, as participants express some difficulty in distancing themselves from the place emotionally. The higher standard deviation suggests more variability in responses, reflecting diverse emotional experiences among the participants. The third and fourth statements obtained mean scores of 3.75 and 3.76, respectively, suggesting a general consensus among participants that the place holds significant personal value and is considered highly favorable. The standard deviations of 0.986 and

0.930, respectively, indicate a moderate level of agreement among participants, with some variability in the perceived significance of the place. The fifth statement received a mean score of 3.33 and a higher standard deviation of 1.161. This statement suggests that while participants generally hold the place in high regard, there is more variability in their opinions about whether it surpasses all others. In essence, the findings underscore the individualized and nuanced nature of place attachment, reflecting diverse perspectives and emotional connections to the studied place.

**Hypothesis Test Results**

Hypothesis testing is a crucial step in the research process, aiming to evaluate whether the null hypothesis can be rejected in favor of the alternative hypothesis based on a predefined significance level (Sekaran & Bougie, 2016). In this study, the commonly used significance level of 0.05 was adopted (Hair et al., 2019). The application of this significance level involves the calculation of the p-value, representing the smallest level of significance at which the null hypothesis could be rejected. If the calculated p-value is less than the chosen significance level (e.g., 0.05), researchers infer that the results are statistically significant. This leads to the rejection of the null hypothesis in favor of the alternative hypothesis. Conversely, if the p-value exceeds the chosen significance level, researchers fail to reject the null hypothesis due to insufficient evidence to support the alternative hypothesis.

**Table 4. Analysis of Hypothesis Test Results**

Hypothesis	Estimate	P-value	Decision
H1: There is a positive influence of Selfie Tourism on Memorable Tourism Experience	0.527	0,000	H1 Supported
H2: There is a positive influence of Selfie Tourism on Hedonic Well-Being.	0.021	0.603	H2 is not supported
H3: There is a positive influence of Memorable Tourism Experience on Hedonic Well-Being.	0.767	0,000	H3 Supported
H4: There is a positive influence of Memorable Tourism Experience on Place Attachment.	0.299	0.022	H4 Supported
H5: There is a positive influence of Hedonic Well-Being on Place Attachment.	0.605	0,000	H5 Supported

Source: Data processing using AMOS

The examination of Hypothesis Test 1, exploring the impact of Selfie Tourism on Memorable Tourism Experience, reveals a statistically significant relationship between these variables. The p-value of 0.000, well below the significance level of 0.05, alongside a positive estimate value of 0.527, supports the conclusion that Selfie Tourism has a positive effect on the Memorable Tourism Experience. This outcome emphasizes the role of Selfie Tourism in shaping and enhancing individuals' memorable experiences during travel. The positive estimate value signifies that engagement in Selfie Tourism activities contributes positively to creating more memorable and engaging tourism experiences.

On the contrary, the evaluation of Hypothesis Test 2, focusing on the influence of Selfie Tourism on Hedonic Well-being, presents results that contradict the proposed hypothesis. The computed p-value of 0.603 exceeds the significance level of 0.05, indicating a lack of statistical significance. Consequently, Hypothesis 2 is not supported, suggesting that engaging in Selfie Tourism does not exert a discernible effect on individuals' Hedonic Well-being. This implies that despite widespread engagement in capturing travel moments through selfies, this particular form of tourism activity may not directly impact subjective well-being.

Moving on to Hypothesis Test 3, which examines the influence of Memorable Tourism Experience on Hedonic Well-being, the p-value of 0.000 (below 0.05) and a positive estimate value of 0.767 support the conclusion that Memorable Tourism Experience has a positive effect on Hedonic

Well-being. This finding emphasizes the positive relationship between memorable tourism experiences and overall well-being, highlighting their significance in enhancing hedonic aspects during tourism encounters.

In the analysis of Hypothesis Test 4, investigating the impact of Memorable Tourism Experience on Place Attachment, the p-value of 0.022 (below 0.05) and a positive estimate value of 0.299 strongly support Hypothesis 4. This suggests that Memorable Tourism Experiences significantly contribute to fostering Place Attachment. The positive estimate value emphasizes the constructive impact of these experiences on individuals' attachment to specific locations, highlighting the transformative power of memorable tourism encounters in fostering emotional connections and bonds.

Finally, the examination of Hypothesis Test 5, exploring the impact of Hedonic Well-being on Place Attachment, reveals a substantial relationship between these variables. The p-value of 0.000 (below 0.05) and a positive estimate value of 0.605 strongly support Hypothesis 5. This indicates a robust and statistically significant positive effect of Hedonic Well-being on the formation of Place Attachment. The findings emphasize the pivotal role of individuals' emotional states and well-being in shaping their attachment to specific places, highlighting the intricate relationship between Hedonic Well-being and emotional ties to encountered destinations.

### **Discussion**

#### **Selfie tourism has a positive influence on memorable tourist experiences**

The more people actively participate in selfie-related activities during tourism positively, the more enhancement of overall memorable experiences for tourists. It implies that the act of taking selfies, sharing them on social media, and engaging in selfie-friendly aspects of the destination contributes to a more positive and lasting impression, leading to a heightened memorable tourism experience.

The significant positive impact of selfie tourism on the creation of memorable tourism experiences emphasizes the value of self-documentation and engagement in the travel experience. This suggests that individuals who actively take selfies as part of their tourism activities are more immersed in the experiences, seeking to capture and share moments that hold personal significance. It implies that selfie tourism serves as a mechanism for individuals to create and enhance the emotional and experiential depth of their travel encounters, resulting in more vivid, memorable, and impactful experiences.

In summary, the evident positive association between selfie tourism and memorable tourism experiences underscores the considerable influence of self-documentation activities on the richness and depth of travel experiences. This suggests that individuals who actively participate in selfie-taking during their travels tend to create more vivid and lasting memories, enhancing the overall quality and significance of their tourism encounters. This highlights the evolving role of selfie tourism as a means of enhancing the experiential value and personal significance of travel engagements.

In line with the preceding discussion on the positive association between selfie tourism and memorable tourism experiences, it is noteworthy to integrate the findings from a prior study conducted by (Elsaid et al., 2022). This research supports the assertion that selfie tourism indeed has a significant and positive effect on memorable tourist experiences. The study further accentuates the ease with which tourists can document and share pleasurable memories through selfies, heightening the overall memorability of their tourism encounters. Elsaid's findings align seamlessly with the present discussion, reinforcing the evolving role of selfie tourism as a means to enhance the experiential value and personal significance of travel engagements.

This interconnectedness highlights the integral role of meaningful experiences in determining the level of pleasure, self-development, and emotional connection to a destination (Câmara et al., 2023). Tourists who feel attached to a certain destination, as a result of memorable experiences, not only revisit it but also become advocates, contributing to word-of-mouth marketing and promoting the destination to others.

### **Selfie tourism has no positive influence on hedonic well-being**

This outcome suggests that there isn't a statistically substantial direct relationship between engaging in selfie-taking activities during travel and an individual's hedonic well-being. The lack of statistical significance implies that the act of taking selfies, as a distinct activity in tourism, doesn't inherently contribute significantly to an individual's overall feelings of pleasure, happiness, or subjective well-being.

This result brings forward an intriguing insight that selfie tourism might not directly influence the immediate feelings of hedonic well-being during travel experiences. It suggests that although individuals might actively engage in selfie-taking as part of their tourism activities, this activity doesn't directly contribute to their overall subjective well-being or immediate pleasure (Gillet et al., 2016). It points towards the possibility that while selfie tourism is a prevalent modern activity in travel, its direct impact on an individual's immediate happiness or pleasure during the travel experience might not be substantial.

Therefore, the non-significant relationship between selfie tourism and hedonic well-being suggests that taking selfies during travel might not directly contribute to an individual's immediate feelings of pleasure or happiness. This result implies the need for further exploration and understanding of the nuanced aspects and complexities of selfie-taking behaviors in tourism and their relationship, or lack thereof, with individuals' subjective well-being during travel experiences.

