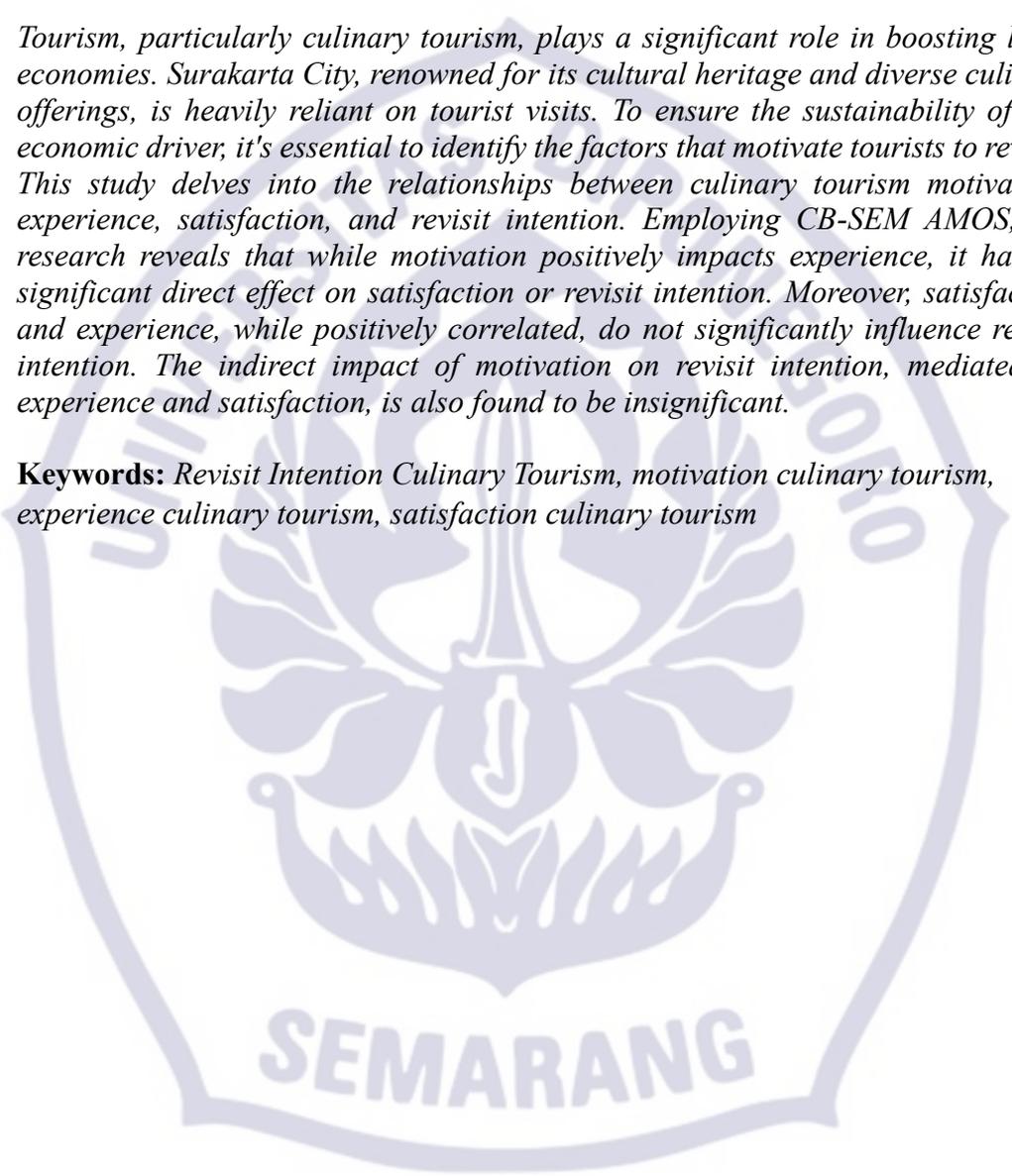


ABSTRACT

Tourism, particularly culinary tourism, plays a significant role in boosting local economies. Surakarta City, renowned for its cultural heritage and diverse culinary offerings, is heavily reliant on tourist visits. To ensure the sustainability of this economic driver, it's essential to identify the factors that motivate tourists to revisit. This study delves into the relationships between culinary tourism motivation, experience, satisfaction, and revisit intention. Employing CB-SEM AMOS, the research reveals that while motivation positively impacts experience, it has no significant direct effect on satisfaction or revisit intention. Moreover, satisfaction and experience, while positively correlated, do not significantly influence revisit intention. The indirect impact of motivation on revisit intention, mediated by experience and satisfaction, is also found to be insignificant.

Keywords: *Revisit Intention Culinary Tourism, motivation culinary tourism, experience culinary tourism, satisfaction culinary tourism*



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