

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Layanan dan *Memorable Tourist Experience* terhadap Niat Berkunjung Kembali, serta menguji peran mediasi Kepuasan Wisatawan pada destinasi wisata Aone Trawas. Penelitian ini menggunakan metode kuantitatif. Sampel penelitian diambil menggunakan teknik purposive sampling terhadap 100 responden yang merupakan wisatawan yang pernah berkunjung ke wisata Aone Trawas. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan *Structural Equation Modeling Partial Least Square* (SEM-PLS) dengan bantuan software SmartPLS 4. Hasil penelitian menunjukkan bahwa Kualitas Layanan dan *Memorable Tourist Experience* berpengaruh positif dan signifikan terhadap Kepuasan Wisatawan. Selanjutnya, Kualitas Layanan, *Memorable Tourist Experience*, dan Kepuasan Wisatawan juga berpengaruh positif dan signifikan terhadap Niat Berkunjung Kembali. Temuan utama penelitian ini menunjukkan bahwa Kepuasan Wisatawan terbukti berperan sebagai mediator yang signifikan dalam hubungan antara Kualitas Layanan terhadap Niat Berkunjung Kembali serta antara *Memorable Tourist Experience* terhadap Niat Berkunjung Kembali.

Kata kunci : Kualitas Layanan, *Memorable Tourist Experience*, Kepuasan Wisatawan, Niat Berkunjung Kembali

ABSTRACT

This study aims to analyze the influence of Service Quality and Memorable Tourist Experience on Revisit Intention, as well as to test the mediating role of Tourist Satisfaction at the Aone Trawas tourist destination. This study uses a quantitative method. The research sample was taken using a purposive sampling technique from 100 respondents who were tourists who had visited Aone Trawas. Data were collected through questionnaires and analyzed using Structural Equation Modeling Partial Least Square (SEM-PLS) with the help of SmartPLS 4 software. The results showed that Service Quality and Memorable Tourist Experience had a positive and significant effect on Tourist Satisfaction. Furthermore, Service Quality, Memorable Tourist Experience, and Tourist Satisfaction also had a positive and significant effect on Revisit Intention. The main findings of this study indicate that Tourist Satisfaction is proven to play a significant role as a mediator in the relationship between Service Quality and Revisit Intention and between Memorable Tourist Experience and Revisit Intention.

Keywords: Service Quality, Memorable Tourist Experience, Tourist Satisfaction, Revisit Intention