In contrast, findings from a study by (Elsaid et al., 2022) present a different perspective. (Elsaid et al., 2022) reveal that selfie tourism has a significant and positive effect on hedonic well-being, which refers to short-term well-being characterized by joy, satisfaction, and contentment. Activities associated with selfie tourism, such as enjoying scenic views or indulging in culinary experiences, contribute to feelings of relaxation, comfort, happiness, and escapism, ultimately enhancing tourists' hedonic well-being. Unlike the previous study's non-significant relationship, Elsaid et al.'s research suggests that engaging in selfie tourism can indeed positively impact tourists' immediate pleasure and satisfaction during their travel experiences. This discrepancy underscores the need for a comprehensive understanding of the diverse perspectives on the relationship between selfie tourism and hedonic well-being, emphasizing the multidimensional nature of this phenomenon within the realm of contemporary travel practices.

### **Memorable tourism has a positive influence on hedonic well-being**

The more people accumulate a greater number of memorable experiences during their travels, the more likely to report higher levels of emotional well-being associated with their overall tourism encounters. Essentially, these findings accentuate that individuals partaking in experiences deemed memorable during their travels tend to report elevated levels of subjective well-being. This strong association emphasizes the influential role of tourism experiences in shaping and enhancing one's overall happiness, satisfaction, and pleasure derived from travel.

The robust positive relationship identified between memorable tourism experiences and hedonic well-being resonates with the fundamental essence of travel, highlighting the profound emotional impact of these experiences. (Dillette et al., 2018) suggests that moments and activities considered memorable be it interacting with local culture, exploring unique destinations, or engaging in novel



experiences contribute significantly to individuals' feelings of pleasure and overall well-being during their travels. Consequently, emphasizing and promoting activities that foster such memorable experiences can serve as a cornerstone for enhancing travelers' subjective well-being.

In essence, these findings underscore the intrinsic connection between memorable tourism encounters and heightened levels of hedonic well-being, offering insights into the pivotal role of travel experiences in positively influencing individuals' emotional states and overall well-being during their journeys. This emphasizes the need to prioritize and cultivate opportunities that facilitate memorable and emotionally fulfilling experiences for travelers, ultimately contributing to their subjective well-being and satisfaction with travel encounters.

This aligns with the research conducted by Vada et al. (2019), which emphasizes that the meaning associated with a tourist experience influences hedonic well-being by contributing to a memorable tourism experience. The study found that memorable tourism experiences significantly influence place attachment, and that hedonic and eudaimonic well-being fully mediate this relationship. Therefore, the meaning associated with a tourist experience can lead to positive emotions, pleasure, and satisfaction, all of which contribute to hedonic well-being. The congruence between these findings and the study by Vada et al. (2019), reinforces the importance of meaningful and memorable experiences in shaping tourists' overall well-being and emotional states during their journeys.

### **Memorable tourism experiences has a positive influence on place attachment**

The more people accumulate a greater number of memorable experiences during their travels (such as feelings of profound and impactful experiences during travel), the more likely they are to develop a stronger emotional connection and attachment to the destination visited. This underscores the idea that memorable tourism experiences play a pivotal role in shaping the emotional connection individuals form with destinations, fostering a sense of attachment that goes beyond mere visitation (Tsai, 2016).

The statistically significant impact of memorable tourism experiences on place attachment implies that these experiences contribute substantially to individuals' emotional connections with visited destinations. Such memorable encounters whether through cultural interactions, scenic explorations, or immersive activities contribute significantly to individuals' perceptions and emotional ties to the places they visit. As individuals accumulate memorable experiences in specific destinations, they are more likely to develop a deeper sense of place attachment, fostering emotional connections and a desire for continued engagement with those places.

The findings suggest that memorable tourism experiences act as a catalyst for the development of place attachment among travelers. The emotional resonance created by these experiences contributes significantly to individuals' feelings of connection, belonging, and identification with visited destinations (Wong et al., 2020). This implies that promoting and facilitating memorable experiences during travel can not only enhance tourists' experiences but also foster enduring emotional connections, leading to increased place attachment among travelers.

In summary, the statistically significant relationship between memorable tourism experiences and place attachment highlights the instrumental role of impactful travel encounters in shaping individuals' emotional connections with visited destinations. This emphasizes the potential for tourism experiences to contribute significantly to the development of lasting emotional bonds and attachment to specific places among travelers, thereby influencing their ongoing perceptions and engagements with those destinations.

This aligns with the research conducted by Vada et al. (2019), emphasizing that the meaning associated with a tourist experience influences place attachment by contributing to the creation of

memorable tourism experiences. These experiences, which involve positive memories acquired from meaningful activities and events, have been found to play a significant role in influencing place attachment. When tourists have memorable and satisfying experiences that enhance their purpose and meaning in life, they are more likely to develop an attachment to the destination.

### **Hedonic well-being has a positive influence on place attachment**

It suggests that the more individuals experiencing higher levels of hedonic well-being, characterized by feelings of happiness, satisfaction, and positive emotions, the more likely they are to form a stronger emotional bond and attachment to the visited destination (Wong et al., 2020). This suggests that emotional well-being plays a significant role in fostering and deepening one's sense of attachment to specific locations or destinations.

The significant impact of hedonic well-being on place attachment highlights the importance of emotional experiences and personal satisfaction in influencing an individual's attachment to particular places (Scannell & Gifford, 2017). This indicates that as individuals experience higher levels of hedonic well-being, their emotional connections with places intensify, fostering a stronger sense of belonging and affection toward those locations. It suggests that the emotional experiences derived from positive well-being contribute substantially to the development of lasting emotional ties and place attachments among individuals.

In summary, the robust positive relationship between hedonic well-being and place attachment emphasizes the influential role of emotional states and subjective well-being in shaping individuals' attachment to specific places. This highlights that an individual's emotional experiences and overall satisfaction significantly contribute to the formation of strong, enduring emotional connections and attachments to visited destinations, influencing their ongoing perceptions and engagements with those places.

This aligns with the research conducted by Lomas et al. (2021), where the investigation examined the impact of hedonic well-being on place attachment in the context of urban regeneration. The study utilized qualitative interviews with residents, revealing three super-ordinate themes: "feelings of control," "social and community connections," and "changes in the physical environment." The findings of Lomas et al. suggest that residents' sense of control, social connections, and changes in the physical environment played significant roles in their attachment to the place during urban regeneration.

## **CONCLUSION**

In summary, the search results suggest that selfie tourism has a positive influence on memorable tourist experiences, as individuals who actively participate in selfie-taking during their travels tend to create more vivid and lasting memories, enhancing the overall quality and significance of their tourism encounters. However, the results also indicate that selfie tourism has no positive influence on hedonic well-being, implying that taking selfies during travel might not directly contribute to an individual's immediate feelings of pleasure or happiness. On the other hand, memorable tourism experiences have a positive influence on hedonic well-being, as individuals partaking in experiences deemed memorable during their travels tend to report elevated levels of subjective well-being. Memorable tourism experiences also have a positive influence on place attachment, as the emotional resonance created by these experiences contributes significantly to individuals' feelings of connection, belonging, and identification with visited destinations. These findings highlight the importance of meaningful and memorable experiences in shaping tourists'

overall well-being and emotional states during their journeys, emphasizing the need to prioritize and cultivate opportunities that facilitate such experiences for travelers.

### **Managerial Implications**

To effectively enhance tourism experiences and promote the allure of Indonesian destinations, the Indonesian Ministry of Tourism and Creative Economy should consider several key strategies. Firstly, integrating selfie-friendly features into popular attractions and destinations can significantly elevate visitor engagement and create memorable experiences. These enhancements encourage tourists to interact with their surroundings actively, capturing moments that reflect their journey.

Secondly, prioritizing culturally enriched events and activities serves to attract return visits while nurturing sustainable hedonic well-being among tourists. By immersing visitors in authentic cultural experiences, Indonesia can distinguish itself as a vibrant and diverse destination. Moreover, initiatives aimed at enhancing place attachment, such as cultural festivals and guided tours, play a crucial role in fostering emotional connections between tourists and destinations. Strengthening these bonds encourages repeat visits and amplifies positive word-of-mouth promotion.

