

ABSTRAK

PENGARUH FASILITAS WISATA, *LOCAL FOOD*, PROMOSI, DAN *WORD OF MOUTH* TERHADAP MINAT KUNJUNGAN ULANG PARIWISATA DI PROVINSI LAMPUNG DENGAN KEPUASAN SEBAGAI VARIABEL INTERVENING

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Penelitian ini bertujuan untuk mengetahui pengaruh Fasilitas wisata, *Local Food*, Promosi, dan *Word of Mouth* terhadap minat kunjungan ulang dan kepuasan sebagai variabel intervening. Jenis penelitian ini menggunakan Asosiatif Kausalitas. Teknik pengambilan sampel dalam penelitian ini menggunakan *non-probability sampling* dengan metode *purposive sampling*. Jumlah sampel penelitian ini sebanyak 100 responden dengan menggunakan rumus slovin. Analisis data dalam penelitian ini menggunakan *Structural Equation Modeling Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa Fasilitas Wisata berpengaruh terhadap Minat Kunjungan Ulang, *Local Food* tidak berpengaruh terhadap Minat Kunjungan Ulang. Promosi tidak berpengaruh terhadap Minat Kunjungan Ulang. *Word of Mouth* berpengaruh terhadap minat berkunjung ulang, Kepuasan berpengaruh terhadap Minat Kunjungan Ulang, Fasilitas Wisata berpengaruh terhadap Kepuasan, *Local Food* berpengaruh terhadap Kepuasan, Promosi berpengaruh terhadap Kepuasan, *Word of Mouth* berpengaruh terhadap Kepuasan. Fasilitas wisata memiliki pengaruh terhadap Minat Kunjungan Ulang dengan Kepuasan sebagai variabel intervening, *Local Food* memiliki pengaruh terhadap Minat Kunjungan Ulang dengan Kepuasan sebagai variabel intervening, Promosi memiliki pengaruh terhadap Minat Kunjungan Ulang dengan Kepuasan sebagai variabel intervening, dan *Word of Mouth* memiliki pengaruh terhadap Minat Kunjungan Ulang wisatawan di Provinsi Lampung dengan Kepuasan sebagai variabel intervening.

Kata Kunci: Kepuasan, Minat Kunjungan Ulang, Fasilitas Wisata, *Local Food*, Promosi, *Word of Mouth*, Pariwisata, *Partial Least Square*.

ABSTRACT

THE EFFECT OF TOURIST FACILITIES, LOCAL FOOD, PROMOTION AND WORD OF MOUTH ON TOURIST REVISIT INTENTION IN LAMPUNG PROVINCE WITH SATISFACTION AS INTERVENING VARIABLE

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The purpose of this study was to determine the effect of tourist facilities, local food, promotion and word of mouth on tourist revisit intention in Lampung Province with satisfaction as intervening variable. This study used associative causality. Sample technique in this study used non probability sampling with purposive sampling method. The total sample in this study was 100 respondent used slovin formula. The data analysis in this study used Structural Equation Modeling Partial Least Square (SEM-PLS). The result of this study showed tourist facilities had effect on tourist revisit intention. Local food had no effect on on tourist revisit intention. Promotion had no effect on tourist revisit intention. Word of mouth had effect on tourist revisit intention. Satisfaction had effect on on tourist revisit intention. Tourist facilities had effect on satisfaction. Local food had effect on satisfaction. Word of mouth had effect on satisfaction. Tourist facilities had effect on tourist revisit intention with satisfaction as intervening variable. Local food had effect on tourist revisit intention with satisfaction as intervening variable. Word of mouth had effect on tourist revisit intention with satisfaction as intervening variable.

Keywords : Satisfaction, Tourist Revisit Intention, Tourist Facilities, Local Food, Promotion, Word of mouth, Tourism, Partial Least Square.