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***PENGARUH EXPERIENTIAL QUALITY TERHADAP BEHAVIORAL
INTENTION MELALUI SATISFACTION***

(Survei pada Wisatawan yang pernah berkunjung ke Desa Wisata
Alam Endah di Kabupaten Bandung)

SKRIPSI

Diajukan untuk memenuhi salah satu persyaratan mengikuti Sidang Skripsi pada
Program Studi Manajemen Pemasaran Pariwisata



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(Survei pada Wisatawan yang pernah berkunjung ke Desa Wisata Alam Endah di Kabupaten Bandung)

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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh Experiential Quality Terhadap Behavioral Intention Melalui Satisfaction**” beserta seluruh isinya merupakan benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dilakukan dengan 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, 30 Oktober 2023
Pembuat Pernyataan



Yasinta Ambar Wati

ABSTRAK

Yasinta Ambar Wati 1902171 “Pengaruh Experiential Quality Terhadap Behavioral Intention Melalui Satisfaction” di bawah bimbingan Dr. Rini Andari, S.Pd., S.E.Par, MM. dan Yeni Yuniawati, S.Pd., MM.

Niat Perilaku wisatawan untuk melakukan kunjungan kembali merupakan hal yang diinginkan pada sebuah destinasi karena Ketika seorang wisatawan melakukan kunjungan kembali artinya destinasi tersebut memiliki kesan tersendiri bagi wisatawan. Tujuan dari penelitian ini ialah memperoleh Gambaran dan pengaruh dari dimensi *Experiential Quality* terhadap *Behavioral Intention* melalui *Satisfaction* di desa wisata Alamendah. Metode penelitian yang dilakukan untuk mengetahui pengaruh dari setiap dimensi *Experiential Quality* terhadap *Behavioral Intention* melalui *Satisfaction* ialah metode kuantitatif analisis jalur (*Path Analysis*). Penelitian dilakukan dengan mengambil sampel sebanyak 220 wisatawan, serta pengolahan data menggunakan *software SPSS for windows*. Penelitian yang telah dilakukan mengemukakan bahwa *Experiential Quality* memiliki pengaruh signifikan secara simultan terhadap *Behavioral Intention* melalui *Satisfaction* di desa wisata Alamendah.

Kata Kunci : *Experiential Quality, Behavioral Intention, Satisfaction, Alamendah.*

ABSTRACT

Yasinta Ambar Wati 1902171 “*The Influence Of Experiential Quality On Behavioral Intention Through Satisfaction.*” under the guidance of Dr. Rini Andari, S.Pd., S.E.Par, MM. dan Yeni Yuniawati, S.Pd., MM.

Tourist behavioral intention to make a return visit is something that is desired for a destination because when a tourist makes a return visit, it means that the destination has its own impression for tourists. The aim of this research is to obtain an overview and influence of the Experiential Quality dimension on Behavioral Intention through Satisfaction in the Alamendah tourist village. The research method used to determine the influence of each dimension of Experiential Quality on Behavioral Intention through Satisfaction is the quantitative method of path analysis (Path Analysis). The research was carried out by taking a sample of 220 tourists, and processing the data using SPSS for Windows software. The research that has been conducted suggests that Experiential Quality has a significant influence simultaneously on Behavioral Intention through Satisfaction in the Alamendah tourist village.

Keyword : *Experiential Quality, Behavioral Intention, Satisfaction, Alamendah.*

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Penyusunan skripsi ini dilakukan untuk memperoleh gambaran deskriptif *Experiential Quality*, *satisfaction*, serta *Behavioral Intention* wisatawan di Desa Wisata Alamendah, serta memahami pengaruhnya secara simultan maupun parsial.

Penulis menyadari bahwa skripsi ini masih memiliki kekurangan, sehingga saran dan kritik dari pembaca diharapkan dapat menjadi evaluasi skripsi ini untuk penelitian lebih baik di masa mendatang. Penelitian skripsi ini diharapkan dapat memberi manfaat bagi pengembangan ilmu manajemen pemasaran pariwisata khususnya pada *Experiential Quality*, *satisfaction*, dan *Behavioral Intention*.

