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PENGARUH *PHYSICAL ENVIRONMENT* TERHADAP *REVISIT INTENTION*
(Survei Terhadap Pelanggan Yang Berkunjung Ke Kampung Daun)

SKRIPSI

Diajukan untuk memperoleh sebagian dari syarat untuk memperoleh gelar sarjana pariwisata pada program studi manajemen pemasaran pariwisata



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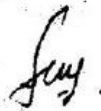
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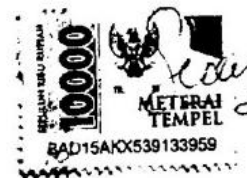
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LEMBAR PERNYATAAN

Dengan ini Saya menyatakan bahwa skripsi yang berjudul “*Pengaruh Physical Environment Terhadap Eco-Friendly Tourist Behavior*” ini berserta seluruh isinya adalah benar karya Saya sendiri. Saya tidak melakukan Penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, Saya siap menanggung resiko/sanksi apabila dikemudian adanya pelanggaran etika keilmuan atau klaim dari pihak kali terhadap keaslian karya Saya ini.

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Yang Membuat Pernyataan



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ABSTRAK

Selly Arliyana 1908665 “Pengaruh *Physical Environment* Terhadap *Revisit Intention*” dibawah bimbingan Dr. Gita Siswhara, SE. Par., MM dan Rijal Khaerani,S.Si.,M.Stat

Penelitian ini bertujuan untuk mengetahui bagaimana Pengaruh *Physical Environment* Terhadap *Revisit Intention* pada pelanggan di Kampung Daun. Dalam penelitian ini menggunakan variabel bebas (X) yaitu *Physical Environment* yang terdiri dari dimensi diantaranya *servicing staff*, *layout*, *ambience*, dan *lighting*, serta yang menjadi variabel (Y) adalah *Revisit Intention*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *systematic random sampling*. Data dalam penelitian ini menggunakan data primer dengan pengambilan sampel sebanyak 254 responden yaitu pelanggan yang pernah berkunjung ke Kampung Daun. Teknik analisis data yang digunakan adalah regresi linear berganda dengan menggunakan bantuan program perhitungan statistik. Dalam penelitian ini *ambience* memperoleh penilaian tertinggi, sedangkan *servicing staff* memperoleh nilai terendah. Hasil penelitian menunjukkan bahwa secara bersama-sama dan terpisah variabel *Physical Environment* memberikan pengaruh yang signifikan terhadap *revisit intention* di Kampung Daun.

Kata Kunci : *Physical Environment*, *Revisit Intention*, Kampung Daun

ABSTRACT

Selly Arliyana 1908665 “*The Influence of Physical Environment on Revisit Intention*” under the guidance of Dr. Gita Siswhara, SE. Par., MM dan Rijal Khaerani,S.Si.,M.Stat

The study aim to find out how the Influence of Physical Environment on Revisit Intention. In this study, the independent variable (X) was used, namely Physical Environment which consisted of dimensions including servicing staff, layout, ambience, and lighting, and the dependent variable (Y) was Revisit Intention. The type of research used is descriptive and verification using systematic random sampling methods. The data in this study used primary data by taking a sample of 254 respondents, namely tourists who had visited Kampung Daun. The data analysis technique used is multiple linear regression with the help of statistical calculation programs. In this study, ambience recived the highest rating, while servicing staff received the lowest score. The result of the study show that together and sparetely Physical Environment variables have a significant influence on Revisit Intention at Kampung Daun.

Key words : Physical Environment, Revisit Intention, Kampung Daun

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Penelitian ini dilakukan untuk mengetahui gambaran deskriptif mengenai *Physical Environment* dan *Revisit Intention* pada Pelanggan yang berkunjung ke Kampung Daun, serta untuk mengetahui pengaruhnya baik secara simultan maupun parsial, Penulis menyadari masih banyak kekurangan pada skripsi ini. Oleh karena itu, penulis mengundang pembaca untuk memberikan saran serta kritik yang bersifat membangun agar skripsi ini dapat lebih baik lagi. Penulis berharap agar skripsi ini dapat bermanfaat dan memberikan inspirasi dalam pengembangan ilmu manajemen pemasaran pariwisata khususnya dalam topik *Physical Environment* dan *Revisit Intention*.

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