

**PERAN *CUSTOMER SATISFACTION* DALAM MEMEDIASI PENGARUH
CUSTOMER EXPERIENCE TERHADAP *REVISIT INTENTION*
WISATAWAN KE AIR TERJUN ALING-ALING**

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ABSTRAK

Penelitian ini bertujuan untuk menguji peran *customer satisfaction* dalam memediasi pengaruh *customer experience* terhadap *revisit intention* wisatawan ke Air Terjun Alling-Aling. Penelitian ini dirancang dalam bentuk penelitian kuantitatif dengan desain kausal. Penentuan sampel pada penelitian ini menggunakan metode sampling secara *purposive* terhadap wisatawan yang telah mengunjungi Air Terjun Aling-Aling. Jumlah sampel yang digunakan sebanyak 120 responden. Data dalam penelitian ini dikumpulkan dengan menggunakan kuesioner tertutup. Data dianalisis dengan teknik *Structural Equation Modeling* (SEM) dengan pendekatan *Partial Least Squares* (PLS). Hasil penelitian menunjukkan bahwa: 1. *Customer satisfaction* berpengaruh positif dan signifikan terhadap *revisit intention*. 2. *Customer experience* berpengaruh positif dan signifikan terhadap *revisit intention*. 3. *Customer experience* berpengaruh positif dan signifikan terhadap *customer satisfaction*. 4. *Customer satisfaction* mampu memediasi pengaruh *customer experience* dan *revisit intention* di Air Terjun Aling-Aling secara parsial.

Kata-kata kunci: *Customer Satisfaction, Customer Experience, Revisit Intention*

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ABSTRACT

This study aims to examine the role of Customer Satisfaction in mediating the influence of Customer experience on Revisit Intention of tourists to Alling-Aling Waterfall. This study was designed in the form of quantitative research with a causal design. The determination of the sample in this study used a purposive sampling method for tourists who had visited Aling-Aling Waterfall. The number of samples used was 120 respondents. The data in this study were collected using a closed questionnaire. The data were analyzed using the Structural Equation Modeling (SEM) technique with the Partial Least Squares (PLS) approach. The results of the study showed that: 1. Customer Satisfaction has a positive and significant effect on Revisit Intention. 2. Customer experience has a positive and significant effect on Revisit Intention. 3. Customer experience has a positive and significant effect on Customer Satisfaction 4. Customer Satisfaction is able to mediate the influence of Customer experience and Revisit Intention at Aling-Aling Waterfall partially.

Keywords: Customer Satisfaction, Customer Experience, Revisit Intention

