

**EFEK MEDIASI *CUSTOMER SATISFACTION*  
PADA PENGARUH *PERCEIVED QUALITY OF  
DESTINATION PRODUCT* TERHADAP *BEHAVIORAL INTENTION***

(Survei Pada Pengunjung Wisata Bandung Zoo Di Kota Bandung)

TESIS

diajukan untuk memenuhi sebagian dari syarat untuk memperoleh gelar  
Magister Pariwisata pada Program Studi Magister Pariwisata  
Sekolah Pascasarjana Universitas Pendidikan Indonesia



Oleh

Putra Hanifan Graha

NIM. 2109442

PROGRAM STUDI MAGISTER PARIWISATA  
SEKOLAH PASCASARJANA  
UNIVERSITAS PENDIDIKAN INDONESIA  
2024

**LEMBAR HAK CIPTA**

**EFEK MEDIASI *CUSTOMER SATISFACTION* PADA  
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2109442

Sebuah tesis yang diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar  
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Februari, 2024

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**LEMBAR PENGESAHAN**  
**EFEK MEDIASI *CUSTOMER SATISFACTION* PADA**  
**PENGARUH *PERCEIVED QUALITY OF DESTINATION***  
***PRODUCT* TERHADAP *BEHAVIORAL INTENTION***  
(Survei Pada Pengunjung Wisata Bandung Zoo Di Kota Bandung)

Tesis Ini Disetujui dan Disahkan Oleh

Pembimbing I



Prof. Dr. Elly Malihah, M.Si.  
NIP. 196604251992032002

Pembimbing II



Dr. A.H. Galih Kusumah, S.ST., M.M.  
NIP. 198105222010121006

Penguji 1



Dr. Rini Andari, M.M.  
NIP. 19810916200812202

Penguji 2



Caria Ningsih, Ph.D  
NIP. 198001312008121002

Mengetahui,  
Ketua Program Studi Magister Pariwisata  
Sekolah Pascasarjana  
Universitas Pendidikan Indonesia



Dr. A.H. Galih Kusumah, S.ST., M.M.  
NIP. 198105222010121006

## LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa tesis dengan judul Efek Mediasi *Customer Satisfaction* Pada Pengaruh *Perceived Quality of Destination Product* Terhadap *Behavioral Intention* (Survei Pada Pengunjung Wisata Bandung Zoo Di Kota Bandung) ini beserta seluruh isinya adalah benar-benar karya saya sendiri dan tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

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Peneliti

Putra Hanifan Graha

**Putra Hanifan Graha, 2109442, “Efek Mediasi *Customer Satisfaction* pada Pengaruh *Perceived Quality of Destination Product* terhadap *Behavioral Intention* (Survei Pada wisatawan yang berkunjung ke Bandung Zoo Di Kota Bandung) di bawah bimbingan Prof. Dr. Elly Malihah, M.Si dan Ahmad Hudaiby Galihkusumah, S.ST., M.M**

### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis efek mediasi *customer satisfaction* pada pengaruh *perceived quality of destination product* terhadap *behavioral intention* pada wisatawan yang berkunjung ke Bandung Zoo. Penelitian ini menggunakan pendekatan kuantitatif. Jenis penelitian yang digunakan yaitu deskriptif dan verifikatif. Teknik analisis data menggunakan *Structural Equation Modeling* dengan sampel 400 responden dari wisatawan nusantara yang berkunjung ke Bandung Zoo. Penelitian ini dilakukan pada bulan Mei – Agustus 2023 dengan menyebarkan kuesioner melalui google form dan dibagikan melalui media sosial. Hasil penelitian menunjukkan bahwa *perceived quality of destination product* memiliki pengaruh positif dan signifikan terhadap *behavioral intention*, *perceived quality of destination product* juga memiliki pengaruh positif dan signifikan terhadap *customer satisfaction*, selanjutnya *customer satisfaction* berpengaruh positif dan signifikan terhadap *behavioral intention*. *customer satisfaction* memediasi pengaruh *perceived quality of destination product* terhadap *behavioral intention*. Dengan demikian peneliti memberikan implikasi kepada pengelola Bandung Zoo untuk tetap terus menjaga atau bahkan meningkatkan *perceived quality of destination product* dan *customer satisfaction* untuk mencapai kesuksesan yang lebih besar dalam menarik pengunjung, mendukung keberlanjutan Bandung Zoo dan harus terus bersaing dengan destinasi wisata lainnya.

**Kata Kunci: *Perceived Quality of Destination Product, Customer Satisfaction, Behavioral Intention, Bandung Zoo.***



**Putra Hanifan Graha, 2109442, “The Mediating Effect of Customer Satisfaction on the Influence of Perceived Quality of Destination Product on Behavioral Intention (Survey of tourists visiting Bandung Zoo in Bandung City) under supervision of Prof. Dr. Elly Malihah, M.Si and Ahmad Hudaiby Galihkusumah, S.ST., M.M.**

### **ABSTRACT**

*This research aims to analyze the mediating effect of customer satisfaction on the influence of perceived quality of destination product on behavioral intention among tourists visiting Bandung Zoo. This study uses a quantitative approach. The type of research used is descriptive and verification. The data analysis technique uses Structural Equation Modeling with 400 respondents from domestic tourists who visited Bandung Zoo. This research was conducted in May – August 2023 by distributing questionnaires via Google Form and sharing via social media. The research results show that perceived quality of destination product has a positive and significant influence on behavioral intention, perceived quality of destination product also has a positive and significant influence on customer satisfaction, then customer satisfaction has a positive and significant influence on behavioral intention. customer satisfaction mediates the influence of perceived quality of destination product on behavioral intention. In this way, researchers provide implications for Bandung Zoo managers to continue to maintain or even improve the perceived quality of destination products and customer satisfaction to achieve greater success in attracting visitors, supporting the sustainability of Bandung Zoo and continuing to compete with other tourist destinations.*

**Keywords: Perceived Quality of Destination Product, Customer Satisfaction, Behavioral Intention, Bandung Zoo.**

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