

## ABSTRAK

**Hafiz Rifaatulloh, 1401214, “Pengaruh *Memorable Experience* Terhadap *Revisit Intention* di Desa Adat Baduy”** (Survei terhadap wisatawan nusantara di Desa Adat Baduy), di bawah bimbingan Bagja Waluya, S.Pd.,M.Pd dan Rini Andriani, S.Pd.,SE.Par.,MM

Desa Adat Baduy merupakan suatu jenis wisata budaya yang memiliki keunikan dalam kebudayaannya yang masih sangat tradisional tanpa adanya modernisasi, di Desa Adat Baduy wisatawan dapat pula menikmati alamnya yang masih asri dan alami. Desa Adat Baduy yang merupakan wisata budaya masih dihadapi oleh masalah rendahnya *revisit intention* wisatawan. Oleh karena itu Desa Adat Baduy berusaha meningkatkan *revisit intention* dengan menciptakan pengalaman yang berkesan bagi wisatawan. Dalam penelitian ini variabel bebas (X) yang digunakan yaitu *memorable experience* yang terdiri dari *perceived opportunities for encounter authentic local experience*, *perceived professionalism of local guides*, *perceived novelty*, *perceived local hospitality*, *perceived significance* dan *perceived opportunities for social interaction* serta variabel terikat (Y) dalam penelitian ini adalah *revisit intention*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode yang digunakan adalah *survey* dengan teknik *explanatory survey*. Sampel dalam penelitian ini sebanyak 112 responden dengan teknik yang digunakan adalah *systematic random sampling*. Teknik analisis data dan uji hipotesis yang digunakan adalah Regresi Linier Berganda. Pelaksanaan *memorable experience* di Desa Adat Baduy berada pada kategori tinggi, dimensi *perceived significance* mendapat penilaian tertinggi dan dimensi *perceived opportunities for social interaction* mendapat penilaian terendah. Tenggapan *revisit intention* wisatawan di Desa Adat Baduy berada pada kategori sangat tinggi, dimensi *likelihood to recommend to others* mendapatkan penilaian tertinggi dan dimensi *likelihood to visit again* mendapatkan penilaian terendah. Hasil penelitian secara simultan menunjukkan bahwa variabel *memorable experience* memberikan pengaruh yang signifikan terhadap *revisit intention* di Desa Adat Baduy. Sedangkan secara parsial hanya ada dua dimensi dari *memorable experience* yang berpengaruh secara signifikan terhadap *revisit intention*.

Hafiz Rifaatulloh, 2019

**PENGARUH MEMORABLE EXPERIENCE TERHADAP REVISIT INTENTION**

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Kata Kunci: *Memorable Experience, Revisit Intention, Desa Adat Baduy*

### **ABSTRACT**

**Hafiz Rifaatulloh, 1401214, “The Influence of Memorable Experience toward Revisit Intention in Baduy Traditional Village” (Survey of Domestic Tourists in Baduy Traditional Village), under the guidance of Bagja Waluya, S.Pd.,M.Pd dan Rini Andriani, S.Pd.,SE.Par.,MM**

*Baduy Traditional Village is one of the cultural tourism that still very traditional without any modernization as its uniqueness. In Baduy, tourists can also enjoy its natural and beautiful nature. Baduy Traditional Village which is a cultural tourism still faced by the problem of low revisit of tourist intention. Therefore Baduy Traditional Village seeks to increase revisit intention by creating memorable experiences for tourists. In this study the independent variable (X) used is memorable experience which consists of perceived opportunities for authentic local experience, perceived professionalism of local guides, perceived novelty, perceived local hospitality, perceived significance and perceived opportunities for social interaction and dependent variables (Y) in this study is revisit intention. The type of research used is descriptive and verification with the method used is a survey with explanatory survey techniques. The sample in this study were 112 respondents with the technique used was systematic random sampling. Data analysis techniques and test hypotheses used are Multiple Linear Regression. The memorable experience in Baduy Traditional Village is in the high category, the perceived significance dimension gets the highest rating and the perceived perceived opportunities for social interaction gets the lowest rating. Regarding the revisit intention of tourists in the Baduy Traditional Village is in the very high category, the likelihood to recommend to others dimension gets the highest rating and the likelihood dimension to visit again to get the lowest rating. Simultaneous research results show that memorable experience variables have a significant influence on revisit intention in Baduy Traditional Village. While partially there are only two dimensions of memorable experience that significantly influence revisit intention.*

*Key words: Memorable Experience, Revisit Intention, Baduy Traditional Village*

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