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**PENGARUH *PERCEIVED VALUE* TERHADAP *BEHAVIORAL INTENTION* DI APLIKASI *ONLINE TRAVEL AGENT*
(Survei pada Pengguna Aplikasi *Online Travel Agent*)**

SKRIPSI

Diajukan sebagai salah satu syarat untuk mendapatkan gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



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LEMBAR HAK CIPTA
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(Survei pada Pengguna Aplikasi *Online Travel Agent*)

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Sebuah skripsi yang diajukan untuk memenuhi sebagai syarat memperoleh gelar
Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
Fakultas Pendidikan Ilmu Pengetahuan Sosial
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LEMBAR PENGESAHAN
PENGARUH *PERCEIVED VALUE* TERHADAP *BEHAVIORAL INTENTION* DI APLIKASI *ONLINE TRAVEL AGENT*
(Survei pada Pengguna Aplikasi *Online Travel Agent*)

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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul "**Pengaruh *Perceived Value* terhadap *Behavioral Intention* di Aplikasi *Online Travel Agent***" (Survei pada Pengguna Aplikasi *Online Travel Agent*) ini beserta 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 hari ditemukan adanya pelanggaran etika keilmuan atau klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Januari 2024

Yang Membuat Pernyataan



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ABSTRAK

Muhamaad Yusuf Nur Rahman Putra Wiyatna “Pengaruh *Perceived Value* terhadap *Behavioral Intention* di Aplikasi *Online Travel Agent*” (Survei pada Aplikasi *Online Travel Agent*) di bawah bimbingan Dr.Gitasiswhara, SE.Par.MM dan Bapak Rijal Khaerani,S.Si.,M.Stat

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived value* yang terdiri dari *functional value*, *hedonic value* dan *utilitarian value* terhadap *behavioral intention* di aplikasi *online travel agent*. Metode penelitian yang digunakan adalah metode kuantitatif dengan jenis penelitian yaitu deskriptif dan verifikatif dengan metode *explanatory* survei. Data dalam penelitian menggunakan data primer dengan pengambilan sampel sebanyak 180 responden yaitu pengguna aplikasi *online travel agent* yang pernah menggunakan salah satu diantara Booking.com, Trip.com dan Pegipegi. Teknik analisis data yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa secara simultan terdapat pengaruh yang signifikan antara *perceived value* terhadap *behavioral intention*. Secara parial, sub variabel *functional value* dan *utilitarian value* berpengaruh secara signifikan terhadap *behavioral intention*, namun tidak terdapat pengaruh yang signifikan pada sub variabel *hedonic value* terhadap *behavioral intention*. Pada penelitian selanjutnya, direkomendasikan untuk menggunakan sub variabel lain dari *perceived value* dan *behavioral intention*.

Kata Kunci :*Perceived Value, Behavioral Intention, Aplikasi Online Travel Agent*

ABSTRACT

Muhamaad Yusuf Nur Rahman Putra Wiyatna "The Influence of Perceived Value on Behavioral Intention in Online Travel Agent Applications" (Survey on Online Travel Agent Application Users) under the guidance of Dr.Gitasiswhara, SE.Par.MM and Mr. Rijal Khaerani, S.Sc., M.Stat

This research aims to analyze the influence of perceived value which consists of functional value, hedonic value and utilitarian value on behavioral intention in online travel agent applications. The research method used is a quantitative method with the type of research namely descriptive and verification with an explanatory survey method. The data in the research used primary data from a sample of 180 respondents, namely users of online travel agent applications who had used one of Booking.com, Trip.com and Pegipegi. The data analysis technique used is multiple linear regression. The research results show that simultaneously there is a significant influence between perceived value and behavioral intention. Partially, the sub-variables functional value and utilitarian value have a significant influence on behavioral intention, but there is no significant influence on the sub-variable hedonic value on behavioral intention. In future research, it is recommended to use other sub-variables of perceived value and behavioral intention.

Keywords: Perceived Value, Behavioral Intention, Online Travel Agent Application

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Penelitian ini dilakukan untuk mengetahui gambaran deskriptif mengenai *perceived value* dan *behavioral intention* di Aplikasi *Online Travel Agent*, serta untuk mengetahui pengaruhnya secara simultan dan parsial. Mengingat keterbatasan pengetahuan dan pengalaman, penulis menyadari masih terdapat kekurangan pada skripsi ini. Oleh karena itu, kritik dan saaran dari pembaca sangat diharapkan agar skripsi ini lebih baik. Penulis berharap agar penelitian skripsi ini dapat menjadi manfaat dalam pengembangan ilmu manajemen pemasaran pariwisata khususnya dalam *Perceived Value* dan *Behavioral Intention*

Bandung, Januari 2024

Peneliti

Muhammad Yusuf Nur

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