

**ANALYZING THE INFLUENCES OF DESTINATION ATTRACTION,  
TOURIST EXPERIENCES AND E-WOM TOWARDS TOURIST REVISIT  
INTENTION WITH TOURIST SATISFACTION AS INTERVENING  
VARIABLES (STUDY CASE AT MARINE TOURISM IN LAMPUNG  
PROVINCE)**

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**ABSTRACT**

This research aims to identify the influence of Destination Attraction, Tourist's Experiences and Electronic Word of Mouth (E-WOM) variables on Tourists' Revisit Intentions through Tourist Satisfaction as an intervening variable in marine tourism in Lampung Province. This type of research is quantitative research. The population of this research is domestic and foreign tourists who visited Lampung Province in 2022 and 2023. Data samples were taken using non-probability sampling techniques through the judgment sampling method, with data collection carried out by distributing questionnaires to 190 respondents. The data obtained was then analyzed using Path Analysis with the Partial Least Square or Structural Equation Modeling (SEM) approach. The research results show that Destination Attraction, Tourist's Experiences and E-Wom have a significant effect on Tourist Satisfaction at marine tourism in Lampung Province. Destination Attraction, Tourist's Experiences and E-Wom have a significant effect on Tourist Revisit Intention at Marine Tourism in Lampung Province. Furthermore, the research results found that there was an indirect influence on Destination Attraction, Tourist's Experiences and E-Wom on Tourist Revisit Intention through Tourist Satisfaction as intervening variable at marine tourism in Lampung Province. Meanwhile, there is a direct effect on Tourist's Experiences through Tourist Satisfaction as intervening variable at marine tourism in Lampung Province.

*Keywords: Tourists, Satisfaction, Revisit Intention, Marine Tourism*