

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Citra Destinasi dan Pengalaman Wisata terhadap Niat Berkunjung Kembali, serta menguji peran mediasi Kepuasan Wisatawan pada Destinasi Wisata Halal Aer Mata Ebu Arosbaya. Penelitian ini menggunakan metode kuantitatif. Sampel diambil menggunakan teknik *purposive sampling* terhadap 100 responden yang merupakan pengunjung destinasi. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan *Structural Equation Modeling Partial Least Square* (SEM-PLS) dengan *software* SmartPLS 4. Hasil penelitian menunjukkan bahwa Citra Destinasi dan Pengalaman Wisata berpengaruh positif dan signifikan terhadap Kepuasan Wisatawan. Selanjutnya, Citra Destinasi, Pengalaman Wisata, dan Kepuasan Wisatawan juga berpengaruh positif dan signifikan terhadap Kunjungan Kembali. Temuan utama penelitian ini adalah Kepuasan Wisatawan terbukti berperan sebagai mediator yang signifikan dalam hubungan antara Citra Destinasi terhadap Kunjungan Kembali serta antara Pengalaman Wisata terhadap Kunjungan Kembali.

Kata Kunci: Citra Destinasi, Pengalaman Wisata, Kepuasan Wisatawan, Niat Berkunjung Kembali, Wisata Halal

ABSTRACT

This study aims to analyze the influence of Destination Image and Tourism Experience on Revisit Intention, as well as to test the mediating role of Tourist Satisfaction at the Halal Tourism Destination Aer Mata Ebu Arosbaya. This study uses a quantitative method. The sample was taken using a purposive sampling technique from 100 respondents who were destination visitors. Data were collected through questionnaires and analyzed using Structural Equation Modeling Partial Least Square (SEM-PLS) with SmartPLS 4 software. The results showed that Destination Image and Tourism Experience had a positive and significant effect on Tourist Satisfaction. Furthermore, Destination Image, Tourism Experience, and Tourist Satisfaction also had a positive and significant effect on Revisit Intention. The main finding of this study is that Tourist Satisfaction is proven to play a significant role as a mediator in the relationship between Destination Image and Revisit Intention and between Tourism Experience and Revisit Intention.

Keywords: Destination Image, Tourism Experience, Tourist Satisfaction, Revisit Intention, Halal Touris