

ABSTRACT

IDENTIFICATION OF THE ROLE OF MEMORABLE TOURISM EXPERIENCE ON REVISIT INTENTION IN EXTREME TOURISM DESTINATIONS WITH MEDIATED VISITOR SATISFACTION

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The purpose of this study was to determine the role of memorable tourism experience (MTE), which consisted of seven dimensions (hedonism, novelty, refreshment, local culture, meaningfulness, involvement, and knowledge), on revisit intention in extreme tourism destinations, especially mountaineering tourist destinations, and the role of visitor satisfaction in mediating the relationship between the seven dimensions of MTE and revisit intention. This research was designed as a survey method by distributing questionnaires to 404 respondents, which were analyzed using Structural Equation Modeling (SEM). The results proved that hedonism affected visitor satisfaction, novelty affected visitor satisfaction, refreshment affected visitor satisfaction, local culture affected visitor satisfaction, meaningfulness affected visitor satisfaction, involvement affected visitor satisfaction, knowledge affected visitor satisfaction, visitor satisfaction affected revisit intention, visitor satisfaction was proven to mediate the relationship between hedonism and revisit intention, visitor satisfaction was proven to mediate the relationship between novelty and revisit intention, visitor satisfaction was proven to mediate the relationship between refreshment and revisit intention, visitor satisfaction was proven to mediate the relationship between local culture and revisit intention, visitor satisfaction was proven to mediate the relationship between meaningfulness and revisit intention, visitor satisfaction was proven to mediate the relationship between involvement and revisit intention, and visitor satisfaction was proven to mediate the relationship between knowledge and revisit intention.

Keyword: Memorable Tourism Experience, Visitor Satisfaction, Revisit Intention

ABSTRAK

IDENTIFIKASI PERAN MEMORABLE TOURISM EXPERIENCE TERHADAP REVISIT INTENTION PADA DESTINASI PARIWISATA EKSTRIM DENGAN DIMEDIASI VISITOR SATISFACTION

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Tujuan penelitian ini untuk mengetahui peran *memorable tourism experience* (MTE) yang terdiri dari tujuh dimensi (*hedonism, novelty, refreshment, local culture, meaningfulness, involmment* dan *knowledge*) terhadap *revisit intention* pada destinasi pariwisata ekstrim khususnya destinasi wisata pendakian gunung, dan peran *visitor satisfaction* dalam memediasi hubungan antara tujuh dimensi MTE terhadap *revisit intention*. Penelitian ini dirancang sebagai *survei method* dengan melakukan penyebaran angket kepada 404 responden yang di analisis menggunakan *Structural Equation Modelling* (SEM), dan membuktikan bahwa *hedonism* berpengaruh terhadap *visitor satisfaction*, *novelty* berpengaruh terhadap *visitor satisfaction*, *refreshment* berpengaruh terhadap *visitor satisfaction*, *local culture* berpengaruh terhadap *visitor satisfaction*, *meaningfulness* berpengaruh terhadap *visitor satisfaction*, *involmment* berpengaruh terhadap *visitor satisfaction*, *knowledge* berpengaruh terhadap *visitor satisfaction*, *visitor satisfaction* berpengaruh terhadap *revisit intention*, *visitor satisfaction* terbukti dapat memediasi hubungan antara *hedonism* terhadap *revisit itention*, *visitor satisfaction* terbukti dapat memediasi hubungan antara *novelty* terhadap *revisit itention*, *visitor satisfaction* terbukti dapat memediasi hubungan antara *refreshment* terhadap *revisit itention*, *visitor satisfaction* terbukti dapat memediasi hubungan antara *local culture* terhadap *revisit itention*, *visitor satisfaction* terbukti dapat memediasi hubungan antara *meaningfulness* terhadap *revisit itention*, *visitor satisfaction* terbukti dapat memediasi hubungan antara *involmment* terhadap *revisit itention*, *visitor satisfaction* terbukti dapat memediasi hubungan antara *knowledge* terhadap *revisit itention*.

Kata Kunci: *Memorable Tourism Experience, Visitor Satisfaction, Revisit Intention*