

**PENGARUH *PERCEIVED AUTHENTICITY* TERHADAP *REVISIT INTENTION* YANG DIMEDIASI OLEH *INVOLVEMENT*
(STUDI PADA PELANGGAN KAFÉ OTENTIK DI JOMBANG)**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui pengaruh *perceived authenticity* terhadap *revisit intention* yang dimediasi oleh *involvement* pada pelanggan Café Joglo Jombang. Dalam penelitian ini menggunakan skala pengukuran Bipolar dengan menggunakan angket. Penelitian ini menggunakan sampel penelitian yang berjumlah 100 responden pelanggan Café Joglo Jombang. Teknik pengambilan sampel yang digunakan adalah Teknik Convenience Sampling. Teknik pengumpulan data menggunakan angket, data kepustakaan dan internet. Analisis data yang digunakan menggunakan metode analisis deskriptif dengan bantuan WarpsPLS 7.0. Hasil penelitian menunjukkan bahwa variabel *perceived authenticity* mampu mendorong *revisit intention*, *perceived authenticity* mampu mendorong *involvement*, dan *involvement* mampu mendorong *revisit intention*. Kesimpulan dari penelitian ini adalah *involvement* menjadi mediasi hubungan antara *perceived authenticity* terhadap *revisit intention* pada pelanggan Café Joglo Jombang.

Kata Kunci: *Perceived Authenticity, Involvement, Revisit Intention*

**THE EFFECT OF PERCEIVED AUTHENTICITY ON REVISIT
INTENTION MEDIATED BY INVOLVEMENT
(STUDY ON AUTHENTIC CAFÉ CUSTOMERS IN JOMBANG)**

ABSTRACT

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This study aims to determine the effect of perceived authenticity on revisit intention mediated by involvement in the customers of Café Joglo Jombang. In this study, the Bipolar measurement scale was used using a questionnaire. This study uses a research sample totaling 100 respondents to the customers of Café Joglo Jombang. The sampling technique used is the Convenience Sampling Technique. Data collection techniques using questionnaires, library data and the internet. Data analysis used descriptive analysis method with the help of WarpsPLS 7.0. The results showed that the perceived authenticity variable was able to encourage revisit intention, perceived authenticity was able to encourage involvement, and involvement was able to encourage revisit intention. The conclusion of this study is involvement mediates the relationship between perceived authenticity and revisit intention of customers at Café Joglo Jombang.

Keywords : Perceived Authenticity, Involvement, Revisit Intention