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**PENGARUH *HEALTH CONSCIOUSNESS* DAN *ATTITUDE* TERHADAP  
*REVISIT INTENTION***

(Survei pada Pelanggan Zen Family Spa & Reflexology)

**SKRIPSI**

Diajukan untuk Memenuhi Sebagian dari Syarat untuk Memperoleh Gelar  
Sarjana Pariwisata Program Studi Manajemen Pemasaran Pariwisata



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## LEMBAR HAK CIPTA

### **PENGARUH *HEALTH CONSCIOUSNESS* DAN *ATTITUDE* TERHADAP REVISIT INTENTION**

(Survei pada Pelanggan Zen Family Spa & Reflexology Bandung)

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Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat dalam memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

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ii

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*PENGARUH HEALTH CONSCIOUSNESS DAN ATTITUDE TERHADAP REVISIT INTENTION (SURVEI  
PADA PELANGGAN ZEN FAMILY SPA & REFLEXOLOGY)*  
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**LEMBAR PENGESAHAN**

**PENGARUH *HEALTH CONSCIOUSNESS* DAN *ATTITUDE* TERHADAP  
*REVISIT INTENTION***

(Survei pada Zen Family Spa & Reflexology)

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iii

## ABSTRAK

**Muhammad Zunqad Meidya Thahra 2007901 “Pengaruh *Health Consciousness* dan *Attitude* terhadap *Revisit Intention*”** (Survei pada Pelanggan ZEN Family Spa & Reflexology Bandung) di bawah bimbingan Heri Puspito Diyah Setiyorini, MM dan Dr.Gitasiswhara, SE.Par.MM.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *health consciousness* dan *attitude* terhadap *revisit intention*. Dalam penelitian ini menggunakan variabel (X1) yakni *health consciousness* (X1) dan *attitude* (X2). *Revisit intention* (Y) sebagai variabel terikat. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *explanatory survey*. Data dalam penelitian menggunakan data primer dengan pengambilan sampel sebanyak 330 responden yaitu pelanggan yang sudah pernah mengunjungi ZEN Family Spa & Reflexology Bandung. Teknik analisis data yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa *health consciousness* berpengaruh terhadap *revisit intention* secara signifikan. Pada hasil temuan ini juga membuktikan bahwa *attitude* berpengaruh secara signifikan terhadap *revisit intention*.

Kata Kunci: *Health Consciousness, attitude, revisit intention, Zen Family Spa & Reflexology Bandung*

## **ABSTRACT**

**Muhamaad Zunqad Meidya Thahra "The Influence of Health Consciousness and Attitude on Revisit Intention in Wellness Tourism Spa & Reflexology (Survey on ZEN Family Spa & Reflexology) under the guidance of Ms. Heri Puspito Diyah Setiyorini, MM and Dr.Gitasiswhara, SE.Par.MM**

*This research aims to analyze the influence health consciousness and attitude on revisit intention in wellness tourism destination spa & reflexology. 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 with a sample of 330 respondents, namely tourists who had visited Zen Family Spa & Reflexology Bandung. The data analysis technique used is multiple linear regression. The research results show that health consciousness has a significant effect on revisit intention. These findings also prove that attitude has a significant effect on revisit intention.*

*Keywords: health consciousness, attitude, revisit intention, Zen Family Spa & Reflexology Bandung*

## LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul "**Pengaruh *Health Consciousness dan Attitude terhadap Revisit Intention***" (Survei pada Pelanggan Zen Family Spa & Reflexology) 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, 15 Januari 2024

Yang Membuat Pernyataan



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## KATA PENGANTAR

Alhamdulillah, puji dan syukur peneliti panjatkan kehadirat ilahi Robbi, yang berkat rahmat dan karunia-Nya peneliti dapat Menyusun serta menyelesaikan syarat kelulusan di Program Studi Manajemen Pemasaran Pariwisata yaitu skripsi dengan judul “Pengaruh *Health Consciousness* dan *Attitude* terhadap *Revisit Intention* (Survei Pada pelanggan ZEN Family Spa & Reflexology Bandung)”.

