

PENGARUH *TOURIST EXPERIENCE* TERHADAP *REVISIT INTENTION* MELALUI *TRUST*

SKRIPSI

Diajukan sebagai salah satu syarat untuk memperoleh gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul "**Pengaruh *Tourist Experience Terhadap Revisit Intention* melalui *Trust***" beserta seluruh isinya adalah benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau klaim dari pihak lain terhadap keaslian karya saya ini.

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Yang Membuat Pernyataan



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ABSTRAK

Ida Farida, 2108776 “Pengaruh *Tourist Experience* Terhadap *Revisit Intention* melalui *Trust*” di bawah bimbingan Ibu Yeni Yuniawati, S.Pd., M.M. dan Ibu Masroulina Sevtiani, S.Par, M.Par.

Penelitian ini bertujuan untuk mengetahui bagaimana *tourist experience* berpengaruh terhadap *revisit intention* dan menyelidiki peran *trust* sebagai mediasi. Penelitian ini menggunakan metodologi kuantitatif dengan pengolahan data menggunakan perangkat lunak IBM SPSS AMOS versi 24.0 *for Windows*. Populasi dalam penelitian ini yaitu wisatawan domestik yang pernah berkunjung ke Dusun Bambu. Peneliti mendapatkan 396 sampel yang dipilih berdasarkan kriteria yang ada. Hasil penelitian menunjukkan bahwa tidak terdapat pengaruh langsung pada variabel *tourist experience* terhadap *revisit intention*. Akan tetapi, terdapat pengaruh pada *tourist experience* terhadap *trust*, serta terdapat pengaruh pada *trust* terhadap *revisit intention*. Berdasarkan hasil analisis peran mediasi, menunjukkan bahwa *trust* memiliki peran mediasi yang signifikan dan positif pada hubungan antara *tourist experience* terhadap *revisit intention*.

Kata Kunci: *Tourist Experience, Revisit Intention, Trust, Tourism Industry*

ABSTRACT

Ida Farida *“The Influence of Tourist Experience on Revisit Intention Through Trust”* under the guidance of Mrs. Yeni Yuniawati, S.Pd., M.M. and Mrs. Masroulina Sevtiani, S.Par, M.Par.

This study aims to determine how tourist experience affects revisit intention and to investigate the role of trust as a mediator. This study uses quantitative methodology with data processing using IBM SPSS AMOS version 24.0 for Windows software. The population in this study were domestic tourists who had visited Dusun Bambu. The researcher obtained 396 samples selected based on existing criteria. The results of the study indicate that there is no direct influence of the tourist experience variable on revisit intention. However, there is an influence of tourist experience on trust, and there is an influence of trust on revisit intention. Based on the results of the mediation role analysis, it shows that trust has a significant and positive mediating role in the relationship between tourist experience and revisit intention.

Keyword: Tourist Experience, Revisit Intention, Trust, Tourism Industry

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Penelitian ini dilaksanakan bertujuan untuk mengetahui gambaran dan pengaruh *tourist experience* terhadap *revisit intention* melalui *trust* di destinasi Dusun Bambu. Penulis menyadari bahwa dalam penyusunan skripsi ini masih memiliki kekurangan dan ketidak sempurnaan, yang tidak terlepas dari keterbatasan pengetahuan dan wawasan yang dimiliki penulis. Oleh karena itu, penulis sangat terbuka terhadap masukan dan saran yang membangun sebagai landasan perbaikan, baik untuk pengembangan pengetahuan maupun peningkatan kualitas penelitian di masa mendatang. Penulis berharap, skripsi ini dapat memberikan kontribusi bagi pengembangan ilmu di Manajemen Pemasaran Pariwisata, khususnya pada kajian mengenai konsep *tourist experience*, *revisit intention*, dan *trust*.

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Peneliti

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