

ABSTRACT

The purpose of this research is to know the level of visitor satisfaction in event implementation, interest of revisit, and how much of the influence of visitor satisfaction level in event implementation against interest of visit of PT. Tunas Mobilindo Mighty Bandung.

This type of research uses quantitative descriptive. The technique taken from nonprobability sampling is a purposive sampling technique. Data collection is done by spreading the questionnaire to 100 respondents who know and have participated in the event of PT. Tunas Mobilindo Perkasa Bandung. The data analysis technique used is a simple linear regression analysis.

Based on a descriptive analysis reveals the magnitude of consumer satisfaction of 83% is said to be very high category and the interest in revisit by 80% is said to be in high category. The impact of visitor satisfaction on event execution of interest in revisit amounted to 33% and 67% is influenced by other variables not described in this research model.

Keywords: consumer satisfaction, event implementation, interest revisit.