

**PENGARUH PENGALAMAN PARIWISATA YANG BERKESAN  
TERHADAP MINAT BERKUNJUNG KEMBALI DI PULAU TIDUNG,  
KEPULAUAN SERIBU**



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**PENGARUH PENGALAMAN PARIWISATA YANG  
BERKESAN TERHADAP MINAT BERKUNJUNG KEMBALI  
DI PULAU TIDUNG, KEPULAUAN SERIBU**

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Skripsi ini diajukan untuk persyaratan skripsi untuk memperoleh gelar  
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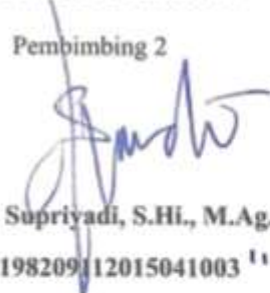
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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *memorable tourist experience* terhadap *revisit intention* wisatawan di Pulau Tidung dengan menggunakan pendekatan kuantitatif melalui metode korelasional dan pengambilan sampel *purposive sampling* berbasis *non-probability sampling* terhadap responden sebanyak 100 orang yang pernah berkunjung ke Pulau Tidung. Data dikumpulkan melalui kuesioner Google Form berbasis skala Likert 5 poin dan dianalisis menggunakan IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa *memorable tourist experience* berpengaruh signifikan terhadap *revisit intention*. Indikator *involvement* dan *knowledge* memperoleh hasil signifikan dalam memberikan kesan pada wisatawan ketika berwisata ke Pulau Tidung. Sedangkan indikator *refreshment* dan *social interactions* tidak cukup untuk memberikan pengaruh signifikan terhadap *memorable tourist experience* di Pulau Tidung, hal ini membuktikan bahwa pengelola perlu memperhatikan aspek-aspek tersebut agar nilai dari *memorable tourist experience* meningkat dan memotivasi wisatawan untuk melakukan kunjungan kembali.

**Kata kunci:** pengalaman pariwisata yang berkesan, minat berkunjung kembali, pulau tidung, kepulauan seribu

***THE EFFECT OF MEMORABLE TOURIST EXPERIENCE ON REVISIT  
INTENTION IN TIDUNG ISLAND, KEPULAUAN SERIBU***

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***ABSTRACT***

*This study aims to determine the extent of the effect of memorable tourist experience on tourists' revisit intention in Tidung Island. The research employed a quantitative approach using a correlational method and purposive sampling based on non-probability sampling, involving 100 respondents who had previously visited Tidung Island. Data were collected through a Google Form questionnaire and analyzed using IBM SPSS version 25. The results indicate that memorable tourist experience has a significant effect on revisit intention. The indicators of involvement and knowledge showed significant results in creating a memorable impression on tourists visiting Tidung Island. In contrast, the indicators of refreshment and social interactions were not sufficient to provide a significant effect on the memorable tourist experience in Tidung Island. These findings suggest that destination managers need to pay more attention to these aspects in order to enhance the value of memorable tourist experiences and motivate tourists to revisit.*

**Keywords:** *memorable tourist experience, revisit intention, tidung island, thousand islands*

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