

## **ABSTRACT**

*This study was conducted to address the inconsistencies found in previous research regarding the influence of destination quality on revisit intention. The tourism sector plays a crucial role in promoting regional economic growth; therefore, high-quality tourist destinations are essential in attracting visitors and encouraging them to return. Based on the perspective of self-congruence theory, this research focuses on tourists who have previously visited Karang Jahe Beach as respondents. A total of 185 respondents participated in completing the questionnaire, and the collected data were analyzed using a quantitative approach through Structural Equation Modeling (SEM) with the assistance of SmartPLS software.*

*The results of this study indicate that the relationship between destination quality and revisit intention can be strengthened through the mediating roles of travel experience and social media sharing. The empirical findings reveal that destination quality has a significant effect on travel experience, while destination uniqueness significantly influences both travel experience and social media sharing. Furthermore, travel experience is found to have a significant impact on social media sharing and revisit intention, and social media sharing also significantly affects revisit intention. As all proposed hypotheses were accepted, the findings of this study are expected to provide practical implications for policymakers and tourism destination managers, as well as serve as a reference for future research in the field of tourism.*

**Keywords:** *Destination Quality, Destination Uniqueness, Revisit Intention, Social Media Sharing, Travel Experience.*