CORRELATION BETWEEN THE PERCEPTION OF *CUSTOMER EXPERIENCE* AND *REVISIT INTENTION* ON JOGJA BAY WATERPARK'S VISITOR

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ABSTRACT

This study aims to determine the relationship between perceptions of *Customer Experience* and *Revisit Intention* possessed by consumers of Jogja Bay Waterpark. The research hypothesis proposed by researchers is the existence of a positive and significant relationship between the variable perception of *Customer Experience* with *Revisit Intention* variables. The subjects of this study were 408 people who had previously visited Jogja Bay Waterpark. The visit has also been conducted for a minimum of a period of one year in the past. Data collection was carried out by distributing questionnaires in which there were two scales, namely the *Customer Experience* scale (12 items, $\alpha = 0.807$) and the *Revisit Intention* scale (6 items, $\alpha = 0.842$). The results of the research assumption test show that the research data do not meet the normality test requirements. On the other hand, the research data meet the linearity test requirements. Therefore, the research hypothesis test was conducted using Spearman's method. Hypothesis test results indicate that consumer perceptions of *Customer Experience* have a positive and significant relationship with *Revisit Intention*. both variables have a correlation coefficient of $r = 0,600$ and a significance value of $0,000$. This shows that the more positive the consumer's perception of his playing experience, the higher the consumer's intention to make a repeat visit.

Keyword : *Customer, Customer Experience, Revisit Intention*

HUBUNGAN ANTARA PERSEPSI TERHADAP *CUSTOMER EXPERIENCE* DAN *REVISIT INTENTION* PADA PENGUNJUNG JOGJA BAY WATERPARK

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara persepsi terhadap *Customer Experience* dan *Revisit Intention* yang dimiliki oleh konsumen Jogja Bay Waterpark. Hipotesis penelitian yang diajukan oleh peneliti adalah adanya hubungan yang positif dan signifikan antara variabel persepsi terhadap *Customer Experience* dengan variabel *Revisit Intention.* Subjek penelitian ini adalah 408 orang yang sebelumnya pernah mengunjungi Jogja Bay Waterpark. Pengumpulan data dilakukan dengan membagikan kuesioner yang di dalamnya terdapat dua buah skala yaitu skala *Customer Experience* (12 item, $\alpha = 0{,}807$) dan skala *Revisit Intention* (6 item, $\alpha = 0{,}842$). Data penelitian tidak memenuhi syarat uji normalitas tetapi memenuhi syarat linearitas. Oleh karena itu, uji hipotesis penelitian dilakukan menggunakan metode *Spearman's rho*. Hasil uji hipotesis menunjukkan bahwa persepsi konsumen terhadap *Customer Experience* memiliki hubungan yang positif dan signifikan dengan *Revisit Intention* ($r = 0{,}600$, $p < 0{,}05$). Hal in menunjukkan bahwa semakin positif persepsi konsumen terhadap pengalaman bermainnya, maka semakin tinggi pula niat konsumen untuk melakukan kunjungan ulang.

Kata kunci : Konsumen, Persepsi terhadap *Customer Experience, Revisit Intention*