

ABSTRAK

Penelitian ini dilatarbelakangi oleh adanya penurunan jumlah pengunjung Wisata Mangrove Kedatim Kabupaten Sumenep. Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh event image dan tourism experience terhadap revisit intention baik secara langsung maupun melalui variabel intervening tourism satisfaction di Wisata Mangrove Kedatim. Teknik pengambilan sampel yang digunakan yaitu purposive sampling dengan total sampel yang digunakan sejumlah 100 pengunjung. Teknik pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada responden. Adapun teknik analisis data yang digunakan yaitu PLS. Hasil penelitian menunjukkan bahwa event image (X1) tidak berpengaruh signifikan terhadap revisit intention. Tourism experience (X2) berpengaruh signifikan terhadap revisit intention. Event image (X1) berpengaruh signifikan terhadap tourism satisfaction. Tourism experience (X2) berpengaruh signifikan terhadap tourism satisfaction. Tourism satisfaction (Z) tidak berpengaruh terhadap revisit intention. Event image (X1) tidak berpengaruh signifikan terhadap revisit intention melalui tourism satisfaction. Tourism experience (X2) tidak berpengaruh signifikan terhadap revisit intention melalui tourism satisfaction.

Kata Kunci: Event Image, Tourism Experience, Tourism Satisfaction, Revisit Intention.

ABSTRACT

This research was motivated by a decrease in the number of visitors to the Kedatim Mangrove Tourism, Sumenep Regency. The aim of this research is to determine the influence of event image and tourism experience on revisit intention both directly and through the intervening variable tourism statistics in Kedatim Mangrove Tourism. The sampling technique used was purposive sampling with a total sample of 100 visitors. The data collection technique was carried out by distributing questionnaires to respondents. The data analysis technique used is PLS. The research results show that event image (X1) does not have a significant effect on revisit intention. Tourism experience (X2) has a significant effect on revisit intention. Event image (X1) has a significant effect on tourism statistics. Tourism experience (X2) has a significant effect on tourism statistics. Tourism statistic (Z) has no effect on revisit intention. Event image (X1) has no significant effect on revisit intention through tourism statistics. Tourism experience (X2) does not have a significant effect on revisit intention through tourism statistics.

Keywords: Event Image, Tourism Experience, Tourism Statistics, Revisit Intention.