

RINGKASAN

Penelitian ini bertujuan untuk mengetahui peran *authentic value* dalam memediasi hubungan *destination image* dan *memorable tourism* terhadap *revisit intention* studi kasus pada destinasi wisata kampung mino didesa pekunden banyumas. Populasi dalam penelitian ini adalah pengunjung wisata Kampong Nopia Mino yang pernah berkunjung ke Kampong Nopia Mino. Sampel yang digunakan dalam penelitian ini sebanyak 210 responden yang diambil berdasarkan metode *non-probability sampling* menggunakan teknik *purposive sampling*.

Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis *Structural Equation Modeling* (SEM) diolah dengan software AMOS menunjukkan hasil bahwa : (1) *Destination image* memiliki hubungan positif dan signifikan terhadap *revisit intention*. (2) *Destination image* berpengaruh positif terhadap *Authentic value*. (3) *Authentic value* berpengaruh positif terhadap *memorable tourism*. (4) *Authentic Value* berpengaruh positif terhadap *revisit intention*. (5) *Memorable tourism* berpengaruh positif terhadap *revisit intention*. (6) *Authentic Value* dapat Memediasi hubungan antara *Destination Image* Terhadap *Revisit Intention*.

Kata kunci : *Destination image, Authentic value, Memorable tourism, Revisit intention.*

SUMMARY

This research aims to determine the role of authentic value in mediating the relationship between destination image and memorable tourism experience on revisit intention in a case study at the Mino Village tourist destination in Pekunden Village, Banyumas. The population in this study were Kampoeng Nopia Mino tourist visitors who had visited Kampoeng Nopia Mino. The sample used in this research was 210 respondents taken based on a non-probability sampling method using a purposive sampling technique.

Based on the results of research conducted using Structural Equation Modeling (SEM) analysis processed with AMOS software, it shows that: (1) Destination image has a positive and significant relationship with revisit intention. (2) Destination image has a positive effect on tourists' perceptions of authentic value. (3) Authentic value has a positive effect on memorable tourism. (4) Authentic Value has a positive effect on revisit intention. (5) Memorable tourism experience has a positive effect on revisit intention. (6) Authentic Value can mediate the relationship between Destination Image and Revisit Intention.

Keywords: Destination image, Authentic value, Memorable tourism, Revisit intention.

