

## UNVEILING TJONG A FIE'S LEGACY: HOW DESTINATION STORY SHAPES TOURIST SATISFACTION THROUGH MEMORABLE EXPERIENCES

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**Abstract.** *This study aims to examine the impact of destination brand story on memorable tourism experiences and tourist satisfaction at Rumah Tjong A Fie. Using a quantitative survey approach with associative methodology, data were collected from 170 tourists who had visited the site. The research employed Likert-scale questionnaires to assess respondents' perceptions and experiences. The findings reveal that destination brand story significantly influences both memorable tourism experiences and tourist satisfaction. The analysis also demonstrates that memorable tourism experiences mediate the relationship between destination brand story and tourist satisfaction. The results highlight the importance of effective storytelling in enhancing tourist engagement, satisfaction, and emotional connection with heritage sites. This study underscores the role of cultural narratives in creating memorable and meaningful experiences that contribute to the sustainability of heritage tourism.*

**Keywords:** *Destination Brand Story, Memorable Tourism Experiences, Tjong A Fie Mansion, Tourist Satisfaction.*

### 1. INTRODUCTION

Tourism has emerged as a significant industry across the Indonesian archipelago, from Sabang to Merauke, encompassing 34 provinces. Numerous tourist destinations have attracted international visitors, making tourism one of the prioritized sectors for development since 2016. The decision to travel is influenced by two main factors: push factors, which are social-psychological or personal motivations, and pull factors, which relate to the specific attributes of a destination (Wibisono, 2013). Push factors often determine the willingness to travel without specifying the destination, influenced by variables such as population size, per capita income, leisure time, technology advancements, and marketing systems.

Sumatra Utara, with its rich diversity and economic significance, has been a popular tourist destination. Data from Badan Pusat Statistik (2020) reveals a fluctuating trend in both international and domestic tourist arrivals, with significant declines during the COVID-19 pandemic due to mobility restrictions. This decline underscores the importance of enhancing the appeal of key tourist attractions to foster recovery and growth.

Tjong A Fie Mansion, a historical landmark in Medan, Indonesia, stands as a testament to the city's rich multicultural heritage and the remarkable legacy of Tjong A Fie, a prominent Chinese merchant. This iconic site reflects not only architectural splendor but also embodies narratives of cultural integration and significant contributions to Medan's social and economic development during the colonial period. As experiential tourism continues to shape traveler preferences, heritage destinations like Tjong A Fie Mansion must transcend their visual appeal by engaging visitors through compelling storytelling that resonates both emotionally and intellectually.

Table 1. Number of Visitors at Tjong A Fie Mansions

No	Year	Visitors
1	2022	3398
2	2023	4005
3	2024	4120

(Source: Department of Tourism , processed by the researcher (2024))

The number of visitors to Rumah Tjong A Fie has experienced a modest increase over the past three years. Data show in Table 1 In 2022, the site welcomed 3,398 visitors, rising to 4,005 visitors in 2023, and further increasing to 4,120 visitors in 2024. Despite this positive trend, challenges remain in maintaining steady growth and improving visitor experiences to foster long-term engagement.

Table 2. Preliminary Survey

No	Tourist Satisfaction	Yes	No
1	I'm satisfied with my experience at Tjong A Fie Mansion.	10	20
2	I'm satisfied about History and Legend Story Tjong A Fie	15	15

(Source: Preliminary Survey, processed by the researcher (2024))

The visitor satisfaction survey results for Rumah Tjong A Fie indicate areas of concern that may affect the overall tourism experience. While the historical and cultural significance of the site is appreciated, a portion of visitors expressed dissatisfaction. The survey results reveal that only 33.33% of respondents are satisfied with their experience at the mansion, while the remaining 66.67% were not satisfied. Regarding the history and legend of Tjong A Fie, 50% of visitors expressed satisfaction, while the other half were not as engaged. These findings suggest that while Rumah Tjong A Fie attracts visitors with its historical narratives, there is a need for improvement in enhancing visitor engagement and satisfaction. A large portion of visitors did not feel fully satisfied with their experience, pointing to the need for stronger storytelling, better visitor services, and more interactive features. Addressing these gaps will be essential in increasing visitor satisfaction, fostering repeat visits, and enhancing the overall appeal of Rumah Tjong A Fie as a heritage destination.

