



**THE INFLUENCE OF REVISIT  
MOTIVATION AT THE SAKURA  
MATSURI FESTIVAL**

**UNDERGRADUATE THESIS  
Submitted as one of the requirements to obtain  
Sarjana Manajemen**

**By:**

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**NOVEMBER, 2023**

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### RESEARCH ON INTENTION TO REVISIT THE SAKURA MATSURI FESTIVAL

#### ORIGINALITY REPORT

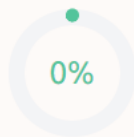
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Indonesia has wealth that is spread from Sabang to Merauke, not only rich natural resources but such as various ethnicities and races that produce a diverse culture (Diniyah et al., 2018). Indonesian ethnic culture spread throughout the Indonesian archipelago. Culture as a means of representing a region of the country is the identity of the nation and state. Tourism could represent a lesson on how to fish

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## ABSTRACT

One of the activities to show culture is in the form of cultural festivals, where it allows people to understand other cultures. This research is focusing on a Japan festival called Sakura Matsuri Festival that was held at Hollywood Junction, Jababeka. In Lippo Cikarang and Jababeka to be precise, it has held it 8 times in a row, and this year the event was held for the 9<sup>th</sup> one. Analyzing revisit intention is particularly important for annually event. With that reason, this research analyzes the influence of Tourist Attraction, Tourist Facilities, and CHSE Implementation to Intention to Repeat through Tourist Satisfaction. To reach the goal, the researcher conducted online questionnaires targeting people who already visited the Sakura Matsuri Festival. The researcher gathered a total of 355 respondents that were asked through online questionnaire. Method used in this study is quantitative research as method and analyzed the research using SEM-PLS. It is found that there is significant influence of CHSE Implementation and Tourist Attraction towards Revisit Intention. On the contrary, the direct influence of Tourist Facilities towards Revisit Intention is insignificant. The influence of CHSE Implementation and Tourist Attraction towards Revisit Intention through Tourist Satisfaction were significant. However, the Tourist Facilities has insignificant indirect influence towards Revisit Intention through Tourist Satisfaction.

*Keywords: Tourist Attraction, Tourist Facilities, CHSE Implementation, Tourist Satisfaction, Revisit Intention, and Sakura Matsuri Festival.*

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