ABSTRACT

This study investigates how the Marketing Mix and Destination Image influence Revisit Intention at Shelter Galunggung, mediated by e-WOM (electronic Word of Mouth) and Customer Satisfaction. Data from 385 respondents were collected through a Google Form questionnaire. The study employs a combined descriptive and causal analysis approach to explain the reciprocal relationships among the variables and their effects on the research outcomes. Utilizing Structural Equation Modeling (SEM) with Partial Least Squares (PLS), Shelter Galunggung, located in the wilderness beneath Mount Galunggung in Indonesia, is renowned for its natural ambiance, which is depicted in its iconic logo highlighting a unique environment that attracts visitors. This research aims to analyze the impact of the Marketing Mix and Destination Image on Revisit Intention, with e-WOM and Customer Satisfaction as mediating variables, at Shelter Galunggung Tasikmalaya. The analysis results indicate that elements within the Marketing Mix, particularly price and place, significantly influence Revisit Intention. Additionally, Destination Image has a positive effect on Tourist Satisfaction, which in turn affects e-WOM. These findings emphasize the importance of a comprehensive marketing strategy in enhancing tourist experiences and building long-term loyalty. This study provides additional insights into the role of e-WOM in the tourism context and suggests further research to explore specific elements of the Marketing Mix and Destination Image.

Keyword: *Customer Satisfaction, Destination Image, e-WOM (electronic Word of Mouth), Marketing Mix, Revisit Intention.*