The mansion's rich heritage and stories present an opportunity to craft a destination story that captivates visitors, transforming their visit into a meaningful journey through history. When combined with a memorable destination experience—characterized by authenticity, emotional engagement, and the quality of interpretive services—such narratives can leave a lasting impression on visitors. These experiences enhance satisfaction, encourage word-of-mouth promotion, and foster intentions to revisit, highlighting the essential interplay between storytelling and experiential tourism.

This study seeks to explore how the destination story of Tjong A Fie Mansion influences tourist satisfaction, with memorable destination experience serving as an intervening variable. In the context of heritage tourism, the role of storytelling is critical, as it enhances the emotional connection between visitors and the destination. The mansion's architecture, historical artifacts, and guided tours combine to create an immersive experience that provides visitors with an authentic glimpse into the past while fostering a deeper emotional engagement with the site's history.

Understanding the relationship between destination storytelling and tourist satisfaction has profound implications for heritage tourism. A well-constructed narrative breathes life into historical landmarks, enabling visitors to connect with the cultural and historical essence of the destination (Liu & Lee, 2020). At Tjong A Fie Mansion, the storytelling surrounding the life and legacy of Tjong A Fie, a prominent Chinese merchant who contributed significantly to Medan's development, plays a crucial role in shaping an engaging and memorable experience. This aligns with

research by Kim & Chen (2019), who emphasize that storytelling strategies at cultural heritage sites can significantly enhance the visitor experience and satisfaction.

Moreover, the authenticity of the site and the vividness of its narrative contribute substantially to shaping memorable experiences. According to Park & Santos (2021), the emotional resonance created by such narratives can deepen tourists' attachment to a destination, influencing their overall satisfaction and loyalty. In line with this, the unique storytelling at Tjong A Fie Mansion not only educates visitors about the cultural and historical significance of the site but also allows them to connect emotionally with the destination, fostering positive memories that influence future visitation intentions. This concept is supported by Lee & Jung (2022), who found that the emotional experience elicited through destination storytelling has a direct impact on tourists' behavioral intentions, such as revisiting and recommending the site to others.

In addition, Chang & Hsieh (2020) further support the importance of emotional attachment in shaping tourists' satisfaction and loyalty. When tourists form an emotional bond with a destination's story, it strengthens their overall satisfaction and increases the likelihood of revisiting. This dynamic is vital in the context of Tjong A Fie Mansion, where storytelling is a tool that not only educates but also cultivates an enduring connection with visitors.

Through this research, the relationship between destination storytelling, memorable experiences, and tourist satisfaction at Tjong A Fie Mansion will be explored. The findings will contribute valuable insights to heritage tourism, illustrating how historical sites can leverage compelling narratives to create memorable, emotionally charged experiences that enhance satisfaction and foster repeat visits. The findings of this study aim to provide actionable insights for heritage site managers and tourism stakeholders. By emphasizing the power of storytelling and designing memorable experiences, Tjong A Fie Mansion can further enhance its reputation as a must-visit destination. This research contributes to the broader discourse on heritage tourism by offering a model for integrating narrative-driven approaches with experiential design, ensuring that historical landmarks remain relevant and compelling in the evolving tourism landscape. Through the lens of Tjong A Fie Mansion, this study underscores the potential of destination storytelling to create meaningful connections, elevate visitor satisfaction, and promote sustainable tourism development.

## **2. LITERATURE REVIEW**

### ***2.1 Tourism Marketing***

Effective tourism marketing is crucial for enhancing a destination's appeal, attracting tourists, and establishing a distinctive brand. At its foundation, tourism marketing focuses on promoting offerings, improving visitor experiences, and fostering long-term relationships with tourists. A key method in this domain is digital marketing, which leverages online platforms and social media to reach a wider audience and engage them through interactive campaigns (Sigala, 2020). Partnering with influencers has also become a key tactic, as their digital presence helps destinations target niche markets and increase visibility through personalized recommendations. Moreover, highlighting local identity, including cultural traditions, natural attractions, and historic sites, helps create a unique destination image. These elements allow destinations to stand out, appealing to travelers seeking authentic and enriching experiences (Rustamova et al., 2021).

