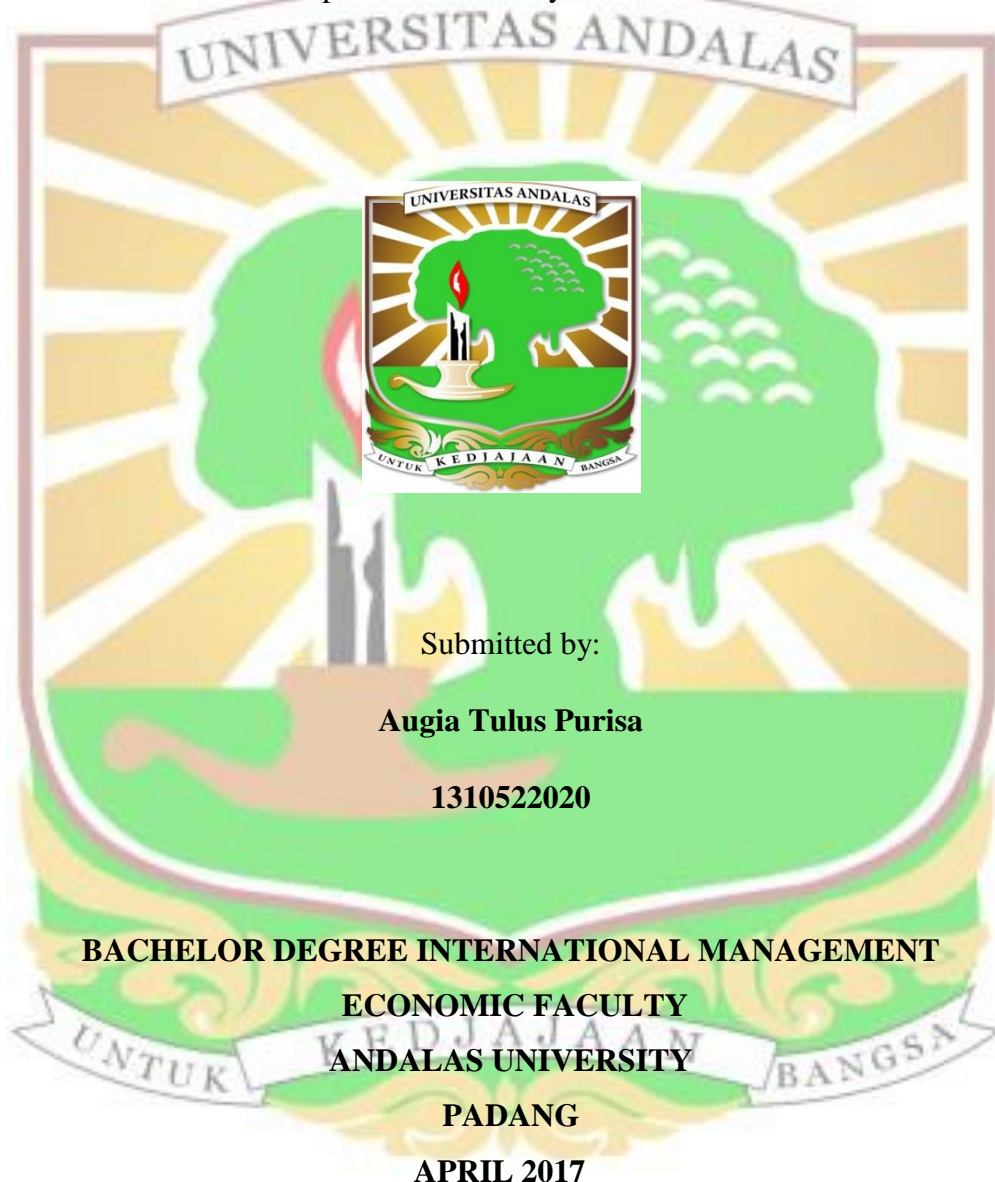


**THE EFFECT OF SENSATION SEEKING TOWARDS MEMORABLE TOURISM
EXPERIENCE AND REVISIT INTENTION OF MARINE TOURISM IN WEST
SUMATERA
(CASE: PAGANG ISLAND, PASUMPAHAN ISLAND, SUWARNADWIPA ISLAND)**

THESIS

Thesis is Submitted as Partial of the Requirement for a Bachelor Degree in Management
Department – Faculty of Economic





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THE EFFECT OF SENSATION SEEKING TOWARDS MEMORABLE TOURISM EXPERIENCE AND REVISIT INTENTION OF MARINE TOURISM IN WEST SUMATERA

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ABSTRACT

This study aims to know the effect of sensation seeking towards memorable tourism experience and revisit intention. It is important to help the visitors gain the memorable tourism experience. Memorable tourism experience can give advantages such as word-of-mouth (WOM) or behavioural intention. The survey was conducted using a self-distributed questionnaire to visitor experiencing marine tourism in West Sumatera. The sample used is a convenience sample, which is 175 visitors who are not from West Sumatera. The data was treated using the partial least squares (PLS) with SmartPLS 3.0 and SPSS 2.1. This study found that sensation seeking effects memorable tourism experience but not effects revisit intention. Meanwhile, memorable tourism experience effects the revisit intention.

Keywords: sensation seeking, memorable tourism experience, revisit intention.

This thesis already examined and passed on April 18, 2017. This abstract already approved by supervisor and examiners:

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