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**PENGARUH *MUSEUM EXPERIENCE* TERHADAP *REVISIT INTENTION*
(Survei pada Wisatawan yang Berkunjung ke Museum Sejarah Jakarta)**

SKRIPSI

Diajukan Untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Skripsi
Sarjana Pariwisata Pada Program Studi Manajemen Pemasaran Pariwisata



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BANDUNG
2023**

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Oktober 2023

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LEMBAR PENGESAHAN

PENGARUH *MUSEUM EXPERIENCE* TERHADAP *REVISIT INTENTION*

(Survei Pada Wisatawan yang berkunjung ke Museum Sejarah Jakarta)

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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul "**Pengaruh *Museum Experience* Terhadap *Revisit Intention* (Survei pada Wisatawan yang Berkunjung ke Museum Sejarah Jakarta)**" beserta seluruh penulisan didalamnya merupakan benar karya saya sendiri. Saya tidak melakukan penjiplakan maupun pengutipan yang dilakukan melalui cara tidak sesuai dengan etika ilmu yang berlaku.

Atas pernyataan ini, saya bersedia menanggung risiko maupun sanksi apabila dikemudian hari ditemukan pelanggaran etika keilmuan atau terdapat pengakuan dari pihak lain terhadap keaslian karya saya ini.

Bandung, 27 Oktober 2023

Pembuat Pernyataan



ABSTRAK

Yayah Fitria Musa 1905023 “Pengaruh *Museum Experience* terhadap *Revisit Intention* di Museum Sejarah Jakarta” dibawah bimbingan Bambang Widjajanta, M.M dan Yeni Yuniawati, S.Pd., M.M

Minat berkunjung kembali atau *revisit intention* penting pada kelangsungan dan keberlanjutan bisnis sektor pariwisata, dikarenakan dengan mempertahankan pelanggan dapat memenangkan persaingan diantara para kompetitor lainnya. Tujuan penelitian untuk memperoleh gambaran setiap dimensi *museum experience* yang terdiri dari dimensi *recreation, sociability, learning experience, aesthetic experience, celebrative experience* dan pengaruh antara *museum experience* terhadap *revisit intention* di Museum Sejarah Jakarta dengan menggunakan teknik analisis kuantitatif yaitu analisis regresi multipel. Dalam perolehan data penelitian menggunakan sampel primer melalui penyebaran kuesioner kepada 270 wisatawan yang berkunjung ke Museum Sejarah Jakarta dalam kurun waktu satu tahun terakhir dan dibantu pengolahan data menggunakan alat analisis *software IBM SPSS 27.0 windows*. Hasil penelitian mengemukakan bahwa secara keseluruhan variabel bebas (X) *Museum Experience* memiliki pengaruh terhadap variabel terikat (Y) yakni *Revisit Intention* pada objek wisata Museum Sejarah Jakarta.

Kata Kunci : Wisata Budaya dan Sejarah, *Museum Experience, Revisit Intention*, Museum Sejarah Jakarta

ABSTRACT

Yayah Fitria Musa 1905023 "The Influence of Museum Experience on Revisit Intention at the Jakarta History Museum" under the guidance of Bambang Widjajanta, M.M and Yeni Yuniawati, S.Pd., M.M

Interest in returning to visit or revisit intention is important for the survival and sustainability of the tourism sector business, because by retaining customers you can win the competition among other competitors. The aim of the research is to obtain an overview of each dimension of the museum experience which consists of the dimensions of recreation, sociability, learning experience, aesthetic experience, celebrative experience and the influence of museum experience on revisit intention at the Jakarta History Museum using quantitative analysis techniques, namely multiple linear regression analysis. In obtaining research data using primary samples by distributing questionnaires to 270 tourists who visited the Jakarta History Museum in the past year and assisted with data processing using the IBM SPSS 27.0 Windows software analysis tool. The results of the research show that overall the independent variable (X) Museum Experience has an influence on the dependent variable (Y), namely Revisit Intention at the Jakarta History Museum tourist attraction.

Keywords: Cultural and Historical Tourism, Museum Experience, Revisit Intention, Jakarta History Museum

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Penyusunan skripsi menjelaskan tentang pengaruh deskriptif pada variabel *museum experience* yang terdiri dari dimensi *recreation*, *sociability*, *learning experience*, *celebrative experience* dan *revisit intention* serta memperoleh temuan dalam pengaruh secara simultan maupun parsial.

Penulis menyadari penelitian skripsi ini masih memiliki keterbatasan ilmu dan kekurangan yang jauh dari kata sempurna, untuk itu penulis mengharapkan pembaca memberikan sumbang saran dan kritik sebagai bahan evaluasi dari penelitian skripsi ini yang diharapkan dapat melengkapi bahkan mengembangkan penelitian menjadi lebih baik lagi. Penulis berharap skripsi ini memberi manfaat dalam pengembangan ilmu manajemen pemasaran pariwisata khususnya mengenai *museum experience* dan *revisit intention*.

Bandung, 14 November 2023



(Yayah Fitria Musa)

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