

**PENGARUH *PERCEIVED VALUE* PRODUK *VIRTUAL TOUR* TERHADAP
PURCHASE INTENTION PAKET *TOUR TRAVELXISM***

SKRIPSI

Diajukan untuk memenuhi salah satu syarat mengikuti sidang skripsi
Program Studi Manajemen Pemasaran Pariwisata



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PURCHASE INTENTION PAKET *TOUR TRAVELXISM***

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ABSTRAK

Raissa Alma Latifaini 1900301 “Pengaruh *Perceived Value* Produk *Virtual Tour* Terhadap *Purchase Intention* Produk *Tour* Travelxism” di bawah bimbingan Yeni Yuniawati, S.Pd., MM dan Rijal Khaerani, M.Stat.

Perusahaan destinasi berupaya mempertahankan posisi mereka dalam persaingan pasar dengan menawarkan nilai kepada pelanggan mereka untuk terikat dengan destinasi tersebut. Produk serupa banyak ditawarkan oleh perusahaan lain sehingga membuat persaingan bisnis semakin ketat. Oleh karena itu, peneliti mengidentifikasi mengenai inti permasalahan di Travelxism, sebuah perusahaan konsultan pariwisata di Yogyakarta. Penelitian ini bertujuan untuk mengetahui memperoleh gambaran mengenai *perceived value* produk *virtual tour* Travelxism, gambaran *purchase intention* pada produk *tour* Travelxism, dan gambaran pengaruh *perceived value* produk *virtual tour* terhadap *purchase intention* produk *tour* Travelxism. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan teknik pengumpulan data kuesioner daring. Populasi dari penelitian ini adalah wisatawan yang pernah melakukan pembelian produk *virtual tour* Travelxism dengan sampel sebanyak 154 responden. Teknik analisis data yang digunakan adalah analisis regresi berganda dengan bantuan aplikasi SPSS 20.0. Hasil dari pengujian yang telah dilakukan diperoleh bahwa *emotional value* dan *relationship support value* sebagai dimensi dari *perceived value* berpengaruh secara signifikan terhadap *purchase intention* produk *tour* Travelxism.

Keywords: Persaingan bisnis, Pandemi COVID-19, Pariwisata, *Virtual tour*, *Tour*, *Perceived value*, *purchase intention*.

ABSTRACT

Raissa Alma Latifaini 1900301 *“The Influence of Perceived Value of Virtual Tour Product on Purchase Intention for Tour Travelxism Products”* under the guidance of Yeni Yuniawati, S.Pd., MM and Rijal Khaerani, M.Stat.

The company's goal is to maintain their position in market competition by offering their customers value to be tied to it. Similar products are offered so much by other firms that they will make business competition more intense. Hence, researchers identified the core of the problems in Travelxism, a tourist consulting firm in Yogyakarta. The study is meant to be able to gain an idea of a virtual value value product of the tour tour xism, a purchase and purchase of the tour travelxism, and a view of the virtual value product's purchase of the tour tour. The research methods used are descriptive and verifiable methods using an online questionnaire's data collection technique. The population of this study is travelers who have made a purchase of virtual products on tour travelxism with a sample of 154 respondents. The data analysis technique used is regression analysis with the help of the 20.0 SPSS application. The results of tests already made come about that emotional value and relationship support value as a dimension of intrinsivalue affect significantly the purchase of the product of the tour travelxism

Keywords: *business competition, COVID-19 Pandemic, Tourism, Virtual tour, Tour, Perceived value, purchase intention*

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