

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *attitude*, *subjective norm*, *perceived risk* terhadap *revisit intention* Taman Impian Jaya Ancol. Penelitian ini dilakukan terhadap 130 responden dengan menggunakan pendekatan kuantitatif. Metode analisis data yang digunakan adalah *Structural Equation Modeling (SEM)*. Hasil penelitian menunjukkan bahwa *attitude* berpengaruh positif dan signifikan terhadap *revisit intention*, *subjective norm* berpengaruh positif dan signifikan terhadap *revisit intention*, *perceived risk* berpengaruh negatif dan tidak signifikan terhadap *revisit intention*.

Kata kunci: *Attitude, Subjective Norm, Perceived Risk, Revisit Intention*



ABSTRACT

This study aims to determine the influence of attitude, subjective norm, perceived risk on the revisit intention of Taman Impian Jaya Ancol. This study was conducted on 130 respondents using a quantitative approach. The data analysis method used is Structural Equation Modeling (SEM). The results showed that attitude has a positive and significant effect on revisit intention, subjective norm has a positive and significant effect on revisit intention, perceived risk has a negative effect and is not significant on revisit intention.

Keywords: *Attitude, Subjective Norm, Perceived Risk, Revisit Intention*

