

## **ABSTRAK**

### **PENGARUH *SERVICESCAPE* DAN *CUSTOMER EXPERIENCE* TERHADAP MINAT BERKUNJUNG KEMBALI DI LEMBAH BATU HERITAGE**

**Oleh:  
Rizki Setiawan**

Penelitian ini bertujuan untuk mengetahui pengaruh *servicescape* dan *customer experience* terhadap minat berkunjung kembali di lembah batu heritage. Jenis penelitian ini menggunakan penelitian asosiatif dan kausalitas. Populasi dalam penelitian ini adalah konsumen lembah batu heritage. Penarikan sampel dalam penelitian ini menggunakan Teknik *proposive sampling* dengan menggunakan rumus slovin. Jumlah responden dalam penelitian ini sebanyak 100 responden. Analisis data dalam penelitian ini menggunakan analisis regresi linear berganda. Hasil analisis menunjukkan bahwa adanya pengaruh *servicescape* dan *customer experience* terhadap minat berkunjung Kembali di lembah batu heritage.

**Kata Kunci:** *servicescape*, *customer experience*, minat berkunjung kembali

## **ABSTRACT**

### **THE INFLUENCE OF SERVICESCAPE AND CUSTOMER EXPERIENCE ON INTEREST TO VISIT THE VALLEY OF BATU HERITAGE**

**By:**

**Randhyka Wira Pratama**

This study aims to find out what are the factors that influence servicescape and customer experience on interest in returning to the heritage stone valley. This type of research uses associative research with a quantitative approach. The sample used is 100 respondents who are tourist visitors by using purposive sampling technique. The data collection method used in this research is a questionnaire/questionnaire. Data analysis used multiple linear regression analysis. The results showed that servicescape (X1) customer experience (X2) had a significant effect on revisit interest. Thus, it is hoped that the Batu Heritage Valley can maintain and improve the perception in the minds of visitors and the tourist environment must still be maintained so that it will make a higher level of decision to return to the heritage stone valley tourist attraction.

**Keywords: Influence of Servicescape and Customer Experience on Interest in Returning to the Valley of Batu Heritage**