### ***2.2 Tourist Satisfaction***

Tourist satisfaction is a critical factor influencing tourists' intention to revisit a destination. According to Choo et al. (2016), tourist satisfaction enhances loyalty and facilitates the acquisition of new tourists, whereas dissatisfaction can negatively affect future behavioral intentions. Satisfaction is shaped by tourists' perceptions of the destination's image, the value they derive, and the quality of the experiences they

have, which are inherently subjective and unique to each individual (Khuong & Phuong, 2017). Chen and Chen (2010) define satisfaction as the outcome of comparing tourists' pre-trip expectations with their post-trip experiences. Tourists feel satisfied when their experiences meet or exceed their expectations, while a mismatch leads to dissatisfaction (Cong, 2016). Zeithaml et al. (2013) further elaborate that satisfaction encompasses more than just the evaluation of service quality. It is also influenced by other factors, such as customers' perceptions of product quality, price, situational contexts, and personal factors.

### *2.3 Memorable Tourism Experiences*

Memorable tourism experiences (MTEs) have emerged as a pivotal concept in the tourism industry, reflecting the shift from a service-based economy to an experience-driven one. MTEs are defined as tourism experiences that leave a lasting impression on visitors, characterized by their subjective, affective, and enduring nature (Fernandes & Cruz, 2016). These experiences are selectively constructed from individual interactions with a destination and are often tied to emotional resonance and personal meaning (Kim et al., 2012). Unlike fleeting moments, MTEs are embedded in long-term memory, allowing individuals to revisit their experiences with nostalgia and joy. Zhang et al. (2018) highlight that MTEs also play a critical role in influencing tourists' future behaviors, including their satisfaction, loyalty, and willingness to revisit a destination. As tourists increasingly demand unique and meaningful journeys, MTEs serve as a strategic tool for destination positioning, fostering emotional connections that enhance overall satisfaction and engagement. To better understand and measure MTEs, Kim et al. (2014) introduced a scale consisting of seven dimensions: hedonism, representing enjoyment and excitement; novelty, capturing the thrill of encountering something new; local culture, reflecting engagement with local traditions and people; refreshment, emphasizing tranquility and rejuvenation; meaningfulness, linked to psychological well-being and self-discovery; involvement, indicating active participation in activities; and knowledge, highlighting the acquisition of new information. These dimensions provide a framework for tourism managers to craft experiences that not only satisfy tourists but also create lasting emotional and intellectual connections, ultimately fostering loyalty and repeat visits.

### *2.4 Destination BrandStory*

Destination brand story refers to a narrative used to promote a destination by shaping its image and attracting visitors. This story can encompass various elements, such as the history, myths, and beliefs of the destination. As Mandagi and Sondakh (2022) suggest, a destination story is often divided into three core components: history, which provides depth and context by highlighting significant events; myths and legends, which introduce captivating and mysterious elements; and local beliefs, which embody the traditions, customs, and values of the local community. These elements together forge emotional connections between the destination and its visitors, enhancing their overall experience and satisfaction. The impact of storytelling in destination marketing has been studied in various contexts. For instance, Pachucki, Grohs, and Scholl-Grissemann (2022) explore how the narrative perspective—whether a first-person or third-person storyteller—is a critical factor in shaping tourist engagement. Their research finds that first-person narratives significantly increase engagement on social media, improve the destination brand image, and boost visitors' intentions to visit the destination. Furthermore, storytelling mechanisms like narrative transportation and social presence explain how the personal connection established through storytelling influences tourists' perceptions and their decisions to visit. On the other hand, Hay, Chien, and Ruhanen (2022) argue that effective destination branding should incorporate the stories of local residents, as these stories reflect the authentic identity of a place. This participatory approach, where local stories are acknowledged

and shared, not only strengthens the destination's brand identity but also ensures that the emotional connections of residents are integrated into the broader destination narrative.

Together, these studies underscore the importance of a well-crafted destination story that aligns historical, cultural, and personal elements to create compelling, memorable experiences for tourists. Additionally, they highlight how storytelling can influence perceptions and actions, making it a powerful tool in destination branding and marketing. By incorporating local stories and considering narrative perspectives, destination managers can craft more engaging and effective promotional campaigns that resonate with tourists and foster long-term loyalty. Based on these considerations, the following hypotheses are proposed:

**H1: Destination brand story positively and significantly tourist satisfaction.**

**H2: Destination brand story positively and significantly influences Memorable Tourism Experience.**

**H3: Memorable Tourism Experience positively and significantly influences tourist satisfaction.**

**H4: Memorable Tourism Experience mediates the relationship between destination brand story and tourist satisfaction.**

### **3. RESEARCH METHODS**

This study employed a quantitative survey approach with an associative methodology. According to Sugiyono (2019), associative research aimed to determine the relationship between two or more variables. The research variables were measured using a Likert scale, which allowed respondents to express their attitudes, opinions, or perceptions. This scale provided a structured method to assess individual or group responses to various social phenomena. The target population comprised tourists who had visited Rumah Tjong A Fie. A sample of 170 respondents was selected, each of whom had visited the location at least once. The sample size determination followed Hair et al. (2010), who recommended a minimum sample size of 5 to 10 times the number of items in the questionnaire. With 34 questionnaire items in this study, the required sample size ranged from 170 to 340 respondents, making the chosen sample size of 170 appropriate.