In the realm of digital innovation and marketing, leveraging storytelling and educational programs can effectively showcase the unique aspects of selfie tourism and memorable experiences. By engaging both domestic and international audiences through digital platforms, Indonesia can broaden its tourism appeal and reach new demographics. Furthermore, investing in well-being initiatives underscores a commitment to providing tourists with high-quality services and environments conducive to enjoyment and relaxation. Financial incentives and resources can incentivize businesses and organizations to prioritize visitor satisfaction and well-being.

### **Limitations and Recommendations**

This research has several limitations that can be used to support future research. The following limitations apply:

1. This study is restricted to social media influencer users who have known the existence of selfie tourism and have some information about that information.
2. This study only consists of 4 variables, namely selfie tourism, memorable tourism experience, hedonic well-being, and place attachment.

Based on the findings of the previous research, several recommendations for future research can be made to further understand the influence of selfie tourism, memorable tourism experiences, and hedonic well-being on place attachment. The following recommendations are based on the existing research findings:

1. Future research should consider incorporating additional variables that might influence place attachment in the context of selfie tourism, memorable tourism experiences, and hedonic well-being. For example, factors such as cultural authenticity, social interactions, and environmental impact could be included to provide a more comprehensive understanding of place attachment (Woosnam et al., 2018).
2. Additional research should test the proposed model using multigroup analysis to compare first-timers versus repeaters. It suggests that individuals can develop bonds to places they have never visited before, challenging the traditional distinction between these visitor types. Therefore, future research should explore a broader spectrum of visitor experiences, considering factors beyond visitation frequency. This holistic approach will contribute to a more comprehensive understanding of the diverse pathways through which individuals form emotional connections to places, informing destination management strategies that cater to the varied needs and preferences of different visitor segments (Cheng & Kuo, 2015).

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# THE ANTECEDENTS OF PLACE ATTACHMENT IN SELFIE TOURISM

*by* Diva Marchsela Putri, Luki Adiati Pratomo

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## THE ANTECEDENTS OF PLACE ATTACHMENT IN SELFIE TOURISM

Divya Marchsela Putri<sup>1</sup>

Luki Adiati Pratomo<sup>2\*</sup>

<sup>1,2</sup>Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Internasional Universitas Trisakti

\*Penulis korespondensi: [divamarchsela24@gmail.com](mailto:divamarchsela24@gmail.com)

### Abstract

The purpose of this study is to examine the relationship between selfie tourism, memorable tourism experience, hedonic well-being and travelers' place attachment. This research is a hypothesis testing research conducted in Indonesia. Data was obtained by distributing questionnaires to 200 respondents who have visited various destinations in Indonesia. Data were tested using Structural Equation Modeling (SEM). The results of this study found that there was a positive influence between Selfie Tourism, Memorable Tourism Experience, Hedonic Well-Being, and Place Attachment. Therefore, tourism destination management and the government are advised to design and implement targeted programs that focus on infrastructure development, including well-designed public spaces, aesthetic spaces, and cultural centers, as one of their strategic marketing.

**Keywords:** Selfie Tourism, Memorable Tourist Experience, Hedonic Well-Being, Place Attachment

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### INTRODUCTION

The recent surge in tourism in Indonesia has witnessed a significant influx of visitors exploring diverse destinations across the archipelago. A noteworthy trend among tourists is the emergence of "selfie tourism," where travelers utilize social media to showcase their experiences at various attractions, making capturing selfies a crucial aspect of their travel adventures (Ismanto&Madusari, 2018). The Central Statistics Agency reports a 0.43% increase in tourist attractions in 2021, totaling 2,563 businesses, with artificial tourist attractions leading at 1,061. The rise in selfie tourism aligns with the growing influence of technology and social media platforms, shaping contemporary travelers' preferences.

The phenomenon of selfie tourism is deeply connected to the concept of digital narcissism, as individuals seek affirmation of self-existence through taking and sharing self-portraits on social platforms. Studies, such as the one conducted in Yogyakarta by Raditya (2014), reveal that the motivation behind this behavior stems from the core desire of individuals to assert their presence, a trend increasingly observed in art exhibitions using selfie sticks.

Recent years have witnessed a shift in what motivates tourists to choose their destinations, with contemporary travelers favoring places that enable self-expression on social media (Widiana & Novani, 2022). The rise of selfie tourism is particularly popular among both domestic and

international tourists, indicating a changing landscape influenced by technology and the proliferation of social media platforms.

Furthermore, the appeal of specific tourist spots, like Heha Sky View in Yogyakarta, is amplified by its capacity to provide stunning nighttime vistas, attracting travelers interested in capturing striking selfies (vistingjogja, 2020). Collaborative efforts between the tourism office and the private sector have played a crucial role in transforming Heha Sky View into a sought-after hub for selfie tourism.

Understanding the factors influencing tourists' attachment to a place becomes crucial in this context, with social media and selfies playing a significant role in establishing emotional connections. This attachment is strengthened by sharing visually appealing photos, and fostering emotional bonds with a place (Hwang et al., 2005). Memorable tourism experiences, emotional ties, and overall satisfaction contribute to tourists' lasting connections with specific destinations (Kim & Ko, 2012).

As the global economy prioritizes experiences over material goods, recent studies emphasize the concept of memorable tourism experiences as a key factor in shaping travelers' perceptions. Place attachment, characterized by feelings of dependency, identification, and belonging, emerges when individuals form emotional connections to a specific place.

Identifying the relationship between selfie tourism, memorable tourism experiences, hedonic well-being, and tourists' attachment levels becomes crucial for developing effective marketing strategies and destination management in Indonesia. Researching these connections can predict and understand how tourists' attachments form, thereby boosting the appeal and competitiveness of Indonesian tourism destinations in the global market (Bacon, 2003). However, the abundance of destinations poses a challenge for destination marketers, emphasizing the need to concentrate on strengthening visitors' emotional connections to places through various strategies.

## **LITERATURE REVIEW**

### **Selfie tourism**

Selfie tourism, also known as narcissistic tourism, is a contemporary phenomenon within the tourism industry that has gained significant attention in recent years. It refers to the growing trend of tourists seeking out specific destinations and attractions primarily to capture and share self-portraits, or "selfies," on social media platforms (Laaksonen & Varga, 2023). This trend has been fueled by the widespread use of smartphones and social media, where individuals showcase their travel experiences and create a digital identity through self-portraits taken at iconic landmarks, scenic spots, or unique attractions. . Selfie tourism has not only influenced tourists' behavior and preferences but has also impacted destination management and marketing strategies, as destinations seek to leverage the trend to attract visitors and enhance their visibility on social media platforms (Siegel et al., 2023). However, the phenomenon has also raised concerns about the potential negative effects on the authenticity of travel experiences and the preservation of natural and cultural heritage sites, as tourists' focus on

capturing the perfect selfie may detract from genuine engagement with the destination (Luger & Eds, 2018).

Moreover, the rise of selfie tourism has prompted destinations to re-evaluate their marketing and promotional strategies, with an emphasis on creating "Instagrammable" or visually striking experiences that are likely to be shared on social media. While selfie tourism presents opportunities for destinations to enhance their visibility and attract a new generation of tourists, it also poses challenges in terms of managing visitor behavior, preserving the integrity of natural and cultural sites, and ensuring that the tourist experience remains meaningful and authentic. Therefore, further research and careful planning are needed to understand and address the implications of selfie tourism for sustainable destination management and the overall quality of the tourist experience (Luger & Eds, 2018).

#### 77 **Memorable tourism experience**

The term "experience" in daily life encompasses a wide array of situations, including holiday experiences, work-related achievements, and more. Memorable tourism experience (MTE), defined as an experience remembered and recalled after the event, is crucial in generating revenue and creating superior value in the tourism industry. Despite the transient nature of on-site tourism encounters, memories of these experiences become meaningful and contribute significantly to individuals' storytelling moments (Kim et al., 2021).

Factors shaping memorable tourism experiences include visitor engagement, authenticity of the destination, overall image, meaningful and enjoyable activities, hedonistic aspects, social interaction, and immersion in local culture. Positive emotions like joy, awe, and satisfaction play a pivotal role in fostering lasting memories, underlining the multifaceted nature of factors contributing to the overall impact of tourism encounters (Hosany et al., 2022; Yang et al., 2023).

