

ABSTRAK

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Judul : Pengaruh *Perceived Interest*, *Experiential Marketing* Dan Promosi Terhadap Minat Berkunjung Kembali Pada Wisata Burtelege Takengon Kabupaten Aceh Tengah

Hasil penelitian ini menunjukkan bahwa secara parsial, variabel *Perceived Interest* berpengaruh positif dan signifikan terhadap Minat Berkunjung Kembali dengan nilai signifikansi $0,002 < 0,05$ dan nilai $t_{hitung} > t_{tabel}$ yaitu $3,255 > 1,661$. Variabel *Experiential Marketing* berpengaruh positif dan signifikan terhadap Minat Berkunjung Kembali dengan nilai signifikansi $0,002 < 0,05$ dan nilai $t_{hitung} > t_{tabel}$ yaitu $3,157 > 1,661$. Kemudian variabel Promosi juga berpengaruh positif dan signifikan terhadap Minat Berkunjung Kembali dengan nilai signifikansi $0,003 < 0,05$ dan nilai $t_{hitung} > t_{tabel}$ yaitu $2,667 > 1,661$. Secara simultan, ketiga variabel independen yaitu *Perceived Interest*, *Experiential Marketing* dan Promosi secara bersama-sama berpengaruh positif dan signifikan terhadap Minat Berkunjung Kembali dengan nilai F_{hitung} sebesar $51,707 > F_{tabel}$ 2,70 dan nilai signifikansi $0,000 < 0,05$. Nilai Adjusted R Square sebesar 0,606 menunjukkan bahwa 60,6% variasi Minat Berkunjung Kembali dapat dijelaskan oleh ketiga variabel independen tersebut, sedangkan sisanya sebesar 39,4% dijelaskan oleh variabel lain di luar model penelitian ini.

Kata Kunci: *Perceived Interest*, *Experiential Marketing*, Promosi, Minat Berkunjung Kembali

ABSTRACT

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Judul : *The Influence of Perceived Interest, Experiential Marketing, and Promotion on Revisit Intention at Burtelege Takengon Tourism in Central Aceh Regency*

The results of this study indicate that, partially, the Perceived Interest variable has a positive and significant effect on Revisit Intention, with a significance value of $0.002 < 0.05$ and a t -statistic $> t$ -table value ($3.255 > 1.661$). The Experiential Marketing variable also has a positive and significant effect on Revisit Intention, with a significance value of $0.002 < 0.05$ and a t -statistic $> t$ -table value ($3.157 > 1.661$). Furthermore, the Promotion variable has a positive and significant effect on Revisit Intention, with a significance value of $0.003 < 0.05$ and a t -statistic $> t$ -table value ($2.667 > 1.661$). Simultaneously, all three independent variables—namely Perceived Interest, Experiential Marketing, and Promotion—jointly have a positive and significant effect on Revisit Intention, with an F -statistic of $51.707 > F$ -table value of 2.70 and a significance value of $0.000 < 0.05$. The Adjusted R Square value of 0.606 indicates that 60.6% of the variation in Revisit Intention can be explained by these three independent variables, while the remaining 39.4% is explained by other variables outside this research model.

Keywords: *Perceived Interest, Experiential Marketing, Promotion, Revisit Intention*