

**THE EFFECT OF VISITOR ENGAGEMENT, AUTHENTICITY,
AND DESTINATION IMAGE ON REVISIT INTENTION IN
MEDIATION BY MEMORABLE TOURISM EXPERIENCE**

**PENGARUH KETERLIBATAN PENGUNJUNG, KEASLIAN,
DAN CITRA DESTINASI TERHADAP NIAT BERKUNJUNG
KEMBALI YANG DIMEDIASI OLEH PENGALAMAN
PARIWISATA YANG BERKESAN**

UNDERGRADUATE THESIS



Written by:

VIGEL BRAMESTYA

20200410051

**INTERNASIONAL PROGRAM OF MANAGEMENT AND BUSINESS
FACULTY OF ECONOMIC AND BUSINESS
UNIVERSITY MUHAMMADIYAH YOGYAKARTA**

2024

ATTESTATION TITLE

**THE EFFECT OF VISITOR ENGAGEMENT, AUTHENTICITY,
AND DESTINATION IMAGE ON REVISIT INTENTION IN
MEDIATION BY MEMORABLE TOURISM EXPERIENCE**

UNDERGRADUATE THESIS

Submitted to Fulfill the Requirements for Obtaining a Bachelor's Degree in
International Management Study Program, Faculty of Economy and Business
Muhammadiyah Yogyakarta University



Arranged by:

Vigel Bramestya

20200410051

**INTERNASIONAL PROGRAM OF MANAGEMENT AND BUSINESS
FACULTY OF ECONOMIC AND BUSINESS
UNIVERSITY MUHAMMADIYAH YOGYAKARTA**

2024

STATEMENT

At this moment,

Name : Vigel Bramestya

Student Number : 20200410051

States that the thesis with the title "THE EFFECT OF VISITOR ENGAGEMENT, AUTHENTICITY, AND DESTINATION IMAGE ON REVISIT INTENTION IN MEDIATION BY MEMORABLE TOURISM EXPERIENCE" there is no work that has ever been submitted for obtaining a bachelor's degree at a university. To the best of the author's knowledge, no works or opinions have been or may be published by other authors except those written as references in the manuscript and mentioned in the bibliography.

Yogyakarta, July 05, 2024



Vigel Bramestya

DEDICATION

Alhamdulillahirobbil'alamin, praise Allah SWT for His abundance of blessings, grace, and guidance so that the author can complete this thesis correctly.

With all humility, I dedicate this thesis to:

1. Mr. Budiyanto and Mrs. Nurlela signify devotion, respect, gratitude, infinite love and affection. I dedicate it to those who have given their lives and trusted me to carry out the mandate at this level of education. May Allah SWT always grant kindness as they both love me.
2. For all my family members, especially my dear sister Bella Syavira, S.E., M.Ec. and my older brother Ari Kurnia Yusandi, S.E. and my dear sister Gella Saskia, who always provide prayers and support.
3. To all parties who directly or indirectly facilitate the process of completing this thesis, thank you for all my respect and thanks.

FOREWORD

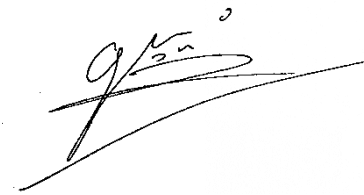
Alhamdulillahirrobbil'alamin, all praise and gratitude to Allah SWT, who created the universe of nature, all the favors and graces and gifts so that the author can complete the final project as a complete requirement to obtain a Bachelor of Economics degree at Universitas Muhammadiyah Yogyakarta with the thesis title THE EFFECT OF VISITOR ENGAGEMENT, AUTHENTICITY, AND DESTINATION IMAGE ON REVISION INTENTION IN MEDIATION BY MEMORABLE TOURISM EXPERIENCE (Study on Prambanan Temple tourism visitors). Shalawat and salam are poured out to our revolutionary Prophet Muhammad SAW and his relatives and followers until the end. While preparing this thesis, I received a lot of guidance, assistance, and encouragement from various parties who helped me complete it. For that, on this occasion, the author expresses his deepest gratitude to the honorable:

1. Prof. Dr. Ir. Gunawan Budiyanoto, M.P as Chancellor of Yogyakarta Muhammadiyah University.
2. Dean of the Faculty of Economics and Business, Muhammadiyah University of Yogyakarta. Prof. Rizal Yaya SE., M.Sc., Ph.D., Ak., CA., CRP, for making it easier for the author to complete the study.
3. Dr. Rr. Sri Handari W, SE, M.Si. As the Head of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.
4. Dr. Indah Fatmawati, S.E., M.Si, has been patient in providing input, guidance, and knowledge during the thesis completion process.

