

ABSTRACT

This research is based on research on gaps that exist between the relationship between tourism service quality and repurchase intention. Previous research has had inconsistent results. Research aims to build a conceptual model and provide answers to research gaps. The study was conducted with 151 respondents to customers of the walking tour program at Bersukaria Tour. The analysis technique used is SEM (structural equation model) using AMOS.

The results of the criteria for goodness of fit $CMIN / DF = 1.176$; $GFI = 0.901$; $TLI = 0.987$; $CFI = 0.989$; and $RMSEA = 0.034$. In general, the model is acceptable and the model is declared fit for use.

Based on the results of the study, it shows that there are three hypotheses that have a positive and significant effect, namely, tourism service quality for customer-company identification, customer-company identification for customer resonance and customer-company identification for repurchase intention. However, two hypotheses were rejected, namely, experiential value for customer resonance and customer resonance for repurchase intention.

Keyword: *Tourism service quality, customer-company identification, repurchase intention, experiential value, customer resonance*