ABSTRACT

The Effect Of Destination Service Quality On Perceived Value And Revisit Intention
(Cases in Pangandaran Beach Tourism Destinations)

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This research aims to examine the relationship between destination service quality, perceived value, and revisit intention in Pangandaran Beach tourism destination. The research adopts a quantitative research design to gather empirical evidence on the variables under investigation. A structured questionnaire is utilized to collect data from a sample of tourists who have visited Pangandaran Beach. The sample of this research consists of 236 respondents, and various statistical techniques, such as correlation analysis and regression analysis, are employed to analyze the data. The questionnaire includes items related to destination service quality, perceived value, and revisit intention, allowing for a comprehensive assessment of the variables. The findings indicate a significant relationship between destination service quality and perceived value. This suggests that when tourists perceive higher levels of service quality in Pangandaran Beach, they are more likely to perceive greater value in their overall tourism experience. Furthermore, perceived value is found to have a significant influence on revisit intention, indicating that tourists who perceive higher value are more inclined to revisit the destination in the future. By focusing on enhancing service quality, stakeholders can improve tourists' perceived value, ultimately fostering higher revisit intention and promoting sustainable tourism development.

Keywords: destination service quality; perceived value; revisit intention.

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