ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Product Uniqueness* dan *Service Transparency* terhadap *Memorable Tourism Experience* serta loyalitas wisatawan pada PT. Pandawa Lima Wisata Nusantara *Tour & Travel*. Penelitian menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 250 responden yang pernah menggunakan jasa perusahaan. Pengumpulan data dilakukan melalui penyebaran kuesioner dan dianalisis menggunakan metode Structural Equation Modeling-Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa *Product Uniqueness* dan *Service Transparency* berpengaruh positif dan signifikan terhadap *Memorable Tourism Experience* dan loyalitas wisatawan. Selain itu, *Memorable Tourism Experience* juga berpengaruh positif dan signifikan terhadap loyalitas wisatawan. Hasil pengujian mediasi menunjukkan bahwa *Memorable Tourism Experience* mampu memediasi pengaruh *Product Uniqueness* dan *Service Transparency* terhadap loyalitas wisatawan. Temuan ini menunjukkan bahwa keunikan produk wisata serta keterbukaan layanan yang diberikan perusahaan mampu menciptakan pengalaman wisata yang berkesan sehingga meningkatkan keinginan wisatawan untuk menggunakan kembali jasa perusahaan dan merekomendasikannya kepada orang lain.

Kata kunci: *Product Uniqueness, Service Transparency*, *Memorable Tourism Experience*, Loyalitas Wisatawan, SEM-PLS.

ABSTRACT

This study aims to analyze the influence of *Product Uniqueness* and *Service Transparency* on *Memorable Tourism Experience* and tourist loyalty at PT. Pandawa Lima Wisata Nusantara *Tour & Travel*. This study employed a quantitative approach using a *purposive sampling* technique involving 250 respondents who had previously used the company's services. Data were collected through questionnaires and analyzed using the *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) method. The results indicate that *Product Uniqueness* and *Service Transparency* have a positive and significant effect on *Memorable Tourism Experience* and tourist loyalty. Furthermore, *Memorable Tourism Experience* also has a positive and significant effect on tourist loyalty. The mediation analysis reveals that *Memorable Tourism Experience* mediates the effects of *Product Uniqueness* and *Service Transparency* on tourist loyalty. These findings suggest that the uniqueness of tourism products and the transparency of services provided by the company are capable of creating *Memorable Tourism Experience*s, thereby increasing tourists' intention to reuse the company's services and recommend them to others.

Keywords: *Product Uniqueness, Service Transparency*, *Memorable Tourism Experience*, Loyalitas Wisatawan, SEM-PLS.