Primary data were collected directly from participants to address the research questions. The main data collection method was a questionnaire. Data analysis included descriptive analysis and path analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM). The data were processed and analyzed using SmartPLS version 3 software.

### **4. RESULTS AND DISCUSSION**

#### **Demographic of Respondents**

The demographic data of respondents in this study includes Age, Occupation, and Purpose of Visit. The majority of respondents were from Generation Y (28-44 years), comprising 115 respondents (60%), followed by Generation Z (13-27 years) with 30 respondents (26.3%), and Generation X (above 45 years) with 25 respondents (13.2%). This suggests that the study predominantly represents a younger audience, particularly those in the active working and early career phase, which may indicate a higher engagement with modern platforms and trends. In terms of occupation, the majority of respondents were students, totaling 122 respondents (64.2%), followed by private and government employees with 38 respondents (20.0%), and entrepreneurs with 10 respondents (5.3%). The high percentage of students reflects a strong interest from the academic community, likely due to more flexible time for activities such as travel or study tours. The relatively lower number of entrepreneurs and employees suggests that the findings may be more representative of a younger, more mobile demographic with fewer financial obligations. Regarding the purpose of visit, most

respondents came for vacation, totaling 143 respondents (75.3%), while 37 respondents (19.5%) visited for study tours. This indicates that leisure and relaxation were the primary motivations for the participants, pointing to the location or event being more attractive for personal and recreational purposes than for educational or professional reasons.

#### **Validity & Reliability measurement model**

This Table 3 provides an overview of the measurement model results, including the loading factors, composite reliability (CR), and average variance extracted (AVE) for each construct in the study. This comprehensive evaluation offers insights into the validity and reliability of the constructs related to, as detailed in Table 3.

Table 3. Measurement Model Results

<b>Constructs Items</b>	<b>Loading factors</b>	<b>CA</b>	<b>CR</b>	<b>AVE</b>
<b>Destination Brand Story</b>		0,922	0,935	0,589
The history of Tjong A Fie Mansion is engaging.	0,721			
Historical stories increase my interest in visiting.	0,754			
Legends about the mansion spark my curiosity.	0,811			
The stories enhance its appeal as a tourist spot.	0,794			
Cultural traditions make me value local heritage.	0,723			
The mansion's stories connect me to local culture.	0,737			
The stories evoke positive emotions.	0,827			
I want to experience the mansion firsthand.	0,808			
The stories feel authentic and credible.	0,726			
The narratives boost my intention to visit.	0,754			
<b>Memorable Tourism Experiences</b>		0,959	0,964	0,658
Enjoying the visit to Tjong A Fie Mansion.	0,825			
Feeling happy after the visit.	0,823			
Experiencing something unique and different.	0,783			
Enjoying distinctive and special moments.	0,765			
Interacting with the friendly local community.	0,811			
Receiving positive impressions from interactions.	0,825			
Feeling refreshed and revitalized.	0,823			
Experiencing peace and serenity during the visit.	0,783			
Engaging in meaningful activities at the mansion.	0,765			
Gaining valuable experiences from the trip.	0,811			
Admiring the well-preserved structure of the mansion.	0,825			
Participating in wearing traditional Chinese attire.	0,823			
Acquiring extensive historical knowledge.	0,783			
Learning the cultural significance of the mansion.	0,765			
<b>Tourist Satisfaction</b>		0,942	0,951	0,659
The beauty of Rumah Tjong A Fie is captivating.	0,900			
Facilities at Rumah Tjong A Fie are comfortable.	0,736			
Visiting Rumah Tjong A Fie offers a unique experience.	0,757			
Tour guide services are professional.	0,794			
Entry prices are affordable.	0,843			
My visit met prior expectations.	0,907			
Local culture at Rumah Tjong A Fie is fascinating.	0,871			
The museum is clean and well-maintained.	0,778			
I felt safe during my visit.	0,715			

