

**“PENGARUH *ATTRACTIVENESS* DAN *TOURIST EXPERIENCE* TERHADAP
REVISIT INTENTION DI KARANG POTONG *OCEAN VIEW*”**

ABSTRAK

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Pada penelitian ini bertujuan untuk mengetahui gambaran mengenai *Attractiveness*, *Tourist Experience* dan *Revisit Intention* serta mencari besaran pengaruh *Attractiveness* dan *Tourist Experience* terhadap *Revisit Intention* di Karang Potong *Ocean View* baik secara parsial maupun simultan. Metode yang digunakan dalam penelitian ini adalah metode penelitian Kuantitatif dengan Teknik analisis deskriptif dan verifikatif. Populasi yang digunakan pada penelitian ini adalah pengikut Instagram Karang Potong *Ocean View* yang berjumlah 53.100/bulan Agustus 2024 dengan menggunakan teknik *non-probability sampling* didasarkan pada perhitungan rumus Slovin minimal sebanyak 100 responden. Berdasarkan analisis deskriptif diperoleh bahwa *Attractiveness* berada pada kategori baik, *Tourist Experience* berada kategori sangat baik, *Revisit Intention* berada kategori sangat baik. Berdasarkan hasil uji koefisien determinasi diperoleh bahwa *Attractiveness* berpengaruh terhadap *Revisit Intention* sebesar 0,446 atau 44,6%, *Tourist Experience* berpengaruh terhadap *Revisit Intention* sebesar 0,535 atau (53,5%), *Attractiveness* dan *Tourist Experience* berpengaruh terhadap *Revisit Intention* sebesar 0,619 atau (61,9%). Berdasarkan hasil pengujian hipotesis secara parsial menunjukkan *Attractiveness* berpengaruh terhadap *Revisit Intention*, dan *Tourist Experience* berpengaruh terhadap *Revisit Intention*. Berdasarkan hasil pengujian secara simultan *Attractiveness* dan *Tourist Experience* berpengaruh terhadap *Revisit Intention*.

Kata Kunci: *Attractiveness*, *Tourist Experience*, *Revisit Intention*, Karang Potong *Ocean View*.

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ABSTRACT

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This study aims to determine the description of Attractiveness, Tourist Experience and Revisit Intention and to find the magnitude of the influence of Attractiveness and Tourist Experience on Revisit Intention at Karang Potong Ocean View both partially and simultaneously. The method used in this study is a Quantitative research method with descriptive and verification analysis techniques. The population used in this study were Karang Potong Ocean View Instagram followers totaling 53,100/month in August 2024 using a non-probability sampling technique based on the Slovin formula calculation of at least 100 respondents. Based on the descriptive analysis, it was found that Attractiveness was in the good category, Tourist Experience was in the very good category, Revisit Intention was in the very good category. Based on the results of the determination coefficient test, it was obtained that Attractiveness had an effect on Revisit Intention of 0.446 or 44.6%, Tourist Experience had an effect on Revisit Intention of 0.535 or (53.5%), Attractiveness and Tourist Experience had an effect on Revisit Intention of 0.619 or (61.9%). Based on the results of partial hypothesis testing, it showed that Attractiveness had an effect on Revisit Intention, and Tourist Experience had an effect on Revisit Intention. Based on the results of simultaneous testing, Attractiveness and Tourist Experience had an effect on Revisit Intention.

Keywords: Attractiveness, Tourist Experience, Revisit Intention, Karang Potong Ocean View.