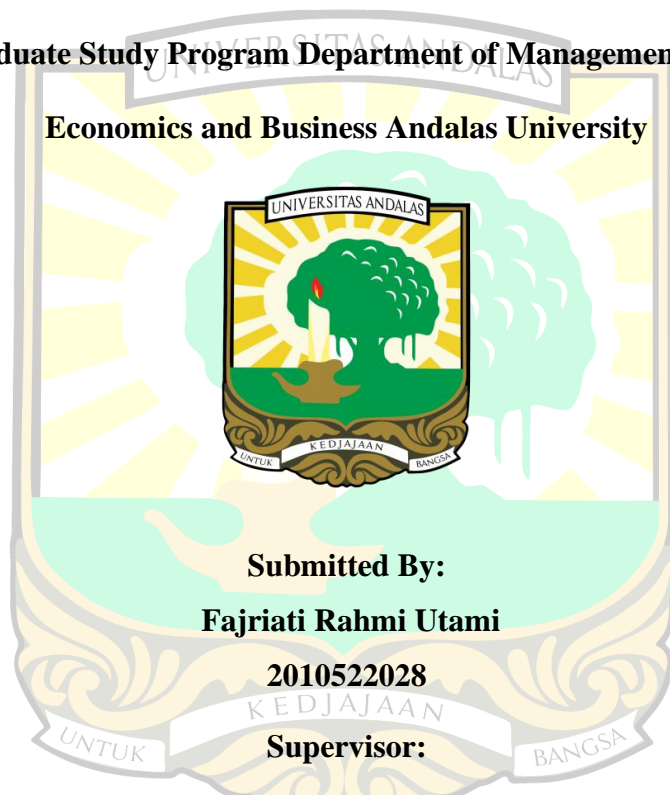


**EXPLORATION OF MEMORABLE WORSHIP EXPERIENCE FOR  
UMRAH PILGRIMAGE THAT INFLUENCE INTENTION TO REVISIT  
TO UMRAH PILGRIMAGE FOR UMRAH PILGRIMS IN WEST  
SUMATERA**

**THESIS**

**Submitted as Partial Requirements to Achieve Bachelor's Degree in  
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***ABSTRACT***

This research aims determine the influence meaningfulness, social interaction, emotional experience toward revisit intention of Umrah Pilgrimage for Umrah Pilgrims in West Sumatera. The population in this research is People of West Sumatera with criteria who have performed Umrah worship with aged 18 years and over. The Sample in this research is 218 samples. Data processing was carried out using Smart-PLS 4.0 software. This research shows that the meaningfulness and emotional experience has a positif and significant effect. Social interaction and emotional experience has a positif and significant effect. Emotional experience and revisit intention has a positif and significant effect.

Keywords: **meaningfulness, social interaction, Emotional Experience, Revisit Intention**