The dimensions of a memorable tourism experience involve hedonism, refreshment, social interaction, local culture, meaningfulness, and knowledge. Pleasure, relaxation, social interactions, and cultural immersion contribute to the overall impact of a tourist's encounter. Meaningful engagement and knowledge acquisition during the tourism experience enhance its memorability, emphasizing the importance of aligning activities with individual preferences and values (Cho, 2022; Hosany et al., 2022). This holistic approach is crucial for creating memorable tourism encounters that resonate with visitors long after their journey concludes.

#### **Hedonic well-being**

Hedonic well-being, a foundational approach to wellness, is characterized by the subjective experience of pleasure, happiness, and overall positive feelings derived from life experiences and activities. Rooted in the pursuit and attainment of pleasure and satisfaction, hedonic well-being places a primary emphasis on an individual's subjective sense of well-being, commonly known as subjective happiness (Tao et al., 2022). This orientation involves the relentless pursuit of pleasure while aiming to minimize or eliminate experiences of pain or suffering. Within the broader framework of hedonic well-being, subjective well-being is a key component, encapsulating an individual's assessment of life satisfaction and emotional experiences. This dimension reflects the nuanced interplay between personal perceptions and emotional states within the context of one's overall well-being (Diener, 1984; Frankl, 2007; Hall, 2015).

Historically, hedonic well-being stands as one of the earliest approaches to the study of well-being, centering on the belief that individuals can attain wellness by actively seeking and maximizing

## **Jurnal Ekonomi Trisakti**

experiences of pleasure. The dichotomy between hedonic well-being and eudaimonic well-being is a prominent aspect of the discourse, with hedonic well-being focusing on pleasure-seeking, while eudaimonic well-being prioritizes self-realization and the actualization of human potential (Ryan & Deci, 2001; Waterman, 2017). Hedonic well-being is a significant predictor of overall well-being, influencing various aspects of individuals' lives, including their emotional state, work satisfaction, and overall feelings of loneliness and isolation (Akçit & Barutçu, 2017; Uribe et al., 2023).

Factors shaping hedonic well-being revolve around the idea that individuals seek to maximize pleasure and minimize pain in their lives. This concept encompasses various dimensions, from the pursuit of enjoyable experiences to the satisfaction derived from activities and overall feelings of happiness and contentment. It is often associated with immediate gratification, where individuals prioritize activities or choices that bring about immediate pleasure or positive emotions (Dwyer et al., 2019).

Hedonic well-being, as a concept emphasizing the pursuit of pleasure and the absence of pain or suffering, is one of the two main domains of subjective well-being, with the other being eudaimonic well-being. It is characterized by the experience of pleasure, positive emotions, and the absence of negative emotions. Research has demonstrated that hedonic well-being is a significant predictor of overall well-being, influencing various aspects of an individual's life, including work satisfaction and psychological functioning. Additionally, cultural factors, values, traditions, and beliefs play a role in shaping hedonic well-being and must be considered when evaluating it through qualitative indicators and subjective experiences (Diener, 1984; Tao et al., 2022).

## **Place Attachment**

Place attachment, a term denoting the emotional connection between individuals and their surroundings, has gained considerable attention across various fields, including environmental psychology, sociology, and tourism (Ramkissoon, 2015). This concept reflects the connections formed through interactions with the environment, holding scientific significance in understanding the mechanisms underlying the bond between individuals and places and practical value in urban planning, design, and tourist destination management (Dlamini & Tesfamichael, 2021). Place attachment is multidimensional, encompassing attachment to particular locations, the distinction between predictors and outcomes, methodologies related to place dimensions, and theoretical frameworks applied in research (Dlamini & Tesfamichael, 2021). The multidimensional concept introduced by Scannell & Gifford (2010) comprises three interconnected dimensions: person, psychological processes, and place (PPP), offering a comprehensive understanding of who forms the attachment, how emotions manifest, and the nature of the attachment itself (Ji et al., 2023).

Place attachment is defined as a multidimensional concept that involves the emotional bond between individuals or groups and a specific place, varying in spatial level, specificity, and social or physical characteristics (Alirhayim, 2023). This emotional link manifests through affective, cognitive, and behavioral processes, encapsulating both emotional and symbolic expressions (Escalera-Reyes, 2020). Two main facets of place attachment are identified: place dependence, involving visitors' evaluations of a location's uniqueness and functional dependencies, and place identity, representing aspects of oneself connected to a particular environment (Zahnow & Tsai, 2021). This emotional bond signifies a positive association individuals form with their surroundings, shaped by engagement in local affairs, providing a sense of belonging and significance (Buonincontri et al., 2017; Dameria et al., 2020).

<sup>47</sup> In the tourism context, place attachment is a concept that describes the emotional connection between individuals and a place, influenced by memory, place identity, and cultural aspects (Abukarki et al., 2023). This connection plays a crucial role in shaping tourists' perceptions, motivations, satisfaction, and support for sustainable tourism practices (Jin et al., 2020). The multidimensional construct of place attachment is often characterized by salient dimensions, including place identity and dependence (Dwyer et al., 2019). Diverse conceptualizations of place attachment, such as affective attachment and meaningful social interactions, contribute to a deeper understanding of the emotional and cognitive dimensions in tourism (Ayuningtyas et al., 2021; Dai et al., 2023). Recent developments include additional dimensions of place memory and expectation, reflecting an individual's interactions and experiences within a place over time (Lalicic&Garaus, 2022).

<sup>15</sup> Place attachment, as the emotional bond between individuals and their meaningful environments, encompasses both emotional and cognitive dimensions. The emotional dimension involves the affective bond individuals form with a place, influenced by experiences, memories, and feelings, while the cognitive dimension encompasses intellectual processes in building knowledge about a place (Scannell & Gifford, 2010; Purwanto & Harani, 2020). These dimensions are interconnected, shaping individuals' perceptions, motivations, and behaviors in the context of tourism and recreation (Dwyer et al., 2019). A comprehensive understanding of both dimensions is crucial for tourism researchers and practitioners to effectively manage and enhance tourists' experiences and sustainable destination development.

## **RESEARCH METHODOLOGY**

<sup>2</sup> Adopting insights from Trinanda et al. (2022), who explored the prediction of place attachment through selfie tourism, memorable tourism experiences, and hedonic well-being, this research employs a structured survey methodology. The primary objective is to examine the influence of selfie tourism, memorable tourism experiences, and hedonic well-being on place attachment. The research design involves hypothesis testing to explain the variability of the variables or outcome predictions. A cross-sectional study was conducted, collecting data once during a predetermined time and period, utilizing a five-point Likert scale for all questions, ranging from "Strongly Disagree" to "Strongly Agree." The unit of analysis in this study is individuals (Sekaran & Bougie, 2016).

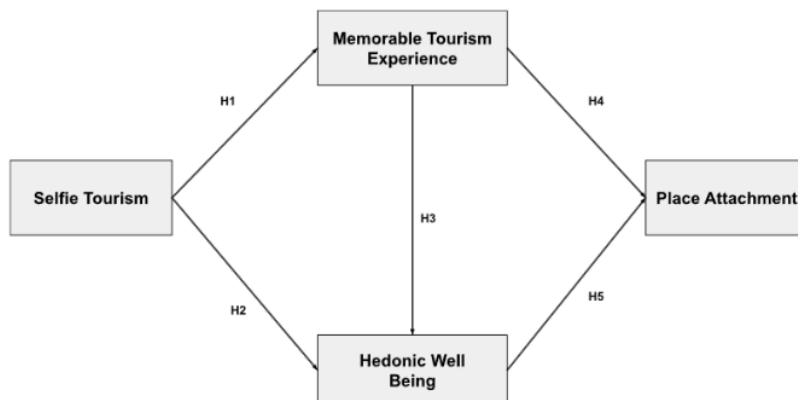
The study incorporates four variables: selfie tourism, memorable tourism experience, hedonic well-being, and place attachment. A total of 18 statements were used to measure these variables, employing a questionnaire with a five-point Likert scale (1 - Strongly Disagree to 5 - Strongly Agree).