5. My father, mother, brother, and sister always gave encouragement and attention until I finished my studies.
6. Friends in the IMABS class of 2020 who cannot be mentioned individually, success for all of us.
7. Lecturers of the Management Study Program of Universitas Muhammadiyah Yogyakarta who have provided knowledge and experience to the author while becoming a student.
8. Other parties who are instrumental in helping to work on this thesis manuscript.

The writing of this thesis still needs improvement. Therefore, the author hopes for constructive suggestions and criticism from all readers to perfect this thesis. The author hopes this thesis will benefit fellow students, especially management majors.

Yogyakarta, 05 Juni 2024

A handwritten signature in black ink, appearing to read 'Vigel Bramestya', with a long horizontal flourish extending to the right.

Vigel Bramestya

TABLE OF CONTENT

ATTESTATION TITLE.....	ii
APPROVAL PAGE.....	iii
EXAMINER ATTESTATION PAGE.....	iv
STATEMENT.....	v
MOTTO.....	vi
DEDICATION.....	vii
ABSTRACT.....	viii
INTISARI.....	ix
FOREWORD.....	x
LIST OF TABLE AND FIGURE.....	xiv
CHAPTER I.....	1
INTRODUCTION.....	1
A. Research.....	1
B. Research Questions.....	8
C. Research Objectives.....	9
D. Research Benefits.....	10
CHAPTER II.....	11
LITERATURE REVIEW.....	11
A. Theoretical Framework.....	11
B. Conceptual Definition.....	12
1. Visitor Engagement.....	12
2. Authenticity.....	12
3. Destination Image.....	13
4. Memorable Tourism Experience.....	13
5. Revisit Intention.....	14
C. Previous Research.....	15
D. Hypothesis Development.....	20
E. Research Model.....	31
CHAPTER III.....	33
RESEARCH METHODS.....	33
A. Research Approach.....	33
B. Research Objects and Subjects.....	33

C.	Data Types.....	33
D.	Sampling Technique.....	34
E.	Data Collection Techniques	35
F.	Variable Operational Definition	35
G.	Instrument and Data Quality Test	40
H.	Hypothesis Testing and Data Analysis.....	41
CHAPTER IV		46
RESEARCH RESULTS AND DISCUSSION		46
A.	General Description of Object/Subject of Research	46
B.	Model Evaluation.....	49
1.	Convergent Validity	49
2.	Discriminant Validity	51
3.	Reliability	54
C.	Results (Hypothesis Test and Data Analysis).....	55
1.	Model Structural (Inner Model).....	55
2.	R Square	56
3.	Predictive Relevance (Q Square).....	56
4.	VIF.....	58
5.	Hypothesis Testing Results	58
D.	Discussion	63
CHAPTER V		76
CONCLUSIONS		76
A.	CONCLUSION	76
B.	RESEARCH LIMITATIONS	78
C.	SUGGESTION.....	78
REFERENCE.....		79
APPENDICES		86
Appendix 1: Kuisisioner Penelitian.....		86
Appendix 2: Data Processing Results.....		97
Appendix 3: Questionner Content Results.....		99
Appendix 4 : Data Processing Results Smartpls 4.....		105
Appendix 5: Turnitin Check Result.....		109

LIST OF TABLE AND FIGURE

Table 1.1 Prambanan Temple Visitor Data.....	6
Table 2.1 Previous Research	15
Table 2.2 The Relationship between the Influence of Visitor Engagement and Memorable Tourism Experience.....	20
Table 2.3 The Relationship between Authenticity and Memorable Tourism Experience.....	21
Table 2.4 The Relationship Between Destination Image And Memorable Tourism Experience.....	22
Table 2.5 The Relationship of Memorable Tourism Experience and Revisit Intention	24
Table 2.6 The Relations Between Visitor Engagement and Revisit Intention.....	25
Table 2.7 The Relationship between Destination Image and Revisit Intention	26
Table 2.8 Memorable Tourism Experience Relationship, Visitor Engagement And Revisit Intention	27
Table 2.9 Memorable Tourism Experience Relationship, Authenticity, And Revisit Intention	28
Table 2.10 Memorable Tourism Experience Relationship, Destination Image And Revisit Intention	29
Table 3.1 Operationalization of research variables	38
Table 3.2 Options and Scale.....	39
Table 4.1 Characteristics of Respondents	46
Table 4.2 Convergent Validity Test	49
Table 4.3 Fornell-Larcker Criterion values.....	52
Table 4.4 Cross loading value (cross-loading).....	52
Table 4.5 Reliability Test.....	54
Table 4.6 R Square Test Results	55
Figure 4.3 Table 4. 7 Predictive Relevance	57
Table 4.8 Cross-Loading Value	57
Table 4.9 Hypothesis test	60
Figure 2.1 Research Model	30
Figure 4.1 Structural Model	55
Figure 4.2 Predictive Relevance.....	57
Figure 4.3 Table 4. 7 Predictive Relevance	57
Figure 4.4 Hypothesis test.....	59