

## **ABSTRACT**

### **THE EFFECT OF SPORT NOSTALGIA ON THE REVISIT INTENTION OF FOOTBALL SPORT TOURISTS IN INDONESIA MEDIATED BY DISCRETE POSITIVE EMOTIONS AND ELECTRONIC WORD OF MOUTH**

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*This study aims to analyse the influence of sport nostalgia, positive discrete emotions, and Electronic Word of Mouth (eWOM) on revisit intention among football sports tourists in Indonesia. The findings reveal that sport nostalgia does not significantly impact positive emotions or eWOM. This is attributed to the negative experiences embedded in nostalgic memories, such as the Kanjuruhan tragedy and supporter conflicts. On the other hand, positive emotions significantly influence eWOM.*

*Tourists who feel love, hope, and happiness toward their favourite football teams are more likely to share their experiences online. Furthermore, eWOM significantly affects revisit intention, driven by the fear of missing out (FOMO), which encourages tourists to stay connected with significant stadium moments. However, positive emotions do not directly influence revisit intention, as the decision to return is more strongly determined by the team's performance. This study highlights the importance of eWOM and emotional communication strategies in enhancing the loyalty of sports tourists in Indonesia.*

**Keywords: Sport Nostalgia, Electric Word Of Mouth, Revisit Intention, Emotional Positive Discrete**