To achieve the research goal, a survey will be electronically distributed through platforms such as Discord, WhatsApp, and YouTube. Primary data will be collected using nonprobability and purposive sampling, selecting respondents based on specific criteria. The questionnaire targets individuals familiar with selfie tourism, regardless of their nature enthusiast status. The sample size is determined by multiplying the number of indicators (18) by 10, resulting in a minimum sample size of 180 respondents. The study aims to collect data from 216 respondents through both online and personal distribution of questionnaires, ensuring comprehensive coverage (Sekaran & Bougie, 2016; Hair et al., 2019).

In this study, the Structural Equation Model (SEM) method was employed to analyze all collected data. SEM is a Multivariate Statistical technique that combines multiple regression and factor analysis aspects, aiming to test dependent relationships and present unmeasured factors. This method, implemented through the SPSS device, allows for a comprehensive understanding and

explanation of complex relationships between variables. Both structural and measurement models were analyzed simultaneously. Before hypothesis testing, a goodness-of-fit test was conducted to assess the model's suitability.

The proposed conceptual framework of this research is illustrated in Figure 1.



**Figure 1. Conceptual Framework**

This conceptual framework proposes a multi-faceted approach to understanding the factors influencing individuals' place attachment to destinations. Firstly, selfie tourism acts as a mediator in this framework, reflecting the evolving nature of travel behavior influenced by social media. It's hypothesized that the act of taking selfies at tourist destinations not only captures moments but also plays a role in shaping individuals' perceptions and emotional connections to these places. Selfies become a visual documentation of experiences, contributing to the construction of personal narratives and identities linked to the visited locations. Consequently, higher engagement in selfie tourism is anticipated to positively correlate with increased levels of place attachment, reflecting a direct relationship between the two.

Secondly, memorable tourism experiences serve as a crucial catalyst in fostering place attachment. These experiences encapsulate moments that leave a lasting impact on travelers, shaping their emotional bonds with specific destinations. The framework posits that individuals who encounter more memorable tourism experiences, such as unique, emotionally resonant, and satisfying moments during their travels, are likely to develop stronger attachments to those places. These experiences contribute significantly to the emotional connections individuals establish with destinations, leading to heightened levels of place attachment.

Lastly, hedonic well-being is proposed as a moderator within this conceptual framework. It's postulated that individuals experiencing higher levels of hedonic well-being, characterized by increased emotional satisfaction and positive feelings derived from travel experiences, might exhibit more profound place attachment. Hedonic well-being, acting as a moderator, could amplify the impact of selfie tourism and memorable tourism experiences on place attachment. Essentially, it's expected to enhance the relationship between these factors, emphasizing the role of emotional satisfaction and happiness in strengthening individuals' emotional connections to specific destinations.

In summary, this conceptual framework posits that selfie tourism, memorable tourism experiences, and hedonic well-being collectively influence and predict individuals' place attachment to destinations. Selfie tourism and memorable experiences directly contribute to place attachment,

while hedonic well-being moderates and amplifies these relationships, ultimately shaping the emotional bonds individuals form with the places they visit.

**RESULTS AND DISCUSSION**  
**Demographic Profile**

Table 1. Demographic Profile

	Demographic of Respondents	Frequency	Percentage
Awareness	Yes	16	7.4%
	No	200	92.6%
Gender	Male	110	55.0%
	Female	90	45.0%
Age Category	19-24	59	29.5%
	25-30	34	17.0%
	31-36	22	11.0%
	37-42	35	17.5%
	43-48	24	12.0%
	49-54	13	6.5%
	55-60	10	5.0%
Level of Education	>60	3	1.5%
	SMA/SMK	82	41.0%
	D3	27	13.5%
Current Employment Status	S1	86	43.0%
	Pascasarjana (S2/S3)	5	2.5%
	Civil Servants	15	7.5%
	Employee of private company	82	41.0%
	Entrepreneur	29	14.5%
	Professional (Accounting, Doctor, Teacher, etc)	8	4.0%
Monthly Income Category	Others	17	16.0%
	Housewife	26	13.0%
	Students	8	4.0%
	Rp 1.500.000 - Rp 5.000.000	106	53%
Monthly Expenses Category	Rp 5.000.001 - Rp 8.500.000	42	21%
	Rp 8.500.001 - Rp 12.000.000	23	11.5%
	>Rp 12.000.001	29	14.5%
	< Rp. 550.000	10	5%
	Rp. 550.001 - Rp. 3,500,000	95	47.5%
	Rp. 3,500,001 - Rp. 5,950,000	44	22%
	Rp.5,950,001 - Rp. 8,400,000	21	10.5%
	> Rp. 8,400,001	30	15%

Source: SPSS Version 25

The research participants exhibit diverse characteristics, as evident from the demographic data. In terms of destination awareness, 92.6% of respondents demonstrated awareness, while 7.4% were not acquainted with the destinations. Gender distribution indicated that 55.0% were male, totaling 110 individuals, and 45.0% were female, comprising 90 individuals. The age distribution revealed that 29.5% of respondents, or 59 individuals, fell within the 19 to 24 years age range, while the age group of more than <60 years constituted the smallest percentage at 1.5%, comprising 3 individuals.

Educationally, 43.0% of respondents, or 86 individuals, completed their last education at the S1 level. Conversely, those with S2/S3 education were the smallest group, representing 2.5% or 5 individuals. Occupation-wise, private employees formed the majority at 41.0%, amounting to 82 individuals, while professional workers and students each constituted 4.0% of the total, with 4 individuals in each category.

Income distribution showcased that 53.0% of respondents, or 106 individuals, reported an income range of Rp 1,500,000 - Rp 5,000,000. The smallest percentage was observed among

respondents with an income range of Rp 8,500,001 - Rp 12,000,000, constituting 11.5% or 19 individuals. Lastly, in terms of expenses, 47.5% of respondents, or 95 individuals, reported expenses in the range of Rp 550,001 - Rp 3,500,000, while the fewest respondents, 5.0% or 10 individuals, had expenses below Rp 550,000. These diverse demographic characteristics provide a comprehensive understanding of the respondent profile, adding depth to the subsequent analyses.

The validity of the instruments was assessed through a factor analysis, aiming to ensure the practicality of the indicators in measuring the study's variables. Factor analysis, conducted using SPSS software, elucidates the operational dimensions and identifies the most significant items for each dimension. A sample size of 135 participants was considered, and factor loading values exceeding 0.50 were deemed valid. The examination of validity revealed that all statements pertaining to Place Attachment, Memorable Tourism Experience, Hedonic Well-being, and Selfie Tourism had factor loading values surpassing 0.40, affirming their validity in measuring the respective variables.

**Table 2. Results of Validity and Reliability Tests**

Constructs and Items	Factor Loading	Cronbach's Alpha Coefficient
11		
	Place Attachment	
PA1	0.855	0.908
PA2	0.843	
PA3	0.893	
PA4	0.860	
PA5	0.845	
	Memorable Tourism Experience	
MTE 1	0.905	0.923
MTE 2	0.899	
MTE 3	0.862	
MTE 4	0.761	
MTE 5	0.878	
MTE 6	0.825	
	Hedonic Well-Being	
HWB 1	0.849	0.904
HWB 2	0.900	
HWB 3	0.920	
HWB 4	0.859	
	Selfie Tourism	
ST 1	0.910	0.921
ST 2	0.941	
ST 3	0.936	

Source: SPSS Version 25

Reliability, evaluated as an indicator of the instrument's consistency, was appraised using the Cronbach Alpha technique. Internal consistency was assessed to ensure homogeneity among indicators and their alignment with underlying variables. According to the criteria established by Sekaran and Bougie (2016), a Cronbach's Alpha coefficient value equal to or greater than 0.6 indicates acceptable reliability, while values below 0.6 suggest poor reliability. The reliability testing results for Place Attachment, Memorable Tourism Experience, Hedonic Well-being, and Selfie Tourism revealed Cronbach Alpha values exceeding 0.60, signifying the reliability and consistency of the statement items in measuring the specified variables. The summary of the validity and reliability tests is presented in Table 4.