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Information about Rumah Tjong A Fie is easily accessible. 0,736

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The analysis of the constructs revealed strong reliability and validity across all variables. The Destination Brand Story demonstrated excellent internal consistency with a Cronbach's Alpha (CA) value of 0.935 and a Composite Reliability (CR) of 0.922. Although the Average Variance Extracted (AVE) of 0.589 was slightly below the ideal threshold of 0.6, it still indicated that the construct explained a significant portion of the variance in its indicators. Similarly, the Memorable Tourism Experiences construct showed outstanding reliability with a CA of 0.959 and a CR of 0.964, along with a strong AVE of 0.658, confirming excellent convergent validity.

Tourist Satisfaction also exhibited high reliability, with a CA value of 0.942 and a CR of 0.951, suggesting the construct items were highly reliable. The AVE of 0.659 further demonstrated strong convergent validity. In summary, all three constructs—Destination Brand Story, Memorable Tourism Experiences, and Tourist Satisfaction—were found to be highly reliable and valid, as evidenced by their strong CA, CR, and AVE values. The robust measurement model suggests that the constructs are well-defined and the data is suitable for further analysis.

Table 4. Discriminant validity of the measurement model

	<b>Destination Brand Story</b>	<b>Memorable Tourism Experience</b>	<b>Tourist Satisfaction</b>
<b>Destination Brand Story</b>	0,768		
<b>Memorable Tourism Experience</b>	0,523	0,811	
<b>Tourist Satisfaction</b>	0,686	0,633	0,812

The correlation matrix indicates that the constructs—Destination Brand Story, Memorable Tourism Experience, and Tourist Satisfaction—are distinct from one another, supporting discriminant validity. The correlations between each construct and itself were perfect, as expected. The correlation between Destination Brand Story and Memorable Tourism Experience (0.523) is moderate, suggesting some relationship but clear distinction. The correlation between Destination Brand Story and Tourist Satisfaction (0.686) is stronger, yet still indicates that they measure different dimensions. Similarly, the correlation between Memorable Tourism Experience and Tourist Satisfaction (0.633) is moderate-to-strong, further supporting their distinction. Overall, the model demonstrates discriminant validity, confirming that the constructs represent separate aspects of the tourist experience.

### Structural Model

The predictive power of the constructs examined in this study is illustrated through the R-square values for Memorable Tourism Experiences and Tourists Satisfaction.. These values provide insights into the extent to which the independent variables explain the variance in each dependent variable. The R-square values are presented in Table 5.

Table 5. Predictive power

Construct	R-square
<b>Memorable Tourism Experiences</b>	0,273
<b>Tourists Satisfaction</b>	0,574

Table 5 presents the R-square values for Memorable Tourism Experiences and Tourist Satisfaction, reflecting the proportion of variance explained by the independent variables in the model. The R-square value for Memorable Tourism Experiences is 0.273, indicating moderate predictive ability, as it explains 27.3% of the variance,

suggesting that additional factors may also influence memorable tourism experiences. The R-square value for Tourist Satisfaction is 0.574, showing a solid level of explanatory power, as it accounts for 57.4% of the variance, indicating that the model effectively predicts tourist satisfaction. In conclusion, the model demonstrates varying levels of predictive power, with Tourist Satisfaction exhibiting stronger explanatory ability.

Table 6. Path Coefficients (Direct and Indirect Effect)

Path	Effect Type	$\beta$	M	SD	t-stats	Sig	Decision
Destination Brand Story -> Memorable Tourism Experience	Direct	0,523	0,519	0,085	6,118	0,000	Accepted
Destination Brand Story -> Tourist Satisfaction	Direct	0,489	0,489	0,071	6,883	0,000	Accepted
Memorable Tourism Experience -> Tourist Satisfaction	Direct	0,377	0,379	0,066	5,705	0,000	Accepted
Destination Brand Story -> Memorable Tourism Experience -> Tourist Satisfaction	Indirect	0,197	0,197	0,050	3,942	0,000	Accepted

Table 6 presents the path coefficients for both direct and indirect effects within the structural model, emphasizing the relationships between Destination Brand Story, Memorable Tourism Experience, and Tourist Satisfaction. This analysis provides valuable insights into how these factors influence each other and contribute to the overall tourism experience.

