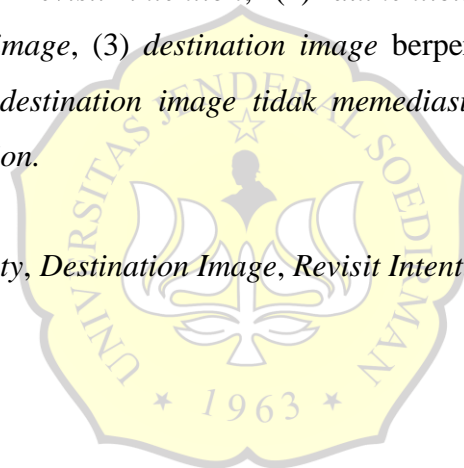


RINGKASAN

Penelitian ini bertujuan untuk menganalisis peran *destination image* sebagai variabel mediasi dalam pengaruh *authenticity* terhadap *revisit intention*. Pada penelitian ini, sampel yang digunakan sebanyak 120 responden yang merupakan wisatawan yang pernah berkunjung di pantai selatan kebumen. Penelitian ini merupakan jenis penelitian survei dengan pendekatan kuantitatif dan metode pengambilan sampel menggunakan *non-probability sampling* dengan teknik *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan *Structural Equation Model* (SEM) yang diolah dengan *software* SmartPLS 4.0. Hasil penelitian ini menunjukkan bahwa (1) *authenticity* tidak berpengaruh terhadap *revisit intention*, (2) *authenticity* berpengaruh positif terhadap *destination image*, (3) *destination image* berpengaruh positif terhadap *revisit intention*, (4) *destination image* tidak memediasi pengaruh *authenticity* terhadap *revisit intention*.

Kata kunci: *Authenticity, Destination Image, Revisit Intention*



SUMMARY

This research aims to analyze the role of destination image as a mediating variable in the influence of authenticity on revisit intention. In this study, the sample used was 120 respondents who were tourists that had previously visited the southern beaches of Kebumen.. This research is a type of survey research with a quantitative approach and a sampling method using non-probability sampling with a purposive sampling technique. Based on the results of research conducted using the Structural Equation Model (SEM) which was processed with SmartPLS 4.0 software. The results of this research show that (1) authenticity has no effect on revisit intention, (2) authenticity has a positive effect on destination image, (3) destination image has a positive effect on revisit intention, (4) destination image does not mediate the influence of authenticity on revisit intention.

Keywords: Authenticity, Destination Image, Revisit Intention