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DAFTAR ISI

LEMBAR PENGESAHAN	ii
KATA PENGANTAR.....	v
UCAPAN TERIMA KASIH	viii
BAB I.....	1
PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah.....	8
BAB II.....	10
KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS	10
2.1 Kajian Pustaka.....	10
2.1.1 Pendekatan Theory of Planned Behavior (TPB).....	10
2.1.2 Konsep Behavioral Intention	10
2.1.3 Konsep <i>Experiential quality</i>	14
2.1.4 Satisfaction	20
2.2 Kerangka Pemikiran	25
2.3 Hipotesis.....	28
BAB III.....	30
OBJEK DAN METODOLOGI PENELITIAN.....	30
3.1 Objek Penelitian	30
3.2 Metode Penelitian	30
3.2.1 Jenis Penelitian dan Metode yang digunakan	30
3.2.2 Operasional Variabel.....	31
3.2.3 Jenis dan Sumber Data	38
3.2.4 Populasi, Sampel dan Teknik Sampling	39

3.2.5	Teknik Pengumpulan Data	40
3.2.6	Pengujian Validitas dan Reabilitas.....	41
uji3.2.7	Teknik Analisis Data.....	49
BAB IV		61
HASIL PENELITIAN DAN PEMBAHASAN		61
4.1	Profil Destinasi, Karakteristik dan Pengalaman Wisatawan	61
4.1.1	Profil Destinasi	61
4.1.2	Karakteristik dan Pengalaman Wisatawan Desa Wisata Alam Endah dikaitkan dengan Behavioral Intention.	67
4.1.2.1	Keterkaitan Karakteristik Responden Berdasarkan Jenis Kelamin dan Usia	67
4.1.2.2	Keterkaitan Karakteristik Responden Berdasarkan Pekerjaan dan Pendapatan Per Bulan.....	68
4.1.2.3	Keterkaitan Karakteristik Responden Berdasarkan Domisili.....	69
4.1.3	Profil Responden Berdasarkan Pengalaman.....	70
4.1.3.1	Karakteristik Responden Berdasarkan Sumber Informasi Mengenai Desa Wisata Alam Endah.	70
4.1.3.2	Karakteristik Responden Berdasarkan Alasan Berkunjung ke Desa Wisata Alam Endah.	71
4.2	Gambaran Experience Quality Di Desa Wisata Alam Endah Kabupaten Bandung.....	71
4.2.1	Tanggapan Responden Terhadap <i>Escape</i> di Desa Wisata Alam Endah..	72
4.2.2	Tanggapan Responden Terhadap <i>Peace of Mind</i> di Desa Wisata Alam Endah	73
4.2.3	Tanggapan Responden Terhadap <i>Learning</i> di Desa Wisata Alam Endah	75
4.2.4	Rekapitulasi Tanggapan Wisatawan terhadap Experiential quality pada Desa Wisata Alam Endah.....	76
4.3	Gambaran Satisfaction Di Desa Wisata Alam Endah Kabupaten Bandung ..	79

4.3.1	Rekapitulasi Tanggapan Wisatawan terhadap <i>Satisfaction</i> pada Desa Wisata Alam Endah	83
4.4	Gambaran Behavioral Intention Di Desa Wisata Alam Endah Kabupaten Bandung.....	85
4.4.1	Rekapitulasi Tanggapan Wisatawan terhadap <i>Behavioral Intention</i> pada Desa Wisata Alam Endah.....	87
4.5	Hasil Pengujian Hipotesis	89
4.5.1	Hasil Pengujian Asumsi Klasik.....	89
4.5.1.1	Hasil Pengujian Normalitas	89
4.5.1.2	Hasil Pengujian Heteroskedastisitas.....	90
4.5.1.3	Hasil Pengujian Autokorelasi	91
4.5.1.4	Hasil Pengujian Multikolinearitas	91
4.5.1.5	Uji Korelasi dan Koefisien Determinasi	92
4.5.1.6	Hasil Pengujian Koefisien Analisis Jalur (Path Analysis).....	93
4.5.1.7	Pengaruh Experiential quality terhadap Behavioral Intention melalui Satisfaction secara Simultan (Uji F)	95
4.5.1.8	Pengaruh Experiential quality terhadap Behavioral Intention melalui Satisfaction secara Parsial (Uji T).....	96
4.6	Pembahasan Hasil Penelitian	103
4.6.1	Tanggapan Wisatawan terhadap Experience Quality	103
4.6.2	Tanggapan Wisatawan terhadap Satisfaction.....	103
4.6.3	Tanggapan Wisatawan terhadap Behavioral Intention	104
4.6.4	Pengaruh Experiential quality Terhadap Behavioral Intention Melalui Satisfaction	105
4.7	Implikasi Hasil Temuan Penelitian	105
4.7.1	Temuan Penelitian Secara Teoretik	105
4.7.2	Temuan Penelitian Bersifat Empirik.....	106
BAB V.....		107
KESIMPULAN DAN REKOMENDASI.....		107