The evaluation of goodness-of-fit measures involved absolute fit measures, incremental fit measures, and parsimonious fit measures. Absolute fit measures, including Probability, Expected Cross Validation Index (ECVI), and Root Mean Square Error of Approximation (RMSEA), demonstrated a satisfactory overall fit, with the RMSEA falling within an acceptable threshold of ≤



0.1. However, the P value indicated a poor fit, suggesting discrepancies in criteria used for absolute fit measures.

Incremental fit measures, such as Normal Fit Index (NFI), Tucker Lewis Index (TLI), Comparative Fit Index (CFI), Request for Information (RFI), and Incremental Fit Index (IFI), indicated a generally favorable fit. Despite NFI and RFI falling slightly below the desired threshold, IFI, TLI, and CFI exceeded the suggested threshold of 0.90, signifying a good fit. Parsimonious fit measures, including the normal Chi-square (CMIN/DF) and Akaike Information Criterion (AIC), indicated a good fit within the suggested limits.

**Descriptive Statistics**

Descriptive statistics play a vital role in characterizing variables, particularly with the mean value often applied to interval-scale data. In the context of this research, mean values provide insight into the average assessment given by respondents regarding each variable statement under study (Sekaran and Bougie, 2016). The following analysis delves into the detailed statistics and interpretations of the Selfie Tourism variable without explicitly mentioning the source table.

**Table 3. Descriptive Statistics Variable**

Construct	Items	Factor Loading	SD
Selfie-Tourism	I like to take selfies when I travel	3.81	1.040
	I take a selfie to indicate that I have been to a certain location	3.95	1.014
Memorable Experience	A good selfie gives me pleasure	4.00	1.017
	I found meaningful experiences in this place	3.89	0.907
	I always remember my experience in this place	3.90	0.853
	I had a unique experience in this place	3.89	0.909
	I did not find the same experience elsewhere	3.58	1.100
	The feeling of visiting this place is different from other places	3.71	0.911
Hedonic Well-Being	I found new experiences at this place	3.93	0.894
	This is an ideal trip for me	3.71	0.937
	It is a fun trip for me	3.96	0.918
Place Attachment	I got what I hoped for on this trip	3.86	0.865
	I feel satisfied with this trip	3.98	0.853
	I feel as part of this place	3.82	0.918
	Emotionally, I can't get away from this place	3.31	1.076
	This is the best place for me to visit	3.75	0.986
	this is a special place for me personally	3.76	0.930
	This place is second to none	3.33	1.161

Source: SPSS Versi 25

The overall average mean value across all statements related to Selfie Tourism is 3.9200. This indicates that, on average, respondents tend to actively engage in taking selfies at tourist destinations. The standard deviation of 0.95120 suggests diverse responses, signifying varying levels of enthusiasm and engagement with selfie-taking during travel. A mean score of 3.81 indicates a favorable inclination towards capturing selfies during journeys, with a notable standard deviation of 1.040, showcasing diverse attitudes among participants. The second statement, with a mean score of 3.95, suggests a trend among participants to use selfies as visual markers or proof of their presence at specific locations, accompanied by a standard deviation of 1.014, indicating variability in perceived importance. The third statement achieved the highest mean score of 4.00, signaling that participants generally derive pleasure and satisfaction from capturing aesthetically pleasing selfies. The standard deviation of 1.017 indicates moderate variability, emphasizing differing opinions on what constitutes a "good" selfie. In summary, the findings illuminate the prevalence of selfie tourism among participants, emphasizing positive inclinations towards capturing selfies as a form of documentation,

### **Jurnal Ekonomi Trisakti**

location indication, and a source of pleasure, with variability reflecting diverse perspectives and motivations within contemporary travel practices.

Moving on to the descriptive statistics of the Memorable Tourism Experience variable, the overall average mean value across all statements is 3.8150. This suggests that, on average, respondents perceived their tourism experiences as highly memorable, meaningful, and unique. The standard deviation of 0.79322 indicates moderate variability in responses, highlighting differing perceptions among participants. The first three statements received high mean scores of 3.89, 3.90, and 3.89, respectively, suggesting that respondents generally encountered experiences that were not only meaningful and memorable but also distinctive. The relatively low standard deviations (0.907, 0.853, and 0.909, respectively) indicate a degree of agreement among participants regarding the profound and unique nature of their tourism experiences. On the other hand, the fourth and fifth statements had mean scores of 3.58 and 3.71, respectively, suggesting a slightly lower level of agreement among participants concerning the exclusivity and distinctiveness of their tourism experiences. The standard deviations (1.100 and 0.911) indicate more variability in responses, highlighting differing opinions on the extent to which these experiences were unparalleled. The sixth statement received a high mean score of 3.93, reflecting participants' inclination towards seeking and discovering novel aspects during their tourism activities. The relatively low standard deviation of 0.894 suggests a notable level of agreement among participants in finding new and exciting elements in the visited places.

Shifting to the descriptive statistics of the Hedonic Well-being variable, the overall average mean value across all statements is 3.8787. This suggests that respondents, on average, experienced a high level of pleasure, happiness, and positive feelings during their trips. The standard deviation of 0.78777 indicates moderate variability in responses, highlighting general consensus regarding positive experiences but variations in the extent of perceived hedonic well-being. Mean scores for each statement consistently reflect positive sentiments. The first statement obtained a mean score of 3.71, suggesting that, on average, participants considered their trips to align with their ideals and preferences. The slightly higher mean scores for the subsequent statements, with mean scores of 3.96, 3.86, and 3.98, indicate a high level of enjoyment, fulfillment of expectations, and overall satisfaction among participants. These findings underscore the importance of hedonic well-being in the context of tourism experiences, as participants' positive emotions and satisfaction contribute significantly to the overall quality of their trips. The variations in responses underscore the individualized nature of hedonic experiences, acknowledging that different travelers may derive varying degrees of pleasure and satisfaction from their journeys.

Concluding the discussion, the descriptive statistics for the Place Attachment variable show an overall average mean value of 3.5940, emphasizing an overall positive sentiment and attachment to the place among participants. The first statement garnered a mean score of 3.82, indicating that respondents have a strong sense of belonging or inclusion. The relatively low standard deviation of 0.918 suggests a degree of consensus among participants regarding this feeling, emphasizing the uniformity of the emotional attachment experienced by the respondents. The second statement yielded a mean score of 3.31 with a standard deviation of 1.076. This indicates a moderate level of emotional attachment, as participants express some difficulty in distancing themselves from the place emotionally. The higher standard deviation suggests more variability in responses, reflecting diverse emotional experiences among the participants. The third and fourth statements obtained mean scores of 3.75 and 3.76, respectively, suggesting a general consensus among participants that the place holds significant personal value and is considered highly favorable. The standard deviations of 0.986 and

0.930, respectively, indicate a moderate level of agreement among participants, with some variability in the perceived significance of the place. The fifth statement received a mean score of 3.33 and a higher standard deviation of 1.161. This statement suggests that while participants generally hold the place in high regard, there is more variability in their opinions about whether it surpasses all others. In essence, the findings underscore the individualized and nuanced nature of place attachment, reflecting diverse perspectives and emotional connections to the studied place.

**Hypothesis Test Results**

Hypothesis testing is a crucial step in the research process, aiming to evaluate whether the null hypothesis can be rejected in favor of the alternative hypothesis based on a predefined significance level (Sekaran & Bougie, 2016). In this study, the commonly used significance level of 0.05 was adopted (Hair et al., 2019). The application of this significance level involves the calculation of the p-value, representing the smallest level of significance at which the null hypothesis could be rejected. If the calculated p-value is less than the chosen significance level (e.g., 0.05), researchers infer that the results are statistically significant. This leads to the rejection of the null hypothesis in favor of the alternative hypothesis. Conversely, if the p-value exceeds the chosen significance level, researchers fail to reject the null hypothesis due to insufficient evidence to support the alternative hypothesis.

