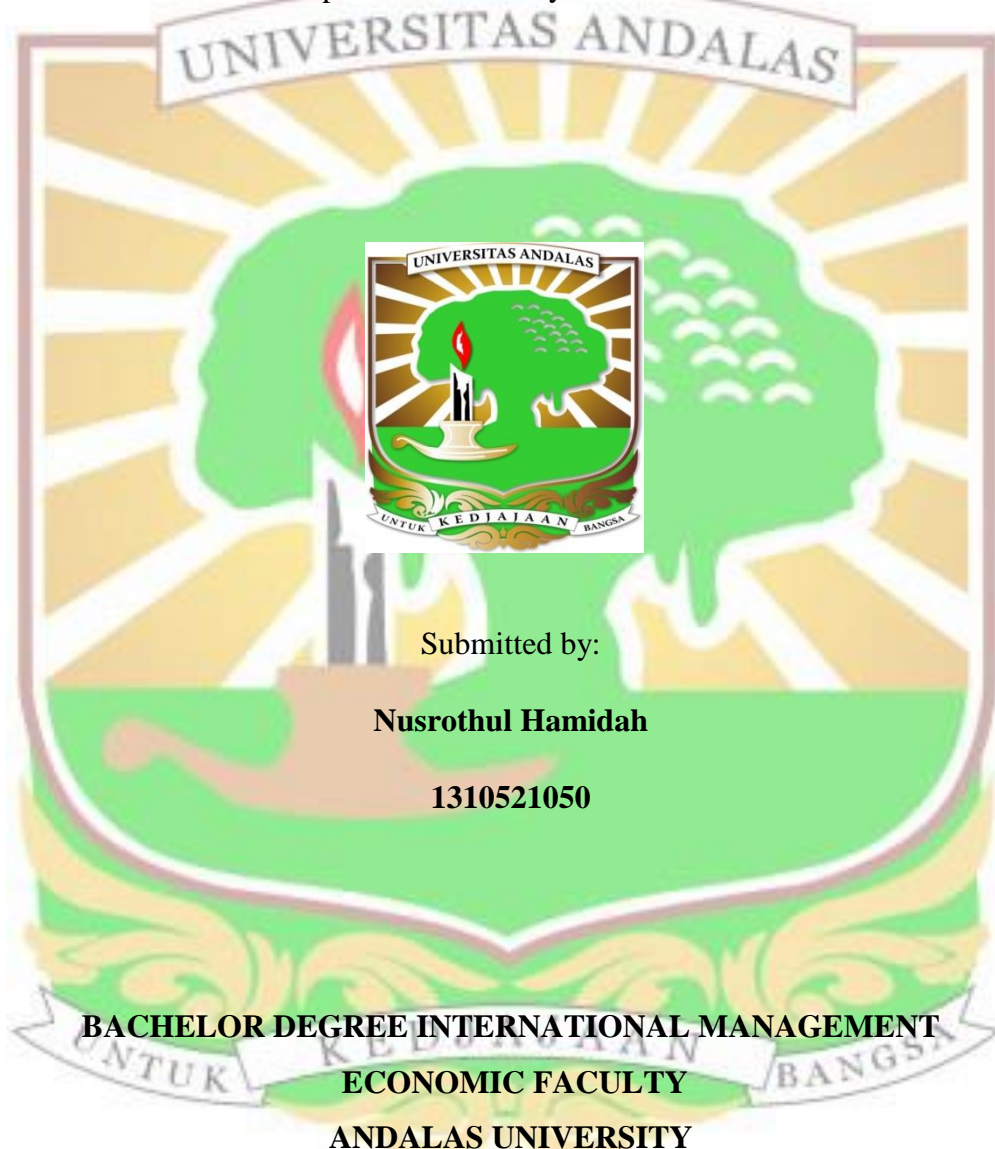


**THE EFFECT OF DESTINATION ATTRIBUTES TOWARD MEMORABLE  
TOURISM EXPERIENCE (MTE) AND REVISIT INTENTION IN THE CONTEXT  
OF URBAN TOURISM  
(CASE: PADANG CITY)**

**THESIS**

Thesis is Submitted as Partial of the Requirement for a Bachelor Degree in Management  
Department – Faculty of Economic



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**THE EFFECT OF DESTINATION ATTRIBUTES TOWARDS MEMORABLE TOURISM EXPERIENCE AND REVISIT INTENTION IN THE CONTEXT OF URBAN TOURISM (CASE: PADANG CITY)**

*Bachelor Thesis By: Nusrothul Hamidah  
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**ABSTRACT**

The objective of this study is to examine the effect of destination attributes, memorable tourism experience and revisit intention in Padang city as urban tourism. A convenient sampling technique was used to select the sample. A total of 165 questionnaires were distributed to visitor who are not from West Sumatera and were return. To support the result this study using a structural equation modeling. This research analyse using SmartPLS 3.0 and SPSS 2.1 The result from the finding suggests that tourist who have higher perception of the destination attributes of Padang City are more likely to have positive memorable tourism experience, increasing behavioral intention to revisit. Therefore, Padang city need to pay attention to provide customers with unique experiences in order to elicit positive memorable tourism experience and ensure their relationship with customer through repeat visitation.

**Keywords:** destination attributes, memorable tourism experience, revisit intention

This thesis already examined and passed on April 18, 2017. This abstract already approved by supervisor and examiners:

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