Penelitian ini dilakukan untuk mengetahui gambaran deskriptif mengenai *health consciousness* dan *attitude* terhadap *revisit intention* pada Pelanggan Zen Family Spa & Reflexology Bandung, serta untuk mengetahui pengaruhnya secara simultan dan parsial. Mengingat keterbatasan pengetahuan, pengalaman, dan kemampuan penulisan, penelitian ini tidak luput dari kekurangan dan belum sempurna, namun peneliti berharap semoga penelitian ini dapat bermanfaat bagi peneliti serta bagi semua pihak yang berkenan untuk memanfaatkannya. Penulis berharap agar penelitian skripsi ini dapat menjadi manfaat dalam pengembangan ilmu manajemen pemasaran pariwisata khususnya dalam *Health Consciousness*, *Attitude*, dan *Revisit Intention*

Bandung, Januari 2024

Peneliti

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## DAFTAR ISI

<b>LEMBAR HAK CIPTA.....</b>	<b>ii</b>
<b>LEMBAR PENGESAHAN .....</b>	<b>iii</b>
<b>ABSTRAK .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>LEMBAR PERNYATAAN .....</b>	<b>vi</b>
<b>KATA PENGANTAR.....</b>	<b>vii</b>
<b>UCAPAN TERIMA KASIH .....</b>	<b>viii</b>
<b>DAFTAR ISI.....</b>	<b>x</b>
<b>DAFTAR TABEL .....</b>	<b>xiii</b>
<b>DAFTAR GAMBAR .....</b>	<b>xv</b>
<b>BAB I PENDAHULUAN.....</b>	<b>1</b>
1.1 Latar Belakang Penelitian .....	1
1.2 Rumusan Masalah .....	8
1.3 Tujuan Penelitian.....	8
1.4 Kegunaan Penelitian.....	8
<b>BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS</b> <b>.....</b>	<b>10</b>
2.1 Kajian Pustaka.....	10
2.1.1 Pendekatan Teori .....	10
2.1.2 Konsep Revisit Intention.....	13
2.1.3 Konsep Health Consciousness .....	15
2.1.4 Konsep <i>Attitude</i> .....	19
2.2 Kerangka Pemikiran .....	21
2.3 Hipotesis .....	25
<b>BAB III METODE PENELITIAN .....</b>	<b>27</b>
3.1 Objek Penelitian .....	27
3.2 Metode Penelitian.....	27
3.2.1 Jenis Penelitian dan Metode yang Digunakan .....	27
3.2.2 Operasional Variabel .....	28
3.2.3 Jenis dan Sumber Data .....	37
3.2.4 Populasi, Sampel, dan Teknik Penarikan Sampel .....	38

3.2.5 Teknik Pengumpulan Data .....	39
3.2.6 Pengujian Validitas dan Reliabilitas .....	40
3.2.7 Rancangan Analisis Data.....	49
<b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN .....</b>	<b>60</b>
4.1 Profil Perusahaan, Karakteristik dan Pengalaman Responden ZEN Family Spa & Reflexology .....	60
4.1.1 Profil dan Sejarah ZEN Family Spa & Reflexology.....	60
4.1.2 Profil Responden Berdasarkan Karakteristik .....	61
4.1.3 Profil Responden Berdasarkan Pengalaman .....	64
4.2 Hasil Pengujian Deskriptif.....	65
4.2.1 Tanggapan Responden Mengenai <i>Health Consciousness</i> .....	65
4.2.2 Tanggapan Responden Mengenai <i>Attitude</i> .....	68
4.2.3 Tanggapan Responden Mengenai <i>Revisit Intention</i> .....	70
4.2.4 Hasil Rekapitulasi Tanggapan Responden Terhadap <i>Health Consciousness</i> Pelanggan Zen Family Spa & Reflexology Bandung.....	73
4.2.5 Hasil Rekapitulasi Tanggapan Responden Terhadap <i>Attitude</i> Pelanggan Zen Family Spa & Reflexology Bandung.....	75
4.2.6 Hasil Rekapitulasi Tanggapan Responden Terhadap <i>Revisit Intention</i> Pelanggan Zen Family Spa & Reflexology Bandung .....	77
4.3 Hasil Pengujian Verifikatif.....	79
4.3.1 Hasil Uji Asumsi Regresi .....	80
4.3.2 Hasil Pengujian Korelasi dan Koefisien Determinasi.....	85
4.3.4 Pengujian Hipotesis dan Uji Signifikansi Secara Parsial (Uji T).....	86
4.3.5 Model Persamaan Regresi Berganda Pengaruh <i>Health Consciousness</i> dan <i>Attitude</i> terhadap <i>Revisit Intention</i> .....	87
4.4 Pembahasan Hasil Penelitian .....	88
4.4.1 Tanggapan Pelanggan Zen Family Spa & Reflexology terhadap <i>Health Consciousness</i> .....	88
4.4.2 Tanggapan Pelanggan Zen Family Spa & Reflexology terhadap <i>Attitude</i> .....	88
4.4.3 Tanggapan Pelanggan Zen Family Spa & Reflexology terhadap <i>Revisit Intention</i> .....	89
4.4.4 Pengaruh <i>Health Consciousness</i> terhadap <i>Revisit Intention</i> .....	90
<b>4.5 Implikasi Hasil Temuan Penelitian.....</b>	<b>90</b>

