

TABLE OF CONTENTS

UNDERGRADUATE THESIS	i
BACHELOR THESIS APPROVAL	ii
APPROVAL OF EXAMINATION PASSAGE.....	iii
DECLARATION OF ORIGINALITY.....	iv
MOTTO AND DEDICATION	v
ABSTRACT.....	vi
ABSTRAK	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS	xi
LIST OF TABLES.....	xv
LIST OF FIGURES.....	xvi
LIST OF ATTACHMENTS	xvii
CHAPTER I BACKGROUND.....	1
1.1 Research Background.....	1
1.2 Problem Statement	11
1.3 Research Purpose	12
1.4 Research Benefit.....	13
1.5 Writing Systematic	14
CHAPTER II LITERATURE REVIEW	16
2.1 Theoretical Background.....	16
2.1.1 Theory of Planned Behavior (TPB).....	16
2.1.2 Perceived Value.....	19
2.1.3 Perceived Trust.....	21
2.1.4 Service Quality.....	23
2.1.5 Memorable Tourism Experience.....	26
2.1.6 Revisit Intention.....	29
2.2 Previous Research	32

2.3	Influence Between Variables	35
2.3.1	The Influence of Perceived Value on Revisit intention.....	35
2.3.2	The Influence Perceived Trust on Revisit Intention	36
2.3.3	The Influence Service Quality on Revisit Intention	37
2.3.4	The Influence Perceived Value on Memorable Tourism Experience.....	38
2.3.5	The Influence of Perceived Trust on Memorable Tourism Experience.....	39
2.3.6	The Influence Service Quality on Memorable Tourism Experience.....	40
2.3.7	The Influence Memorable Tourism Experience on Revisit Intention.....	41
2.4	Research Framework.....	42
2.5	Hypothesis formulation	43
CHAPTER III RESEARCH METHODOLOGY		44
3.1	Research Variables and Operational Definitions.....	44
3.1.1	Research Variables	45
3.1.2	Operational Definition of Variables	46
3.2	Population and Sample.....	48
3.2.1	Population	48
3.2.2	Sample.....	48
3.3	Data Types and Sources.....	49
3.3.1	Primary Data	49
3.3.2	Secondary Data	50
3.4	Data Collection Method	50
3.4.1	Questionnaire	50
3.4.2	Literature Study	51

3.5	Analysis Methods.....	51
3.5.1	SEM Analysis.....	51
3.6	Research Ethics	58
CHAPTER IV RESULTS AND ANALYSIS.....		60
4.1	Description Research Object.....	60
4.2	Respondent General Description.....	61
4.2.1	Gender of Respondent.....	61
4.2.2	Age of Respondent.....	62
4.2.3	Occupancy of Respondent	63
4.2.4	Last Education of Respondent	64
4.2.5	Expenditure per Month of Respondent.....	64
4.2.6	Frequency Visits of Respondent	65
4.3	Test Assumption Structural Equation Model (SEM).....	66
4.3.1	Validity.....	66
4.3.2	Reliability.....	67
4.3.3	Normality Test.....	69
4.3.4	Outliers Test	70
4.3.5	Multicollinearity and Singularity Test	72
4.3.6	Residual Value Evaluation	72
4.4	Data Analysis.....	73
4.4.1	Confirmatory Factor Analysis (CFA).....	73
4.4.2	Confirmatory Factor Analysis Exogen.....	74
4.4.3	Confirmatory Factor Analysis Endogen.....	77
4.5	Full Model.....	80
4.6	Direct, Indirect, and Total Effect.....	83

4.6.1 Direct Effect.....	84
4.6.2 Indirect Effect	84
4.6.3 Total Effect.....	85
4.7 Mediating Effect.....	86
4.7.1 Mediating Effect of Perceived Value on Revisit Intention through MTE.....	87
4.7.2 Mediating Effect of Perceived Trust on Revisit Intention through MTE.....	88
4.7.3 Mediating Effect of Service Quality on Revisit Intention through Memorable Tourism Experience	89
4.8 Hypothesis Testing	90
4.9 Discussion	91
4.9.1 Hypothesis Discussion	91
CHAPTER V CONCLUSIONS.....	98
5.1 Conclusions	98
5.2 Theoretical Implication.....	99
5.3 Managerial Implication	101
5.4 Research Limitations.....	105
5.5 Suggestions for Future Research.....	105
BIBLIOGRAPHY.....	106
APPENDIX.....	114