

## ABSTRACT

*This study aims to analyze the factors that can affect Revisit Intention on kawasan wisata kuliner Kampung Bustaman by analyzing the effect of Destination Image, Authenticity, and Smart Tourism Technology with the role of Memorable Tourist Experience as an intervening variable.*

*The sample used in this study was 125 visitors who had visited kawasan wisata kuliner Kampung Bustaman at least once. The data collection was carried out through a questionnaire. Data analysis was performed using Structural Equation Modeling (SEM) with AMOS program.*

*The results of this study indicate that Destination Image, Authenticity, and Smart Tourism Technology have a positive and significant effect on Memorable Tourist Experience. Authenticity is the most influential factor on Memorable Tourist Experience compared to Destination Image and Smart Tourism Technology. Furthermore, Memorable Tourist Experience have a positive and significant effect on Revisit Intention. In addition, Smart Tourism Technology and Authenticity have a direct effect on Revisit Intention without being mediated by Memorable Tourist Experience, while Destination Image has no direct effect on Revisit Intention.*

*Keywords: Smart Tourism Technology, Authenticity, Destination Image, Memorable Tourist Experience, Revisit Intention, Kampung Bustaman,*

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