

## RINGKASAN

Penelitian ini dilakukan untuk menganalisis pengaruh *customer engagement* dan *customer experience* terhadap rencana penciptaan wisata terintegrasi melalui *value co-creation* dan dampaknya dalam meningkatkan minat berkunjung ulang wisatawan Desa Ponggok Kabupaten Klaten. Sampel pada penelitian ini yaitu sebanyak 123 responden dengan teknik penetapan sampel menggunakan purposive sampling. Berdasarkan penelitian yang telah dilakukan dengan menggunakan analisis Structural Equation Modeling (SEM) diolah dengan software SmartPLS menunjukkan bahwa: (1) *Customer engagement* berpengaruh langsung terhadap *value co-creation* (2) *Customer experience* berpengaruh langsung terhadap *value co-creation* (3) *Value co-creation* berpengaruh langsung terhadap minat berkunjung ulang (4) *Customer engagement* tidak berpengaruh langsung terhadap minat berkunjung ulang (5) *Customer experience* berpengaruh langsung terhadap minat berkunjung ulang (6) *Value co-creation* dapat memediasi pengaruh *customer engagement* terhadap minat berkunjung ulang (7) *value co-creation* dapat memediasi pengaruh *customer experience* terhadap minat berkunjung ulang. Implikasi manajerial yang dapat dilakukan yaitu pengelola harus dapat menciptakan pengalaman yang baik, menarik, dan berkesan terhadap pengunjung, seperti dengan: membuat oleh-oleh khas wisata Desa Ponggok, pembuatan paket tour wisata Ponggok, dan peningkatan layanan *customer service* pada tiap-tiap wisata Desa Ponggok.

Kata Kunci : Customer Engagement, Customer Experience, Value Co-Creation, Minat Berkunjung Ulang, Desa Ponggok.

## SUMMARY

*This study was conducted to analyze the effect of customer engagement and customer experience on integrated tourism creation plans through value co-creation and its impact on increasing the revisit intention of tourists in Ponggok Village, Klaten Regency. The sample in this study was composed of 123 respondents using the sample determination technique of purposive sampling. Based on research that has been conducted using structural equation modeling (SEM) analysis processed with SmartPLS software, it shows that (1) customer engagement has a direct effect on value co-creation (2) customer experience has a direct effect on value co-creation (3) value co-creation has a direct effect on revisit intention (4) customer engagement has no direct effect on revisit intention (5) customer experience has a direct effect on revisit intention (6) value co-creation can mediate the effect of customer engagement on revisit intention (7) value co-creation can mediate the effect of customer experience on revisit intention. The managerial implications that can be done are that the manager must be able to create a good, interesting, and memorable experience for visitors, such as by making typical Ponggok Village tourism souvenirs, making Ponggok tour packages, and improving customer service on each of the Ponggok Village tours.*

*Keywords: Customer Engagement, Customer Experience, Value Co-Creation, Revisit Intention, Ponggok Village.*

