

## **ABSTRACT**

*The tourism industry has grown and developed rapidly in recent years in Indonesia, as indicated by the increasing number of foreign tourists and domestic tourist trips. However, this is inversely proportional to the Pasir Kencana Beach in Pekalongan which has experienced a decrease in the number of visitors for 5 consecutive years.*

*This research was conducted with the aim to find out and analyze the effect of experiential marketing and service quality on visitor satisfaction in increasing revisit intention of Pasir Kencana Beach in Pekalongan. The number of samples used in this study were 110 respondents with the criteria of respondents residing or currently undergoing study in the city of Pekalongan, aged 17 to 45 years, and had visited Pasir Kencana Beach in Pekalongan at least once between 2015 to 2019. This study uses Structural Equation Modeling (SEM) analytical technique with AMOS 22.0 as the analysis instrument.*

*The results of this study indicate that of the five hypotheses proposed, three of them are accepted, namely experiential marketing and service quality have a positive and significant effect on visitor satisfaction, and visitor satisfaction has a positive and significant effect on revisit intention. Meanwhile, experiential marketing and service quality have no significant effect on revisit intention.*

**Keywords:** *Experiential Marketing, Service Quality, Visitor Satisfaction, Revisit Intention*