# *ABSTRACT*

*This research seeks to develep and validate a theoretical model that examines correlation through servicescape, memorable experience and perceived value and their impact on revisit intention among 5-star hotel consumers in Bali.*

*This research is carried out in the context of experiential marketing theory and servicescape theory. The study employed purposive sampling to collect the data, yielding 200 valid responses from 5-star hotel consumers in Bali. The method of analysis employed in this research is SEM for data analysis and interpretation, processed through IBM SPSS AMOS 23 software.*

*The results indicate that all the examined hypotheses are accepted. Servicescape significantly and positively impacts memorable experience, perceived value and revisit intention. Additionally, memorable experience and perceived value both significantly and positively influence revisit intention.*

*The findings enhance the existing literature of experiential marketing and servicescape theories by demonstrating that the quality of servicescape, memorable experiences, and perceived value significantly enhance consumers' revisit intention. Providing practical insights for 5-star hotels to optimize interior design, facilities, and services to create memorable experiences and deliver greater value to customers. This approach strengthen customer loyalty also sustainable benefits for the business.*

*The research contributes originality by applying information by focusing on 5-star hotel consumers in Bali, offering a specific and unique perspective. Making a valueable contribution to understanding the dynamics of highend tourism environtments. This research not only broadens the empirical application of experiential marketing theory and servicescape theory but also actionable insights for practioners aiming to optimize performance.*

***Keywords** – Servicescape, Memorable experience, Perceived value, Revisit Intention*