The statistical results underscore the critical role of a well-crafted destination brand story in shaping the tourism experience. The significant direct effect of Destination Brand Story on Memorable Tourism Experience ( $\beta = 0.523$ ,  $t = 6.118$ ,  $p = 0.000$ ) aligns with Liu and Lee (2020), who emphasize that destination storytelling breathes life into historical sites by fostering emotional connections with visitors. At Tjong A Fie Mansion, the narrative of Tjong A Fie as a Chinese merchant who contributed to Medan's development not only enhances the perceived authenticity of the site but also fosters cultural appreciation.

Similarly, the direct effect of Destination Brand Story on Tourist Satisfaction ( $\beta = 0.489$ ,  $t = 6.883$ ,  $p = 0.000$ ) confirms that storytelling is an integral part of the tourism experience. Effective storytelling at heritage sites combines historical depth with emotional engagement, enabling tourists to connect personally with the destination's narrative. This finding aligns with Kim and Chen (2019), who argue that storytelling strategies can significantly elevate visitor satisfaction by adding layers of meaning to the experience.

The mediating role of Memorable Tourism Experience (MTE) between Destination Brand Story and Tourist Satisfaction is evident (indirect  $\beta = 0.197$ ,  $t = 3.942$ ,  $p = 0.000$ ). This highlights the importance of translating a compelling brand story into a



memorable experience that resonates with visitors on an emotional and intellectual level. Park and Santos (2021) assert that the emotional resonance created by such experiences deepens attachment to the destination, fostering loyalty and satisfaction.

In the case of Tjong A Fie Mansion, MTEs are derived from its unique blend of architectural beauty, historical artifacts, and guided tours. These elements provide an immersive journey into the past, allowing visitors to form emotional connections with the stories they encounter. As supported by Chang and Hsieh (2020), emotional attachment plays a critical role in enhancing satisfaction and promoting repeat visits.

Enhanced storytelling could draw from Pachucki et al. (2022), who advocate for narrative techniques that foster deeper engagement, such as first-person storytelling and social media integration. Additionally, incorporating the stories of local residents, as suggested by Hay et al. (2022), could provide a richer, more authentic narrative that appeals to a broader audience. Incorporating strategies like first-person narratives, as suggested by Pachucki et al. (2022), and integrating local stories, as advocated by Hay et al. (2022), could enrich the storytelling framework, making it more engaging and inclusive.

In the broader context of heritage tourism, these findings underscore the transformative power of storytelling. As Liu and Lee (2020) argue, effective storytelling brings historical sites to life, fostering emotional connections that elevate visitor satisfaction and loyalty. For Tjong A Fie Mansion, the legacy of its namesake and the mansion's role in Medan's history present an opportunity to craft a narrative that is both educational and emotionally engaging. By leveraging storytelling as a tool to create memorable experiences, the mansion can strengthen its position as a must-visit destination, contributing to the region's tourism growth and cultural preservation.

This study reinforces the importance of integrating destination storytelling into tourism marketing strategies, particularly for heritage sites. A compelling narrative not only enhances satisfaction but also fosters word-of-mouth promotion and repeat visits, as noted by Fernandes and Cruz (2016). By addressing gaps in visitor engagement and embracing innovative approaches to storytelling, Tjong A Fie Mansion can continue to captivate its audience, ensuring its relevance in the evolving tourism landscape and contributing to the sustainable development of heritage tourism in Indonesia. Through these efforts, the mansion stands as a model for how historical landmarks can bridge the past and present, creating lasting impressions that resonate with visitors from around the world.

## CONCLUSION

The findings of this study reveal that the destination brand story of Tjong A Fie Mansion significantly influences tourist satisfaction, both directly and indirectly, through memorable tourism experiences. A strong narrative rooted in the mansion's historical and cultural heritage enhances visitors' emotional engagement, creating lasting impressions that elevate their overall satisfaction. Furthermore, the study underscores the pivotal role of memorable tourism experiences as an intervening variable, demonstrating that authentic, engaging, and emotionally resonant experiences amplify the impact of the destination's story on tourist satisfaction. These results highlight the importance of integrating storytelling into heritage tourism strategies to foster deeper connections between visitors and cultural landmarks, ensuring sustainable growth and repeat visitation. As Tjong A Fie Mansion continues to attract tourists, strengthening its narrative and experiential offerings will be essential in solidifying its position as a premier heritage destination.

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