Pengaruh *Perceived Authenticity* Terhadap *Revisit Intention* Yang Dimediasi Oleh *Involvement* (Study Pada Destinasi Wisata *Heritage*)

ABSTRAK

Oleh:

Intan Sari Wulandari
1861034

Dosen Pembimbing:
Dr. Siti Zuhroh, M.Si

Penelitian ini bertujuan untuk mengetahui pengaruh *perceived authenticity* terhadap *revisit intention* yang dimediasi oleh *involvement* terhadap destinasi wisata heritage Candi Borobudur/ Candi Prambanan. Dalam penelitian ini menggunakan skala pengukuran *Bipolar Adjective*. Penelitian ini menggunakan sampel penelitian yang berjumlah 100 responden wisatawan yang telah melakukan kunjungan destinasi wisata *heritage* Candi Borobudur/ Candi Prambanan. Pengambilan sampel dengan metode *non probability sampling* dan menggunakan teknik *convenience sampling*. Teknik pengumpulan data menggunakan angket. Analisis data yang digunakan dengan menggunakan metode analisis deskriptif dengan bantuan *Warp*PLS 7.0. Hasil penelitian menunjukkan bahwa 1) *perceived authenticity* berpengaruh signifikan terhadap *revisit intention* 2) *perceived authenticity* berpengaruh signifikan terhadap *involvement* 3) *involvement* berpengaruh signifikan terhadap *revisit intention* 4) *perceived authenticity* berpengaruh signifikan terhadap *revisit intention* yang dimediasi oleh *involvement* terhadap wisatawan yang telah melakukan kunjungan destinasi wisata heritage Candi Borobudur/ Candi Prambanan.

Kata kunci : *revisit intention, perceived authenticity, involvement*

The Influence Of Perceived Authenticity On The Involvement Mediated Revisit Intention (Study On Heritage Tourism Destinations)

ABSTRACT

By:

Intan Sari Wulandari
1861034

Mentor:
Dr. Siti Zuhroh, M. Si

This study aims to determine the effect of perceived authenticity on revisit intention mediated by involvement in heritage tourism destinations of Borobudur Temple / Prambanan Temple. In this study, the Bipolar Adjective measurement scale. This study uses a research sample of 100 tourist respondents who have visited the heritage tourist destinations of Borobudur Temple / Prambanan Temple. Sampling with non-probability sampling method and using convenience sampling technique. Data collection techniques using a questionnaire. Analysis of the data used using descriptive analysis method with the help of WarpPLS 7.0. The results showed that 1) perceived authenticity had a significant effect on revisit intention 2) perceived authenticity had a significant effect on involvement 3) involvement had a significant effect on revisit intention 4) perceived authenticity had a significant effect on revisit intention mediated by involvement on tourists who have visited tourist destinations heritage of Borobudur Temple / Prambanan Temple.

Keywords: *revisit intention, perceived authenticity, involvement*