

ABSTRACT

This research was conducted to find the influence of service quality and experiential marketing on the interest in re-visiting the tourist attractions of The Panorama Agro Sidomukti Area with visitor satisfaction as an intervening variable. Sampling using non-probability sampling methods with the criteria of respondents domiciled in Semarang City and had visited the Panorama Agro Sidomukti Area at least once. Data collection methods use questionnaires. The number of samples obtained in this study was 110 respondents. The data analysis technique used in this study used path analysis in SPSS version 22.

In this study, the results obtained that the quality of service and experiential marketing has a positive and significant effect on visitor satisfaction, as well as visitor satisfaction has a positive and significant impact on revisit intention. The quality of service does not significantly affect the enthusiasm of revisit intention, while experiential marketing has a positive and significant effect on revisit intention.

Keywords: *Quality of Service, experiential marketing, visitor satisfaction, revisit intention*