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PENGARUH *MEMORABLE TOURISM EXPERIENCE* TERHADAP *REVISIT INTENTION* MELALUI *TOURIST SATISFACTION*

(Survei pada Wisatawan Pineus Tilu Riverside Camping di Pangalengan Kabupaten Bandung)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata

Disusun Oleh :

Galuh Muyassar Alfarizi

2008639

FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL

UNIVERSITAS PENDIDIKAN INDONESIA

2024

LEMBAR HAK CIPTA

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(Survei pada Wisatawan Pineus Tilu Riverside Camping di Pangalengan Kabupaten Bandung)

Oleh

Galuh Muyassar Alfarizi

2008639

Sebuah skripsi yang diajukan untuk memenuhi syarat memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata

Fakultas Pendidikan Ilmu Pengetahuan Sosial

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Skripsi ini disetujui dan disahkan oleh:

Pembimbing I	Pembimbing II
Oce Ridwanudin, SE., MM	**Yeni Yuniawati, S.Pd., M.M.**
NIP. 19810407201012100	**NIP. 198106082006042001**

Mengetahui,
Ketua Program Studi
Manajemen Pemasaran Pariwisata

Taufik Abdullah, Ph.D

NIP. 195102014041001

Tanggung Jawab Yuridis
Ada Pada Peneliti

Galuh Muyassar Alfarizi

NIM 2008639

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Galuh Muyassar Alfarizi

NIM 2008639

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana Pengaruh *Memorable Tourism Experience* Terhadap *Revisit Intention* Melalui *Tourist Satisfaction* pada Wisatawan Pineus Tilu Riverside Camping di Kabupaten Bandung. Dalam penelitian ini menggunakan variabel bebas (X), variabel mediasi (Z) dan variabel terikat (Y). Variabel bebas yakni *memorable tourism experience* yang terdiri dari *hedonism, novelty, involvement, local culture, refreshment, meaningfulness* dan *knowledge.* Variabel mediasi yakni *tourist satisfaction* yang terdiri dari *satisfaction with hedonism, satisfaction with novelty, satisfaction with involvement, satisfaction with local culture, satisfaction with refreshment, satisfaction with meaningfulness* dan *satisfaction with knowledge.* Variabel terikat yakni *revisit intention* yang terdiri dari *recommendation to others* dan *plan to revisit.* Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Data dalam penelitian menggunakan data primer dengan pengambilan sampel sebanyak 283 responden yaitu wisatawan yang sudah pernah mengunjungi Pineus Tilu Riverside Camping. Teknik analisis data yang digunakan adalah analisis data verifikasi atau SEM *(Structural Equation Modelling)* dengan menggunakan bantuan aplikasi SPSS 24 dan AMOS 24. Hasil penelitian menunjukan bahwa *memorable tourism experience* memberikan pengaruh secara positif dan signifikan pada *revisit intention* melalui *tourist satisfaction* di Pineus Tilu Riverside Camping sehingga peneliti merekomendasikan Pineus Tilu Riverside Camping untuk mempertahankan nilai-nilai yang diberikan pada aspek *memorable tourism experience* dan *tourist satisfaction.*

Kata Kunci: ***Memorable Tourism Experience, Tourist Satisfaction, Revisit Intention,*** **Wisatawan**

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ABSTRACT

This research aims to find out the influence of Memorable Tourism Experience on Revisit Intention through Tourist Satisfaction among Pineus Tilu Riverside Camping Tourists in Bandung Regency. In this research, the independent variable (X), the mediating variable (Z) and the dependent variable (Y) are used. The independent variable is memorable tourism experience which consists of hedonism, novelty, involvement, local culture, refreshment, meaningfulness and knowledge. The mediating variable is tourist satisfaction which consists of satisfaction with hedonism, satisfaction with novelty, satisfaction with involvement, satisfaction with local culture, satisfaction with refreshment, satisfaction with meaningfulness and satisfaction with knowledge. The dependent variable is revisit intention which consists of recommendation to others and plan to revisit. The type of research used is descriptive and verification. The data in the research used primary data with a sample of 283 respondents, namely tourists who had visited Pineus Tilu Riverside Camping. The data analysis technique used is verification data analysis or SEM (Structural Equation Modeling) using the SPSS 24 and AMOS 24 applications. The research results show that memorable tourism experiences have a positive and significant influence on revisit intention through tourist satisfaction at Pineus Tilu Riverside Camping So researchers recommend Pineus Tilu Riverside Camping to maintain the values given to the aspects of memorable tourism experience and tourist satisfaction.

Keywords: Memorable Tourism Experience, Tourist Satisfaction, Revisit Intention, Tourist

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