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PENGARUH *TOURIST EXPERIENCE* TERHADAP *REVISIT INTENTION*
(Survey Terhadap Wisatawan Nusantara di Gunung Galunggung Tasikmalaya)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Ujian Sidang
Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata



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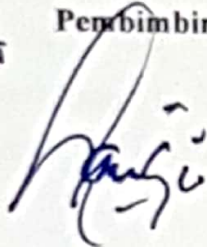
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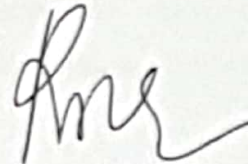
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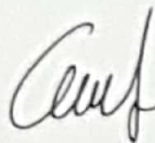
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ABSTRAK

Alda Nadya Ayuningtyas (1505496), “Pengaruh *Tourist Experience* terhadap *Revisit Intention*” (Survey Terhadap Wisatawan Nusantara di Gunung Galunggung Tasikmalaya) di bawah bimbingan Dr. H. Hari Mulyadi, M.Si dan Rini Andari, S.Pd., SE.Par., MM

Studi pariwisata telah berfokus pada masalah dari niat berkunjung kembali untuk memahami mengapa wisatawan ingin mengunjungi kembali ke destinasi yang sama. *Revisit intention* merupakan salah satu masalah mendasar bagi pengelola destinasi. Masalah yang dihadapi oleh Gunung Galunggung Tasikmalaya yaitu tidak tercapainya target tahunan yang telah ditetapkan dan rendahnya tingkat *revisit intention*. Dengan demikian, peneliti memilih *tourist experience* sebagai solusi yang dapat diterapkan dalam meningkatkan *revisit intention*. Variable independen (X) yang digunakan dalam penelitian yaitu *tourist experience* (X) dengan variable dependent (Y) yaitu *revisit intention*. Jenis penelitian yang digunakan yaitu *explanatory survey* dengan pendekatan *cross-sectional method*. Teknik sampling yang digunakan yaitu *purposive sampling* dengan sampel penelitian sebanyak 109 responden yaitu wisatawan yang sudah pernah berkunjung sebanyak satu kali. Hasil penelitian menunjukkan terdapat pengaruh yang signifikan antara *tourist experience* terhadap *revisit intention*.

Kata Kunci : *Tourist Experience, Revisit Intention*

ABSTRACT

Alda Nadya Ayuningtyas (1505496), “The Influence of Tourist Experience toward Revisit Intention” (Survey of domestic tourist in Gunung Galunggung Tasikmalaya) under guidance of Dr. H. Hari Mulyadi, M.Si dan Rini Andari, S.Pd., SE.Par., MM

Tourism studies have focused on the problem of revisit intention to understand why tourists want to revisit the same destination. Revisit intention is one of the fundamental problems for destination managers. The problem faced by Gunung Galunggung Tasikmalaya is failure to fulfill the annual target and low revisit intention. Researcher see tourist experience as solution that can be applied to improve revisit intention. The independent variable are tourist experience (X) while the dependent variable (Y) is revisit intention. The type of research used in this study is explanatory survey with cross-sectional approach. Using purposive sampling as technic sampling with 109 respondents as sample. The respondents tourists who have visited once in Gunung Galunggung Tasikmalaya. The result of the research shows that tourist experience have significant influence on revisit intention.

Keywords : Tourist Experience, Revisit Intention

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