

ABSTRAK

Penelitian ini dibuat untuk menilai hubungan antara pengalaman pengunjung dan citra acara terhadap kepuasan untuk berkunjung kembali pada Acara National Cyber Security Connect 2023, sebuah event tahunan yang diselenggarakan oleh PT. Naganaya Indonesia Internasional. Penelitian ini menggunakan metode kuantitatif dengan teknik sampling non-probability khususnya purposive sampling. Analisis statistik dalam penelitian ini dilakukan dengan menggunakan software SPSS untuk *pilot test* dan *main test* menggunakan metode SEM - PLS (*Structural Equation Modeling - Partial Least Square*) dengan Software SmartPLS versi 3.0. Data yang dikumpulkan diperoleh dari penyebaran kuesioner sebanyak 105 responden dari populasi pengunjung event NCSC 2023. Hasil penelitian menunjukkan bahwa terbukti pengaruh signifikan secara positif antara kelima variabel tersebut; Visitor Experience, Event Image, Satisfaction, Revisit Intention dan Word of Mouth. Melalui penelitian ini, kami berharap dapat membantu para pembaca, akademisi dan praktisi acara untuk memperhatikan pengalaman dan citra dalam sebuah event.

Kata kunci: Visitor Experience, Event Image, Revisit Intention, WoM

Abstract

This study was created to assess the relationship between visitor experience and event image on satisfaction to revisit the National Cyber Security Connect 2023 Event, an annual event organized by PT.Naganaya Indonesia International. This study uses quantitative methods with non-probability sampling, namely purposive sampling. Statistical analysis in this study was carried out using SPSS software for the pilot test and main test using the SEM - PLS (Structural Equation Modeling - Partial Least Square) method with SMARTPLS version 3.0 software. The data collected were obtained from distributing questionnaires as many as 105 respondents from the population of visitors to the NCSC 2023 event. The results showed that the Visitor Experience variable had a positive and significant effect on Satisfaction. Event Image has a positive and significant effect on Satisfaction. Satisfaction has a positive and significant effect on Revisit Intention. Satisfaction has a positive and significant effect on Word of Mouth. This research can help readers, academics and event practitioners to pay attention to experience and image in an event.

Keywords: Visitor Experience, Event Image, Revisit Intention, WoM