

ABSTRACT

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NOSTALGIA AND REVISIT INTENTIONS: AN ANALYSIS OF INDONESIAN UNIVERSITY STUDENTS' EXCHANGE PROGRAM EXPERIENCES AND BUSINESS PERSPECTIVE OF EDUCATIONAL TOURISM

(63 pages: 3 figures; 13 tables)

This research has been conducted to analyze the connections between the memorable experiences, nostalgia, satisfaction and the revisit intention of the Indonesian students in the context of educational tourism and international business. This research used a specific framework as the basis, and particular definitions of all the variables involved has been given in this research. The main objective of this research is to investigate the individuals, which are university students from Indonesia, who have participated in students exchange programs. The analysis of this research involved the memorable experience from the individuals related to their experience when carrying out the exchange program on foreign countries. It has also explored the factors that were related to nostalgia and satisfaction which can influence the decision of those individuals who have experiences in exchange program that could lead to future revisit intentions to the host countries, which has certain impacts on educational tourism that has also been viewed from international business perspective. The research has been done with the help of the data collected through quantitative method. The data for this research were collected through questionnaires with the total number of 212 respondents. The research has also been explained with the help of literatures, academic references and past researches in order to reach the conclusion of this research.

Keywords: *Memorable Experiences, Nostalgia, Satisfaction, Revisit Intentions, Educational Tourism*

References: 88 (2001-2023)