<b>BAB V KESIMPULAN DAN REKOMENDASI .....</b>	<b>93</b>
5.1 Kesimpulan.....	93
5.2 Rekomendasi .....	93
<b>LAMPIRAN.....</b>	<b>104</b>

## DAFTAR TABEL

Tabel 1. 1 Data Kunjungan Wisatawan Ke Objek Wisata Kota Bandung Pada Tahun 2018-2021 .....	5
Tabel 1. 2 Daftar Wisata Berbasis Wellness Tourism Di Kota Bandung .....	6
Tabel 2. 1 Sitasi Definisi Revisit Intention Menurut Para Ahli.....	13
Tabel 2. 2 Dimensi/Indikator Revisit Intention Menurut Para Ahli .....	14
Tabel 2. 3 Sitasi Definisi Health Consciousness Menurut Para Ahli .....	16
Tabel 2. 4 Dimensi/Indikator Health Consciousness Menurut Para Ahli.....	17
Tabel 2. 5 Sitasi Definisi Attitude Menurut Para Ahli .....	19
Tabel 2. 6 Dimensi / Indikator Attitude Menurut Para Ahli .....	20
Tabel 3. 1 <i>Operasional Variabel</i> .....	30
Tabel 3. 2 Jenis Dan Sumber Data .....	37
Tabel 3. 3 Hasil Pengujian Validitas.....	42
Tabel 3. 4 Hasil Pengujian Reliabilitas .....	49
Tabel 3.5 Skor Alternatif.....	50
Tabel 3. 6 Kategori Skala .....	53
Tabel 4. 1 Klasifikasi Responden Berdasarkan Jenis Kelamin Dan Usia.....	61
Tabel 4. 2 Klasifikasi Responden Berdasarkan Daerah Asal.....	62
Tabel 4. 3 Klasifikasi Responden Berdasarkan Pendidikan Terakhir Dan Pekerjaan.....	63
Tabel 4. 4 Profil Responden Berdasarkan Kali Kedatangan.....	64
Tabel 4. 5 Karakteristik Responden Berdasarkan Sumber Informasi .....	65
Tabel 4. 6 Tanggapan Variabel <i>Health Consciousness</i> .....	65
Tabel 4. 7 Tanggapan Responden Terhadap <i>Attitude</i> Pada Zen Family Spa & Reflexology Bandung.....	68
Tabel 4. 8 Tanggapan Responden Terhadap <i>Revisit Intention</i> Pada Zen Family Spa & Reflexology Bandung .....	70

Tabel 4. 9 Rekapitulasi Tanggapan Responden Terhadap <i>Health Consciousness</i> Pada Pelanggan Zen Family Spa & Reflexology .....	73
Tabel 4. 10 Rekapitulasi Tanggapan Responden Terhadap <i>Attitude</i> Pada Pelanggan Zen Family Spa & Reflexology .....	75
Tabel 4. 11 Rekapitulasi Tanggapan Responden Terhadap <i>Revisit Intention</i> Pada Pelanggan Zen Family Spa & Reflexology.....	77
Tabel 4. 12 Hasil Uji Asumsi Normalitas .....	80
Tabel 4. 13 Hasil Uji Heterokedastisitas.....	81
Tabel 4. 14 Hasil Uji Multikolinearitas.....	82
Tabel 4. 15 Hasil Uji Autokorelasi.....	83
Tabel 4. 16 Hasil Uji Asumsi Linearitas .....	84
Tabel 4. 17 Hasil Uji Asumsi Linearitas .....	84
Tabel 4. 18 Hasil Uji Korelasi Dan Koefisien Determinasi .....	85
Tabel 4. 19 hasil Uji Secara Parsial (Uji T).....	86

## DAFTAR GAMBAR

Gambar 2. 1 Model Consumer Decision-Making .....	12
Gambar 2. 2 Model Revisit Intention.....	15
Gambar 2. 3 Model Health Consciousness .....	18
Gambar 2. 4 Model Attitude.....	20
Gambar 2. 5 Kerangka Pemikiran Pengaruh Health Consciousness Dan Attitude Terhadap Revisit Intention .....	24
Gambar 2. 6 Paradigma Penelitian Pengaruh Health Consciousness Dan Attitude Terhadap Revisit Intention .....	25
Gambar 3. 1 Garis Kontinum Penelitian Health Consciousness, Attitude, Dan Revisit Intention .....	53
Gambar 4. 1 Garis Kontinum Variabel Health Consciousness Pada Pelanggan Zen Family Spa & Reflexology .....	75
Gambar 4. 2 Garis Kontinum Variabel Attitude Pada Pelanggan Zen Family Spa & Reflexology .....	77
Gambar 4. 3 Garis Kontinum Variabel Revisit Intention Pada Pelanggan Zen Family Spa & Reflexology .....	79

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