**Table 4. Analysis of Hypothesis Test Results**

Hypothesis	Estimate	P-value	Decision
H1: There is a positive influence of Selfie Tourism on Memorable Tourism Experience	0.527	0,000	H1 Supported
H2: There is a positive influence of Selfie Tourism on Hedonic Well-Being.	0.021	0.603	H2 is not supported
H3: There is a positive influence of Memorable Tourism Experience on Hedonic Well-Being.	0.767	0,000	H3 Supported
H4: There is a positive influence of Memorable Tourism Experience on Place Attachment.	0.299	0.022	H4 Supported
H5: There is a positive influence of Hedonic Well-Being on Place Attachment.	0.605	0,000	H5 Supported

Source: Data processing using AMOS

The examination of Hypothesis Test 1, exploring the impact of Selfie Tourism on Memorable Tourism Experience, reveals a statistically significant relationship between these variables. The p-value of 0.000, well below the significance level of 0.05, alongside a positive estimate value of 0.527, supports the conclusion that Selfie Tourism has a positive effect on the Memorable Tourism Experience. This outcome emphasizes the role of Selfie Tourism in shaping and enhancing individuals' memorable experiences during travel. The positive estimate value signifies that engagement in Selfie Tourism activities contributes positively to creating more memorable and engaging tourism experiences.

On the contrary, the evaluation of Hypothesis Test 2, focusing on the influence of Selfie Tourism on Hedonic Well-being, presents results that contradict the proposed hypothesis. The computed p-value of 0.603 exceeds the significance level of 0.05, indicating a lack of statistical significance. Consequently, Hypothesis 2 is not supported, suggesting that engaging in Selfie Tourism does not exert a discernible effect on individuals' Hedonic Well-being. This implies that despite widespread engagement in capturing travel moments through selfies, this particular form of tourism activity may not directly impact subjective well-being.

Moving on to Hypothesis Test 3, which examines the influence of Memorable Tourism Experience on Hedonic Well-being, the p-value of 0.000 (below 0.05) and a positive estimate value of 0.767 support the conclusion that Memorable Tourism Experience has a positive effect on Hedonic

Well-being. This finding emphasizes the positive relationship between memorable tourism experiences and overall well-being, highlighting their significance in enhancing hedonic aspects during tourism encounters.

In the analysis of Hypothesis Test 4, investigating the impact of Memorable Tourism Experience on Place Attachment, the p-value of 0.022 (below 0.05) and a positive estimate value of 0.299 strongly support Hypothesis 4. This suggests that Memorable Tourism Experiences significantly contribute to fostering Place Attachment. The positive estimate value emphasizes the constructive impact of these experiences on individuals' attachment to specific locations, highlighting the transformative power of memorable tourism encounters in fostering emotional connections and bonds.

Finally, the examination of Hypothesis Test 5, exploring the impact of Hedonic Well-being on Place Attachment, reveals a substantial relationship between these variables. The p-value of 0.000 (below 0.05) and a positive estimate value of 0.605 strongly support Hypothesis 5. This indicates a robust and statistically significant positive effect of Hedonic Well-being on the formation of Place Attachment. The findings emphasize the pivotal role of individuals' emotional states and well-being in shaping their attachment to specific places, highlighting the intricate relationship between Hedonic Well-being and emotional ties to encountered destinations.

## **Discussion**

### **Selfie tourism has a positive influence on memorable tourist experiences**

The more people actively participate in selfie-related activities during tourism positively, the more enhancement of overall memorable experiences for tourists. It implies that the act of taking selfies, sharing them on social media, and engaging in selfie-friendly aspects of the destination contributes to a more positive and lasting impression, leading to a heightened memorable tourism experience.

The significant positive impact of selfie tourism on the creation of memorable tourism experiences emphasizes the value of self-documentation and engagement in the travel experience. This suggests that individuals who actively take selfies as part of their tourism activities are more immersed in the experiences, seeking to capture and share moments that hold personal significance. It implies that selfie tourism serves as a mechanism for individuals to create and enhance the emotional and experiential depth of their travel encounters, resulting in more vivid, memorable, and impactful experiences.

In summary, the evident positive association between selfie tourism and memorable tourism experiences underscores the considerable influence of self-documentation activities on the richness and depth of travel experiences. This suggests that individuals who actively participate in selfie-taking during their travels tend to create more vivid and lasting memories, enhancing the overall quality and significance of their tourism encounters. This highlights the evolving role of selfie tourism as a means of enhancing the experiential value and personal significance of travel engagements.

In line with the preceding discussion on the positive association between selfie tourism and memorable tourism experiences, it is noteworthy to integrate the findings from a prior study conducted by (Elsaid et al., 2022). This research supports the assertion that selfie tourism indeed has a significant and positive effect on memorable tourist experiences. The study further accentuates the ease with which tourists can document and share pleasurable memories through selfies, heightening the overall memorability of their tourism encounters. Elsaid's findings align seamlessly with the present discussion, reinforcing the evolving role of selfie tourism as a means to enhance the experiential value and personal significance of travel engagements.

This interconnectedness highlights the integral role of meaningful experiences in determining the level of pleasure, self-development, and emotional connection to a destination (Câmara et al., 2023). Tourists who feel attached to a certain destination, as a result of memorable experiences, not only revisit it but also become advocates, contributing to word-of-mouth marketing and promoting the destination to others.

#### **Selfie tourism has no positive influence on hedonic well-being**

This outcome suggests that there isn't a statistically substantial direct relationship between engaging in selfie-taking activities during travel and an individual's hedonic well-being. The lack of statistical significance implies that the act of taking selfies, as a distinct activity in tourism, doesn't inherently contribute significantly to an individual's overall feelings of pleasure, happiness, or subjective well-being.

This result brings forward an intriguing insight that selfie tourism might not directly influence the immediate feelings of hedonic well-being during travel experiences. It suggests that although individuals might actively engage in selfie-taking as part of their tourism activities, this activity doesn't directly contribute to their overall subjective well-being or immediate pleasure (Gillet et al., 2016). It points towards the possibility that while selfie tourism is a prevalent modern activity in travel, its direct impact on an individual's immediate happiness or pleasure during the travel experience might not be substantial.

Therefore, the non-significant relationship between selfie tourism and hedonic well-being suggests that taking selfies during travel might not directly contribute to an individual's immediate feelings of pleasure or happiness. This result implies the need for further exploration and understanding of the nuanced aspects and complexities of selfie-taking behaviors in tourism and their relationship, or lack thereof, with individuals' subjective well-being during travel experiences.

<sup>39</sup> In contrast, findings from a study by (Elsaid et al., 2022) present a different perspective. (Elsaid et al., 2022) reveal that selfie tourism has a significant and positive effect on hedonic well-being, which refers to short-term well-being characterized by joy, satisfaction, and contentment. Activities associated with selfie tourism, such as enjoying scenic views or indulging in culinary experiences, contribute to feelings of relaxation, comfort, happiness, and escapism, ultimately enhancing tourists' hedonic well-being. Unlike the previous study's non-significant relationship, Elsaid et al.'s research suggests that engaging in selfie tourism can indeed positively impact tourists' immediate pleasure and satisfaction during their travel experiences. This discrepancy underscores the need for a comprehensive understanding of the diverse perspectives on the relationship between selfie tourism and hedonic well-being, emphasizing the multidimensional nature of this phenomenon within the realm of contemporary travel practices.

#### **Memorable tourism has a positive influence on hedonic well-being**

<sup>8</sup> The more people accumulate a greater number of memorable experiences during their travels, the more likely to report higher levels of emotional well-being associated with their overall tourism encounters. Essentially, these findings accentuate that individuals partaking in experiences deemed memorable during their travels tend to report elevated levels of subjective well-being. This strong association emphasizes the influential role of tourism experiences in shaping and enhancing one's overall happiness, satisfaction, and pleasure derived from travel.

The robust positive relationship identified between memorable tourism experiences and hedonic well-being resonates with the fundamental essence of travel, highlighting the profound emotional impact of these experiences. (Dillette et al., 2018) suggests that moments and activities considered memorable be it interacting with local culture, exploring unique destinations, or engaging in novel

## **Jurnal Ekonomi Trisakti**

experiences contribute significantly to individuals' feelings of pleasure and overall well-being during their travels. Consequently, emphasizing and promoting activities that foster such memorable experiences can serve as a cornerstone for enhancing travelers' subjective well-being.

