

ABSTRACT

The tourism industry has emerged as a significant driver of socio-economic progress, characterized by exponential growth and diversification over the years. Among the various manifestations of contemporary tourism, the Prambanan Jazz Festival stands out as a major destination attracting numerous visitors. This research aims to investigate the factors influencing revisit intention to the festival against the backdrop of tourism growth and development. It is motivated by the decline and stagnation in the number of visitors to the Prambanan Jazz Festival each year, and the decrease in memorable tourism experiences indicated a problem.

In pre research majority respondents answered "No" to the question "Whether you get a memorable tourism experience after visiting Prambanan Jazz Festival?". Through a comprehensive analysis, this study seeks to analyze the impact of Perceived Value, Perceived Trust, Service Quality, and Memorable Tourism Experience on Revisit Intention. The study adopts a quantitative method with purposive sampling technique. The sample consists of 220 Indonesian citizens aged 17 years and above, who have visited the Prambanan Jazz Festival (2018-2023).

The results of this research indicate that all hypotheses are accepted, meaning that Perceived Value has a significant positive influence on revisit intention, Perceived Trust has a significant positive influence on revisit intention, Service Quality has a significant positive influence on revisit intention, Perceived Value has a significant positive influence on memorable tourism experience, Perceived Trust has a significant positive influence on memorable tourism experience, Service Quality has a significant positive influence on memorable tourism experience, and Memorable Tourism has a positive influence on Revisit Intention at the Prambanan Jazz Festival.

Keywords: Perceived Value, Perceived Trust, Service Quality, Memorable Tourism Experience, Revisit Intention, Prambanan Jazz Festival

FEB UNDIP