

## INTISARI

Museum merupakan salah satu destinasi pariwisata yang jamak terdapat hampir di setiap wilayah di Indonesia. Berkunjung ke museum diharapkan tidak hanya sebatas bertujuan bersenang-senang, namun juga memberikan pengalaman tersendiri yang berbeda dengan kunjungan ke destinasi lain mengingat tugas museum tidak hanya sekedar sebagai tempat wisata namun juga tempat mempelajari sejarah sesuai definisi dari *International Council of Museums* (ICOM, 2022). Pengalaman dalam berwisata berkaitan erat terhadap perilaku berkunjung kembali dan merekomendasikan kepada orang lain.

Pengumpulan data untuk penelitian ini dilakukan di Museum Benteng Vredeburg dan Museum Sonobudoyo Yogyakarta menggunakan teori *memorable tourism experiences* dan mencari hubungan pengalaman berwisata terhadap keputusan berkunjung kembali (*revisit intention*). Terdapat 7 dimensi dari teori *memorable tourism experiences* yang diterapkan dalam analisis data dari penelitian ini yaitu bersenang-senang (*hedonism*), kebaruan (*novelty*), kebudayaan lokal (*local culture*), penyegaran (*refreshment*), pengetahuan (*knowledge*), kebermaknaan (*meaningfulness*) dan keterlibatan (*involvement*) dikorelasikan dengan *revisit intention*. Total 779 sampel (392 sampel dari responden Museum Benteng Vredeburg dan 387 sampel dari responden Museum Sonobudoyo) dianalisis menggunakan SPSS dengan metode uji korelasi *Pearson Product Moment*.

Hasil analisis responden pada Museum Benteng Vredeburg menunjukkan variabel dengan tingkat persetujuan tertinggi yaitu variabel *local culture* belajar mengenai budaya lokal dan variabel terendah yaitu *hedonism* terlibat di aktivitas yang ditawarkan oleh Museum Benteng Vredeburg Yogyakarta. Sedangkan pada responden Museum Sonobudoyo Yogyakarta, variabel dengan tingkat persetujuan tertinggi adalah *knowledge* mempelajari pengetahuan baru dan variabel dengan tingkat persetujuan terendah adalah *meaningfulness* melakukan sesuatu yang penting saat berkunjung ke museum. Hasil uji koefisien korelasi dimensi *MTEs* terhadap *revisit intention* pada responden Museum Benteng Vredeburg berada di rentang kategori rendah untuk dimensi *knowledge* hingga kuat untuk dimensi *meaningfulness*, sedangkan pada Museum Sonobudoyo semua berada di kategori sedang dengan skor tertinggi untuk dimensi *involvement* dan skor terendah untuk dimensi *knowledge*. Hal tersebut menunjukkan bahwa setiap dimensi *memorable tourism experiences* memiliki korelasi yang rendah hingga kuat terhadap dimensi *revisit intention*.

**Kata kunci:** Museum Benteng Vredeburg, Museum Sonobudoyo, *memorable tourism experiences*, korelasi, *revisit intention*

## ABSTRACT

*Museums are one of the tourism destinations that are commonly found in each region of Indonesia. Based of museum definition stated by the International Council of Museums (ICOM, 2022) that the function of museums is not only as a tourist attraction but also as a place to study history, it is highly hoped that visiting a museum is not only aimed for having fun, but also provides a unique experience that is different from visits to other destinations. Memorable travel experiences is strongly related to the behavior of revisiting and recommending to others.*

*Data collection for this research was carried out at the Fort Vredeburg Museum and the Sonobudoyo Museum Yogyakarta using the theory of memorable tourism experiences and looking for the correlation between tourist experiences and the revisit intention. There are 7 dimensions of the theory of memorable tourism experiences that are applied in the data analysis of this research, namely having fun (hedonism), novelty, learn local culture, knowledge, refreshment, special meaning ( meaningfulness) and engagement (involvement) which are correlated with revisit intention. A total of 779 samples (392 respondents from the Fort Vredeburg Museum and 387 respondents from the Sonobudoyo Museum) were analyzed using SPSS with the Pearson Product Moment correlation test method.*

*The analysis resulted that the respondents of the Vredeburg Fort Museum show the variable with the highest level of purchase, namely the local culture variable, learning about local culture and the lowest variable, namely hedonism involved in activities offered by the Vredeburg Fort Museum, Yogyakarta. Meanwhile, among respondents of the Sonobudoyo Yogyakarta Museum, the variable with the highest level of agreement was knowledge of learning new knowledge and the variable with the lowest level of agreement was the meaningfulness of doing something important when visiting the museum. The correlation coefficient results test for the dimensions of MTEs correlated to the intention to revisit the Vredeburg Fort Museum respondents were in the low category for the knowledge dimension and strong category for the meaningfulness dimension, while for the Sonobudoyo Museum all were in the medium category with the involvement dimension for the highest score and knowledge dimension at the lowest score. This shows that each dimension of a memorable tourist experience has a low to strong correlation with intention to revisit.*

**Keywords:** *Fort Vredeburg Museum, Sonobudoyo Museum, memorable tourist experience, correlation, intention to visit again*