In essence, these findings underscore the intrinsic connection between memorable tourism encounters and heightened levels of hedonic well-being, offering insights into the pivotal role of travel experiences in positively influencing individuals' emotional states and overall well-being during their journeys. This emphasizes the need to prioritize and cultivate opportunities that facilitate memorable and emotionally fulfilling experiences for travelers, ultimately contributing to their subjective well-being and satisfaction with travel encounters.

This aligns with the research conducted by Vada et al. (2019), which emphasizes that the meaning associated with a tourist experience influences hedonic well-being by contributing to a memorable tourism experience. The study found that memorable tourism experiences significantly influence place attachment, and that hedonic and eudaimonic well-being fully mediate this relationship. Therefore, the meaning associated with a tourist experience can lead to positive emotions, pleasure, and satisfaction, all of which contribute to hedonic well-being. The congruence between these findings and the study by Vada et al. (2019), reinforces the importance of meaningful and memorable experiences in shaping tourists' overall well-being and emotional states during their journeys.

### **Memorable tourism experiences has a positive influence on place attachment**

The more people accumulate a greater number of memorable experiences during their travels (such as feelings of profound and impactful experiences during travel), the more likely they are to develop a stronger emotional connection and attachment to the destination visited. This underscores the idea that memorable tourism experiences play a pivotal role in shaping the emotional connection individuals form with destinations, fostering a sense of attachment that goes beyond mere visitation (Tsai, 2016).

The statistically significant impact of memorable tourism experiences on place attachment implies that these experiences contribute substantially to individuals' emotional connections with visited destinations. Such memorable encounters whether through cultural interactions, scenic explorations, or immersive activities contribute significantly to individuals' perceptions and emotional ties to the places they visit. As individuals accumulate memorable experiences in specific destinations, they are more likely to develop a deeper sense of place attachment, fostering emotional connections and a desire for continued engagement with those places.

The findings suggest that memorable tourism experiences act as a catalyst for the development of place attachment among travelers. The emotional resonance created by these experiences contributes significantly to individuals' feelings of connection, belonging, and identification with visited destinations (Wong et al., 2020). This implies that promoting and facilitating memorable experiences during travel can not only enhance tourists' experiences but also foster enduring emotional connections, leading to increased place attachment among travelers.

In summary, the statistically significant relationship between memorable tourism experiences and place attachment highlights the instrumental role of impactful travel encounters in shaping individuals' emotional connections with visited destinations. This emphasizes the potential for tourism experiences to contribute significantly to the development of lasting emotional bonds and attachment to specific places among travelers, thereby influencing their ongoing perceptions and engagements with those destinations.

This aligns with the research conducted by Vada et al. (2019), emphasizing that the meaning associated with a tourist experience influences place attachment by contributing to the creation of

memorable tourism experiences. These experiences, which involve positive memories acquired from meaningful activities and events, have been found to play a significant role in influencing place attachment. When tourists have memorable and satisfying experiences that enhance their purpose and meaning in life, they are more likely to develop an attachment to the destination.

#### **Hedonic well-being has a positive influence on place attachment**

It suggests that the more individuals experiencing higher levels of hedonic well-being, characterized by feelings of happiness, satisfaction, and positive emotions, the more likely they are to form a stronger emotional bond and attachment to the visited destination (Wong et al., 2020). This suggests that emotional well-being plays a significant role in fostering and deepening one's sense of attachment to specific locations or destinations.

The significant impact of hedonic well-being on place attachment highlights the importance of emotional experiences and personal satisfaction in influencing an individual's attachment to particular places (Scannell & Gifford, 2017). This indicates that as individuals experience higher levels of hedonic well-being, their emotional connections with places intensify, fostering a stronger sense of belonging and affection toward those locations. It suggests that the emotional experiences derived from positive well-being contribute substantially to the development of lasting emotional ties and place attachments among individuals.

In summary, the robust positive relationship between hedonic well-being and place attachment emphasizes the influential role of emotional states and subjective well-being in shaping individuals' attachment to specific places. This highlights that an individual's emotional experiences and overall satisfaction significantly contribute to the formation of strong, enduring emotional connections and attachments to visited destinations, influencing their ongoing perceptions and engagements with those places.

This aligns with the research conducted by Lomas et al. (2021), where the investigation examined the impact of hedonic well-being on place attachment in the context of urban regeneration. The study utilized qualitative interviews with residents, revealing three super-ordinate themes: "feelings of control," "social and community connections," and "changes in the physical environment." The findings of Lomas et al. suggest that residents' sense of control, social connections, and changes in the physical environment played significant roles in their attachment to the place during urban regeneration.

#### **CONCLUSION**

In summary, the search results suggest that selfie tourism has a positive influence on memorable tourist experiences, as individuals who actively participate in selfie-taking during their travels tend to create more vivid and lasting memories, enhancing the overall quality and significance of their tourism encounters. However, the results also indicate that selfie tourism has no positive influence on hedonic well-being, implying that taking selfies during travel might not directly contribute to an individual's immediate feelings of pleasure or happiness. On the other hand, memorable tourism experiences have a positive influence on hedonic well-being, as individuals partaking in experiences deemed memorable during their travels tend to report elevated levels of subjective well-being. Memorable tourism experiences also have a positive influence on place attachment, as the emotional resonance created by these experiences contributes significantly to individuals' feelings of connection, belonging, and identification with visited destinations. These findings highlight the importance of meaningful and memorable experiences in shaping tourists'

overall well-being and emotional states during their journeys, emphasizing the need to prioritize and cultivate opportunities that facilitate such experiences for travelers.

### **Managerial Implications**

60 To effectively enhance tourism experiences and promote the allure of Indonesian destinations, the Indonesian Ministry of Tourism and Creative Economy should consider several key strategies. Firstly, integrating selfie-friendly features into popular attractions and destinations can significantly elevate visitor engagement and create memorable experiences. These enhancements encourage tourists to interact with their surroundings actively, capturing moments that reflect their journey.

Secondly, prioritizing culturally enriched events and activities serves to attract return visits while nurturing sustainable hedonic well-being among tourists. By immersing visitors in authentic cultural experiences, Indonesia can distinguish itself as a vibrant and diverse destination. Moreover, initiatives aimed at enhancing place attachment, such as cultural festivals and guided tours, play a crucial role in fostering emotional connections between tourists and destinations. Strengthening these bonds encourages repeat visits and amplifies positive word-of-mouth promotion.

In the realm of digital innovation and marketing, leveraging storytelling and educational programs can effectively showcase the unique aspects of selfie tourism and memorable experiences. By engaging both domestic and international audiences through digital platforms, Indonesia can broaden its tourism appeal and reach new demographics. Furthermore, investing in well-being initiatives underscores a commitment to providing tourists with high-quality services and environments conducive to enjoyment and relaxation. Financial incentives and resources can incentivize businesses and organizations to prioritize visitor satisfaction and well-being.

### **Limitations and Recommendations**

This research has several limitations that can be used to support future research. The following limitations apply:

1. This study is restricted to social media influencer users who have known the existence of selfie tourism and have some information about that information.
2. This study only consists of 4 variables, namely selfie tourism, memorable tourism experience, hedonic well-being, and place attachment.

Based on the findings of the previous research, several recommendations for future research can be made to further understand the influence of selfie tourism, memorable tourism experiences, and hedonic well-being on place attachment. The following recommendations are based on the existing research findings:

1. Future research should consider incorporating additional variables that might influence place attachment in the context of selfie tourism, memorable tourism experiences, and hedonic well-being. For example, factors such as cultural authenticity, social interactions, and environmental impact could be included to provide a more comprehensive understanding of place attachment (Woosnam et al., 2018).
2. Additional research should test the proposed model using multigroup analysis to compare first-timers versus repeaters. It suggests that individuals can develop bonds to places they have never visited before, challenging the traditional distinction between these visitor types. Therefore, future research should explore a broader spectrum of visitor experiences, considering factors beyond visitation frequency. This holistic approach will contribute to a more comprehensive understanding of the diverse pathways through which individuals form emotional connections to places, informing destination management strategies that cater to the varied needs and preferences of different visitor segments (Cheng & Kuo, 2015).



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PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

PAGE 15

PAGE 16

PAGE 17

PAGE 18

PAGE 19

PAGE 20