

**ANALYZING THE EFFECT OF NOVELTY SEEKING TOWARDS
MEMORABLE TOURISM EXPERIENCE AND REVISIT INTENTION OF
HERITAGE TOURISM IN WEST SUMATERA
(CASE: ISTANO PAGARUYUNG, JAM GADANG, AND LOBANG
JEPANG)**

THESIS

UNIVERSITAS ANDALAS

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



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2017

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Analyzing The Effect of Novelty Seeking in Memorable Tourism Experience and Revisit Intention of Heritage Tourism in West Sumatera

Research Object : Istano Basa Pagaruyung, Jam Gadang, and Lobang Jepang

Thesis By : Muhammad Alief

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ABSTRACT

This paper examines tourist's memorable tourism experience and investigates the relationship between the novelty-seeking and visitors revisit intention. The personality traits dimension "novelty-seeking" were added to the research as the respondent personality to seek a memorable tourism experience. A total of 195 respondents completed a survey conducted on heritage tourism in West Sumatera which the tourism objects are Istano Basa Pagaruyung, Jam Gadang, and Lobang Jepang. The sample only examined within a sample of outside the West Sumatera origin. To support the result this study using a structural equation modeling. This research aims to identify visitors memorable experience and how it influencing the revisit intention of the visitors. The result of this study indicates that memorable tourism experiences are very important to motivate the tourist revisit the heritage tourism in West Sumatera. However, novelty-seeking were unable to show revisit intention of visitors clearly. Concerning the novelty-seeking of the respondents, it is also unable to reveal effects to the memorable tourism experience.

This thesis already accepted at the seminar on: 19 July 2017

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