

ABSTRACT

This study discusses the guest's stay experience or guest experience on the willingness to revisit or revisit the guest's intention to Hilton Bandung. The background of this research is based on the satisfaction that guests experience during their stay from the facilities that the Hilton Bandung offers, such as restaurants, rooms, public areas, and other facilities. The purpose of this research is to analyze the influence of guest experience on revisit intention. The research method that the researchers chose was a quantitative method with survey techniques. This data collection was carried out by distributing questionnaires to respondents, namely guests who had stayed at the Hilton Bandung, with a total sample of 100 respondents. The analysis technique that the writer uses is multiple linear regression analysis method. The reason researchers use this technique is because the independent variables that researchers choose for their research consist of more than one variable. The influencing variable is called the independent variable and the affected variable is called the dependent variable. This study uses guest experience as the independent variable and revisit intention as the dependent variable.

Keywords: *guest experience, revisit intention, influence*