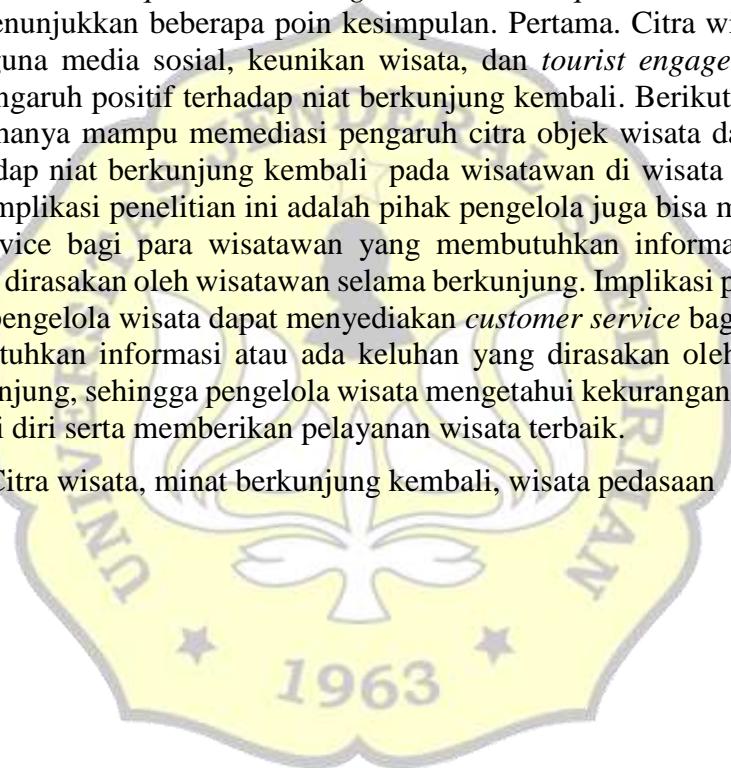


ABSTRAK

Peningkatan jumlah wisatawan di wisata pedesaan di Banyumas memiliki korelasi dengan niat berkunjung kembali. Tujuan penelitian ini adalah untuk mengetahui pengaruh citra wisata, ulasan positif pengguna media sosial, dan keunikan wisata, kepada niat wisatawan berkunjung kembali engan *tourist engagement* sebagai variabel mediasi. Metode penelitian yang digunakan adalah kuantitatif pendekatan survey. Subjek penelitian ini adalah pengunjung wisata pedesaan di Kabupaten Banyumas tahun 2023 sebanyak 131 responden. Metode pengumpulan data yang dipakai yakni dengan kuesioner. Data dalam penelitian ini dianalisis memakai pendekatan *Structural Equation Modeling-Partial Least Square*. Berdasarkan hasil penelitian menunjukkan beberapa poin kesimpulan. Pertama. Citra wisata, ulasan positif pengguna media sosial, keunikan wisata, dan *tourist engagement* secara parsial berpengaruh positif terhadap niat berkunjung kembali. Berikutnya, *Tourist engagement* hanya mampu memediasi pengaruh citra objek wisata dan keunikan wisata, terhadap niat berkunjung kembali pada wisatawan di wisata pedesaan di Banyumas. Implikasi penelitian ini adalah pihak pengelola juga bisa menyediakan customer service bagi para wisatawan yang membutuhkan informasi atau ada keluhan yang dirasakan oleh wisatawan selama berkunjung. Implikasi penelitian ini yakni pihak pengelola wisata dapat menyediakan *customer service* bagi wisatawan yang membutuhkan informasi atau ada keluhan yang dirasakan oleh wisatawan selama berkunjung, sehingga pengelola wisata mengetahui kekurangan dan mampu mengevaluasi diri serta memberikan pelayanan wisata terbaik.

Kata kunci: Citra wisata, minat berkunjung kembali, wisata pedesaan



ABSTRACT

The increase in the number of tourists in rural tourism in Banyumas has a correlation with the intention to revisit. The purpose of this study was to determine the effect of tourism image, positive reviews from social media users, and uniqueness of tourism, on the intention of tourists to revisit with tourist engagement as a mediating variable. The research method used is a quantitative survey approach. The subjects of this study were 131 respondents from rural tourism visitors in Banyumas Regency in 2023. The data collection method used was a questionnaire. The data in this study were analyzed using the Structural Equation Modeling-Partial Least Square. Based on the results of the study, several points of conclusion were shown. First. Tourism image, positive reviews from social media users, uniqueness of tourism, and tourist engagement partially have a positive effect on the intention to revisit. Next, Tourist engagement is only able to mediate the influence of the image of tourist objects and uniqueness of tourism, on the intention to revisit tourists in rural tourism in Banyumas. The implication of this research is that the management can also provide customer service for tourists who need information or have complaints felt by tourists during their visit. The implication of this research is that tourism management can provide customer service for tourists who need information or have complaints felt by tourists during their visit, so that tourism managers know their shortcomings and are able to evaluate themselves and provide the best tourism services.

Keywords: *tourism image, intention to revisit, rural tourism*