ABSTRAK

PENGARUH *CUSTOMER EXPERIENCE,* DAYA TARIK WISATA DAN CITRA DESTINASI TERHADAP KUNJUNGAN ULANG WISATAWAN

(Studi Objek Taman Wisata Bumi Kedaton Lampung)

Oleh :

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Kunjungan ulang wisatawan merupakan wisatawan yang merasakan kepuasan setelah berkunjung ke suatu destinasi wisata sehingga dapat membangun persepsi wisatawan untuk berkunjung kembali. Dimana terjadi tren peningkatan jumlah wisatawan yang berkunjung ke Provinsi Lampung tiap tahunnya. Namun, belum pernah dilakukan penelitian mengenai kunjungan ulang wisatawan ke destinasi Objek Taman Wisata Bumi Kedaton Lampung. Penelitian ini bertujuan untuk mengetahui pengaruh dari *customer experience*, daya tarik wisata dan citra destinasi terhadap kunjungan ulang wisatawan. Hasil penelitian ini akan memberikan pengetahuan *customer experience* yang mampu mempengaruhi kunjungan ulang wisatawan, pengaruh daya tarik wisata terhadap kunjungan ulang wisatawan dan citra destinasi terhadap kunjungan ulang wisatawan di Objek Taman Wisata Bumi Kedaton Lampung. Jenis penelitian ini merupakan penelitian asosiatif kausal. Metode pengambilan sampel dalam penelitian ini menggunakan metode *purposive jugjement sampling* dengan jumlah sampel sebanyak 100 responden . Kemudian metode analisis data dalam penelitian ini menggunakan *Partial Least Square* (PLS). Hasil *Customer Experience* (X1) berpengaruh terhadap kunjungan ulang wisatawan di objek Taman Wisata Bumi Kedaton. Namun Daya Tarik Wisata (X2) serta Citra Destinasi (X3) tidak berpengaruh terhadap kunjungan ulang wisatawan Objek Taman Wisata Bumi Kedaton Lampung.

Kata Kunci – *Customer Experience,* Daya Tarik Wisata, Citra Destinasi, Kunjungan Ulang Wisatawan

ABSTRACT

THE EFFECT OF CUSTOMER EXPERIENCE, TOURISM ATTRACTION, AND DESTINATION IMAGE ON TOURIST REVISIT
(Study of Bumi Kedaton Lampung Tourism Park)

By :
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Revisit tourist is tourists who feel satisfaction after visiting a destination so that they can build the perception of tourists to visit again. This trend was increasing the number of tourists visiting Lampung Province every year. However, there is a limitation study to be conducted on the return of tourists to the destination of the Bumi Kedaton Lampung Tourism Park. The purpose of this study was to determine the effect of customer experience, tourist attraction, and destination image on tourist revisit. The results of this study were able to provide knowledge of customer experience to the effect of tourist return visits, the effect of a tourist attraction on repeat tourist visits, and the image of the destination on tourist return visits at the Bumi Kedaton Lampung Tourism Park. This type of study was causal associative research. The sampling method in this study used a purposive judgment sampling method with a total sample of 100 respondents. The data analysis method in this study used Partial Least Square (PLS). The results of this study stated that the Customer Experience (X1) affected the return of tourists to the Bumi Kedaton Tourism Park object. However, Tourist Attractions (X2) and Destination Imagery (X3) had no effect on tourist visits to the Bumi Kedaton Lampung Tourism Park.

Keywords: Customer Experience, Tourist Attraction, Destination Image, Tourist Revisit