

ABSTRACT

This study aims to analyze the influence of service quality, experiential marketing, and destination image on revisiting decisions through visitor satisfaction as intervening variable in the Religious Tourism Object of the Banten Great Mosque. This study uses three independent variables are service quality, experiential marketing, and destination image. Revisiting decisions as the dependent variable and visitor satisfaction as the intervening variable.

The population used in this study were visitors who had visited the Religious Tourism Object of the Banten Great Mosque. This research method using a non-probability sampling technique with purposive sampling method. The sample in this study amounted to 110 respondents. The analysis technique used is the Structural Equation Model (SEM) which is operated through the Analysis of Moment Structure (AMOS) program.

The results showed that service quality and destination image had a significant impact on visitor satisfaction variables as intervening variables. Destination image had a significant impact on revisiting decisions. Likewise with the intervening variables, namely visitor satisfaction have a significant influence on revisiting decisions. Meanwhile, experiential marketing has a insignificant influence on visitor satisfaction. And the variables of service quality and experiential marketing have insignificant effect on revisiting decisions.

Keywords : Service Quality, Experiential Marketing, Destination Image, Revisiting Decisions, and Visitor Satisfaction