

RINGKASAN

Penelitian berjudul “**Model Peningkatan *Revisit Intention* Pada Wisata Lembah Asri Serang**”. Bertujuan untuk mengetahui pengaruh *Destination Image*, *Visitor Engagement*, *Memorable Tourist Experience*, Terhadap *Revisit Intention* dengan *Memorable Tourist Experience* sebagai variable mediasi pada Wisata Lembah Asri Serang. Sampel pada penelitian ini berjumlah 127 responden dengan Teknik pengambilan sampel menggunakan *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan analisis *Structural Equation Modeling* (SEM) diolah dengan *software* PLS menunjukkan bahwa: (1) *Destination Image* berpengaruh positif terhadap *Revisit Intention*. (2) *Visitor Engagement* berpengaruh positif terhadap *Revisit Intention*. (3) *Destination Image* berpengaruh positif terhadap *Memorable Tourist Experience*. (4) *Visitor Engagement* berpengaruh positif terhadap *Memorable Tourist Experience*. (5) *Memorable Tourist Experience* berpengaruh positif terhadap *Revisit Intention*. (6) *Memorable Tourist Experience* tidak memediasi hubungan antara *Destination Image* terhadap *Revisit Intention*. Diharapkan pengelola wisata dapat mengaplikasikan penciptaan suasana yang santai, kegiatan yang menarik, serta pemfokusan pada pengembangan *Memorable Tourist Experience*.

Kata kunci: *Destination Image*, *Visitor Engagement*, *Memorable Tourist Experience*, *Revisit Intention*, *Lembah Asri Serang*.

SUMMARY

The study entitled "Model Enhancement of Revisit Intention at Lembah Asri Serang Tourism" aims to investigate the influence of Destination Image, Visitor Engagement, and Memorable Tourist Experience on Revisit Intention, with Memorable Tourist Experience as a mediating variable at Lembah Asri Serang Tourism. The sample in this research consisted of 127 respondents, selected using purposive sampling technique. Based on the results obtained through Structural Equation Modeling (SEM) analysis processed using PLS software, the findings indicate that: (1) Destination Image has a positive effect on Revisit Intention. (2) Visitor Engagement has a positive effect on Revisit Intention. (3) Destination Image has a positive effect on Memorable Tourist Experience. (4) Visitor Engagement has a positive effect on Memorable Tourist Experience. (5) Memorable Tourist Experience has a positive effect on Revisit Intention. (6) Memorable Tourist Experience does not mediate the relationship between Destination Image and Revisit Intention. Tourism managers can apply the creation of a relaxed atmosphere, engaging activities, and focus on the development of a Memorable Tourist Experience.

Keywords: *Destination Image, Visitor Engagement, Memorable Tourist Experience, Revisit Intention, Lembah Asri Serang.*

