INTISARI

Penelitian ini dilakukan untuk menguji model pengaruh *heritage image, destination image, experiential quality* dalam mempengaruhi *behavioral intentions* wisatawan di pantai Kuta Mandalika Lombok. Obyek dalam penelitian ini adalah pantai Kuta Mandalika Lombok, sedangkan subyek dari penelitian ini adalah wisatawan mancanegara. Pengambilan sampel dilakukan dengan teknik *purposive sampling*. Jumlah sampel dalam penelitian ini sebanyak 133 responden. Teknik analisis data menggunakan *Structural Equation Modeling* dengan AMOS sebagai alat analisis. Hasil penelitian ini menunjukkan *heritage image* memiliki pengaruh positif terhadap *experiential quality*, *destination image* memiliki pengaruh positif terhadap *experiential quality* dan *experiential quality* memiliki pengaruh positif terhadap *revisit intentions* dan *intention to recommend*.

Kata kunci: *heritage image, destination image, experiential quality, revisit intentions, intention to recommend.*

ABSTRACT

The research is conducted to examine the heritage images influence models, destination images, experiential quality in influencing the behavioral intentions of tourists in Kuta Mandalika beach Lombok. Kuta Mandalika Lombok beach is the object of this research, while the subjects of the study are foreign tourists. The Sampling is done by purposive sampling technique. The number of samples in this study were 133 respondents. The data analysis is using Structural Equation Modeling with AMOS as an analysis tool. The result of the research indicated the positive effect of heritage image toward the experiential quality, positive effect of destination image toward the experiential quality and positive effect of experiential quality toward the revisit intentions and intention to recommend.

Keywords: *heritage image, destination image, experiential quality, revisit intentions, intention to recommend.*