5.1 KESIMPULAN	107
5.2 REKOMENDASI	109
DAFTAR PUSTAKA	1
LAMPIRAN	119

DAFTAR GAMBAR

Gambar 1. 1 Data Kunjungan Wisatawan Kabupaten Bandung (2020 - 2022).....	5
Gambar 2. 1 Model Behavioral Intention.....	14
Gambar 2. 2 Model Experiential Quality	20
Gambar 2. 3 Model Satisfaction	24
Gambar 2. 4 Kerangka Pemikiran Pengaruh Experiential Quality Terhadap Behavioral Intention Melalui Satisfaction	27
Gambar 2. 5 Paradigma Pengaruh Experiential Quality Terhadap Behavioral Intention Melalui Satisfaction	28
Gambar 3. 1 Diagram Jalur Pengaruh Experiential Quality Terhadap Behavioral Intention Melalui Satisfaction.	56
Gambar 3. 2 Struktur Hubungan Kasual Variabel X,Y, terhadap Z.....	57
Gambar 3. 3 Diagram Jalur Sub Struktur 1 : X Terhadap Y.....	58
Gambar 3. 4 Diagram Jalur Sub Struktur 2 : Y terhadap Z	58
Gambar 4. 1 Peta Desa Wisata Alamendah.....	61
Gambar 4. 2 Garis Kontinum Variabel Experience Quality.....	79
Gambar 4. 3 Garis Kontinum Variabel Satisfaction.....	84
Gambar 4. 4 Garis Kontinum Variabel Behavioral Intention	89

DAFTAR TABEL

Tabel 2.1 Sitasi Definisi Behavioral Intention Menurut Para Ahli.....	11
Tabel 2.2 Pengukuran Behavioral Intention	13
Tabel 2.3 Sitasi Definisi Experiential Quality Menurut Para Ahli.....	15
Tabel 2.4 Pengukuran Dimensi Experiential Quality.....	16
Tabel 2.5 Sitasi Definisi Experiential Quality Menurut Para Ahli.....	21
Tabel 2.6 Pengukuran Dimensi Satisfaction.....	22
Tabel 3. 1 Operasional Variabel.....	32
Tabel 3. 2 Jenis Dan Sumber Data	38
Tabel 3. 3 Hasil Pengujian Validitas	43
Tabel 3. 4 Hasil Uji Reliabilitas	48
Tabel 3. 5 Alternatif Jawaban Menurut Likert.....	50
Tabel 4. 1 Keterlibatan Masyarakat Di Desa Wisata Alam Endah	64
Tabel 4. 2 Karakteristik Responden Berdasarkan Jenis Kelamin.....	67
Tabel 4. 3 Karakteristik Responden Berdasarkan Pekerjaan Dan Pendapatan	68
Tabel 4. 4 Karakteristik Responden Berdasarkan Domisili	69
Tabel 4. 5 Karakteristik Responden Berdasarkan Sumber Informasi	70
Tabel 4. 6 Karakteristik Responden Berdasarkan Alasan Berkunjung	71
Tabel 4. 7 Tanggapan Responden Terhadap Escape Di Desa Wisata Alam Endah	72
Tabel 4. 8 Tanggapan Responden Terhadap Peace Of Mind Di Desa Wisata Alam Endah	74
Tabel 4. 9 Tanggapan Responden Terhadap Learning Di Desa Wisata Alam Endah.....	75
Tabel 4. 10 Rekapitulasi Tanggapan Wisatawan Terhadap Experiential Quality.....	76
Tabel 4. 11 Tanggapan Responden Terhadap Satisfaction Di Desa Wisata Alam Endah.....	79
Tabel 4. 12 Rekapitulasi Tanggapan Wisatawan Terhadap Satisfaction Pada Desa Wisata Alam Endah.....	83
Tabel 4. 13 Tanggapan Responden Terhadap Behavioural Intention Di Desa Wisata Alam Endah	85
Tabel 4. 14 Rekapitulasi Tanggapan Wisatawan Terhadap Behavioural Intention Pada Desa Wisata Alam Endah	87
Tabel 4. 15 Hasil Uji Asumsi Normalitas.....	89
Tabel 4. 16 Hasil Uji Asumsi Heteroskedastisitas	90
Tabel 4. 17 Hasil Uji Asumsi Autokorelasi.....	91
Tabel 4. 18 Hasil Uji Asumsi Multikolinearitas	91
Tabel 4. 19 Hasil Uji Asumsi Korelasi Dan Koefisien Determinasi	92
Tabel 4. 20 Matriks Korelasi	94
Tabel 4. 21 Hasil Uji Secara Simultan (Uji F)	95
Tabel 4. 22 Hasil Uji Secara Parsial (Uji T)	96
Tabel 4. 23 Hasil Pengujian Korelasi, Pengaruh Langsung Dan Tidak Langsung.....	102

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