

SUMMARY

This research aims to elucidate the influence of "Social Media Marketing Activity and Perceived Value on Revisit Intention with Destination Brand Awareness as a Mediating Variable." The study incorporates variables related to the dimensions of social media marketing activity, perceived value, destination brand awareness, and revisit intention. The population for this research consists of tourists from the tourist destination in Baturaden, Banyumas Regency. The data were collected using purposive sampling method with the administration of questionnaires. SmartPLS was employed as the analytical tool, and the analysis included 105 respondents with a mediation test using bootstrapping. The findings of this research indicate that: (1) Social media marketing activity positively influences revisit intention, (2) Perceived value does not affect revisit intention, (3) Social media marketing activity positively influences destination brand awareness, (4) Perceived value does not affect destination brand awareness, (5) Destination brand awareness positively influences revisit intention, and (6) Destination brand awareness mediates the influence of social media marketing activity on revisit intention. The essential implication of this research is the effort to enhance the intention to revisit tourist destinations in Baturaden through the optimization of Social Media Marketing Activity (SMMA) and the reinforcement of Perceived Value. Consequently, creating comfort for visitors will be improved, stimulating the desire to return, and maintaining the trust built among visitors.

Keywords : *Social Media Marketing Activity, Perceived Value, Destination Brand Awareness and Revisit Intention*