ABSTRAK

NOVITA SELVITRI NABILLA. *Pengaruh Citra Event Terhadap Minat Kunjungan Ulang Pengunjung Pada Event Jong Batak's Arts Festival.* Dibimbing oleh NUKEU NOVIA ANDRIANI dan ASMARA WILDANI PASARIBU.

Penelitian ini bertujuan untuk mengetahui pengaruh Citra *Event*, yang terdiri dari enam dimensi yaitu Kualitas Program Seni dan Atraksi, Suasana dan Atmosfer *Event*, Nilai Budaya dan Keunikan *Event*, Kualitas Pelayanan Panitia, Fasilitas dan Kenyamanan *Venue*, serta Aksesibilitas dan Lokasi Acara, terhadap Minat Kunjungan Ulang pengunjung Jong Batak's Arts Festival, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif deskriptif asosiatif. Populasi penelitian adalah pengunjung yang pernah menghadiri JBAF pada periode 2022 - 2025, dengan sampel sebanyak 100 responden yang ditentukan melalui teknik purposive sampling dan rumus Green. Data dikumpulkan melalui penyebaran kuesioner berskala Likert dan dianalisis menggunakan teknik regresi linear berganda dengan bantuan SPSS versi 27. Hasil penelitian menunjukkan bahwa empat dari enam variabel Citra *Event*, yaitu Kualitas Program Seni dan Atraksi, Suasana dan Atmosfer *Event*, Nilai Budaya dan Keunikan *Event*, serta Fasilitas dan Kenyamanan *Venue*, terbukti berpengaruh positif dan signifikan terhadap Minat Kunjungan Ulang, dengan Suasana dan Atmosfer *Event* sebagai dimensi yang memberikan pengaruh terbesar. Dua variabel lainnya, yaitu Kualitas Pelayanan Panitia dan Aksesibilitas dan Lokasi Acara, tidak terbukti berpengaruh signifikan. Secara simultan, keenam variabel Citra *Event* terbukti berpengaruh signifikan terhadap Minat Kunjungan Ulang, dengan nilai *Adjusted* R^2 sebesar 0,616 yang menunjukkan bahwa keenam variabel tersebut mampu menjelaskan 61,6% variasi Minat Kunjungan Ulang pengunjung Jong Batak's Arts Festival. Penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi Rumah Karya Indonesia dalam mengembangkan strategi pengelolaan Jong Batak's Arts Festival pada edisi-edisi berikutnya.

Kata kunci: Citra *Event*, Minat Kunjungan Ulang, *Event* Budaya, Jong Batak's Arts Festival.

ABSTRACT

NOVITA SELVITRI NABILLA. *The Effect of Event Image on Visitors' Revisit intention at the Jong Batak's Arts Festival. Supervised by* NUKEU NOVIA ANDRIANI *and* ASMARA WILDANI PASARIBU.

This study aims to determine the effect of Event Image, which consists of six dimensions namely Program and Attraction Quality, Event Atmosphere, Cultural Value and Uniqueness, Committee Service Quality, Venue Facilities and Comfort, and Accessibility and Event Location, on visitors' Revisit intention at the Jong Batak's Arts Festival (JBAF), both partially and simultaneously. This study employed a quantitative descriptive-associative approach. The population consisted of visitors who had attended JBAF during the 2022 - 2025 period, with a sample of 100 respondents determined through purposive sampling and Green's formula. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression with the assistance of SPSS version 27. The results show that four of the six Event Image variables, namely Program and Attraction Quality, Event Atmosphere, Cultural Value and Uniqueness, and Venue Facilities and Comfort, were proven to have a positive and significant effect on Revisit intention, with Event Atmosphere exerting the largest influence. The other two variables, Committee Service Quality and Accessibility and Event Location, were not proven to have a significant effect. Simultaneously, all six Event Image variables were proven to have a significant effect on Revisit intention, with an Adjusted R^2 value of 0.616, indicating that the six variables were able to explain 61.6% of the variation in visitors' Revisit intention at Jong Batak's Arts Festival. This study is expected to serve as a consideration for Rumah Karya Indonesia in developing management strategies for future editions of the Jong Batak's Arts Festival.

Keywords: Event Image, Revisit intention, Cultural Event, Jong Batak's Arts Festival