

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Novelty Seeking* dan *Memorable Tourist Experience* terhadap *Revisit Intention* dengan *Tourist Satisfaction* sebagai variabel mediasi pada Wisata Pulau Gili Iyang, Kabupaten Sumenep. Penelitian ini menggunakan pendekatan kuantitatif eksplanatori dengan sampel sebanyak 140 wisatawan yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa *Novelty Seeking* dan *Memorable Tourist Experience* berpengaruh positif dan signifikan terhadap *Tourist Satisfaction*, tetapi tidak berpengaruh signifikan secara langsung terhadap *Revisit Intention*. Sebaliknya, *Tourist Satisfaction* berpengaruh positif dan signifikan terhadap *Revisit Intention* serta terbukti memediasi secara penuh pengaruh *Novelty Seeking* dan *Memorable Tourist Experience* terhadap *Revisit Intention*. Temuan ini menunjukkan bahwa kepuasan wisatawan merupakan faktor utama dalam mendorong niat berkunjung kembali ke Wisata Pulau Gili Iyang.

Kata Kunci: *Novelty Seeking, Memorable Tourist Experience, Tourist Satisfaction, Revisit Intention, Pulau Gili Iyang.*

ABSTRACT

This study aims to analyze the influence of Novelty Seeking and Memorable Tourist Experience on Revisit Intention, with Tourist Satisfaction serving as a mediating variable, at Gili Iyang Tourism Destination, Sumenep Regency. This research employed a quantitative explanatory approach with a sample of 140 tourists selected using purposive sampling. Data were collected through questionnaires and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with SmartPLS. The results indicate that Novelty Seeking and Memorable Tourist Experience have a positive and significant effect on Tourist Satisfaction, but do not have a significant direct effect on Revisit Intention. In contrast, Tourist Satisfaction has a positive and significant effect on Revisit Intention and is proven to fully mediate the relationship between Novelty Seeking, Memorable Tourist Experience, and Revisit Intention. These findings suggest that Tourist Satisfaction is the key factor in encouraging tourists' intention to revisit Gili Iyang Tourism Destination.

Keywords: *Novelty Seeking, Memorable Tourist Experience, Tourist Satisfaction, Revisit Intention, Gili Iyang Tourism Destination.*