

**PENGARUH *DINING EXPERIENCE* TERHADAP *REVISIT INTENTION* MELALUI *CUSTOMER SATISFACTION***

(Survei pada Pelanggan Atanapi Coffee Camp di Kota Bandung)

**SKRIPSI**

Diajukan Untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana  
Pariwisata Program Studi Manajemen Pemasaran Pariwisata



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2024**

**LEMBAR HAK CIPTA**  
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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh  
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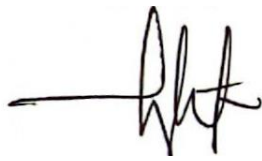
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**LEMBAR PENGESAHAN**  
**PENGARUH *DINING EXPERIENCE* TERHADAP *REVISIT INTENTION* MELALUI *CUSTOMER SATISFACTION***  
(Survei pada Pelanggan Atanapi Coffee Camp di Kota Bandung)

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## SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “pengaruh *dining experience* terhadap *revisit intention* melalui *customer satisfaction* (Survei pada Pelanggan Atanapi Coffee Camp di Kota Bandung)” ini beserta seluruh isinya adalah benar – 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 risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Januari 2024

Yang Membuat Pernyataan



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## UCAPAN TERIMAKASIH

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## ABSTRAK

Kinkin Siti Sakinah, 2004531, “**Pengaruh *Dining Experience* terhadap *Revisit Intention* melalui *Customer Satisfaction***” (Survei pada Pelanggan Atanapi Coffee Camp di Kota Bandung) di bawah bimbingan Bapak Dr. Gitasiswhara, SE.Par., MM dan Bapak Suka Prayanta Pandia, S.Pd, M.PFIS.

Penelitian ini bertujuan untuk mengetahui bagaimana Pengaruh *Dining Experience* Terhadap *Revisit Intention* Melalui *Customer Satisfaction* pada Pelanggan Atanapi Coffee Camp di Kota Bandung. Dalam penelitian ini menggunakan variabel bebas (X), variabel mediasi (Z) dan variabel terikat (Y). Variabel bebas yakni *dining experience* yang terdiri dari *food quality*, *restaurant service quality*, dan *physical environment quality*. Variabel mediasi yakni *customer satisfaction* yang terdiri dari *price*, *quality of service*, *speed of service* dan *trust in employees*. Variabel terikat yakni *revisit intention* yang terdiri dari *recommendation to others* dan *plan to revisit*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Data dalam penelitian menggunakan data primer dengan pengambilan sampel sebanyak 230 responden yaitu pelanggan yang sudah pernah mengunjungi Atanapi Coffe Camp Bandung. Teknik analisis data yang digunakan adalah analisis data verifikasi atau SEM (*Structural Equation Modelling*) dengan menggunakan bantuan aplikasi SPSS 23 dan AMOS 24. Hasil penelitian menunjukkan bahwa *dining experience* memberikan pengaruh secara positif dan signifikan pada *revisit intention* melalui *customer satisfaction* di Atanapi Coffee Camp Bandung sehingga peneliti merekomendasikan Atanapi Coffee Camp Bandung untuk mempertahankan nilai-nilai yang diberikan pada aspek *dining experience* dan *customer satisfaction*.

**Kata Kunci:** Restoran, *Dining Experience*, *Customer Satisfaction*, *Revisit Intention*, Pelanggan, Bandung

## **ABSTRACT**

*Kinkin Siti Sakinah, 2004531, "The Effect of Dining Experience on Revisit Intention through Customer Satisfaction" (Survey of Atanapi Coffee Camp Customers in Bandung City) under the guidance of Mr. Dr. Gitasiswhara, SE.Par., MM and Mr. Suka Prayanta Pandia, S.Pd, M.PFIS.*

*This study aims to determine how Dining Experience affects Revisit Intention through Customer Satisfaction at Atanapi Coffee Camp Customers in Bandung City. This study uses independent variables (X), mediating variables (Z) and dependent variables (Y). The independent variable is the dining experience which consists of food quality, restaurant service quality, and physical environment quality. The mediating variable is customer satisfaction which consists of price, quality of service, speed of service and trust in employees. The dependent variable is revisit intention which consists of recommendation to others and plan to revisit. The type of research used is descriptive and verification. The data in the study used primary data with a sampling of 230 respondents, namely customers who have visited Atanapi Coffee Camp Bandung. The data analysis technique used is verification data analysis or SEM (Structural Equation Modelling) using the help of SPSS 23 and AMOS 24 applications. The results showed that dining experience had a positive and significant effect on revisit intention through customer satisfaction at Atanapi Coffee Camp Bandung so that researchers recommend Atanapi Coffee Camp Bandung to maintain the values provided in the aspects of dining experience and customer satisfaction.*

**Keywords:** *Restaurant, Dining Experience, Customer Satisfaction, Revisit Intention, Customer, Bandung*



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Kinkin Siti Sakinah

## DAFTAR ISI

LEMBAR HAK CIPTA .....	ii
LEMBAR PENGESAHAN .....	iii
SURAT PERNYATAAN.....	iv
UCAPAN TERIMAKASIH.....	v
ABSTRAK .....	vii
ABSTRACT .....	viii
KATA PENGANTAR .....	ix
DAFTAR ISI.....	x
DAFTAR GAMBAR .....	xiv
DAFTAR TABEL.....	xv
DAFTAR LAMPIRAN.....	xvii
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian .....	1
1.2 Rumusan Masalah .....	10
1.3 Tujuan Penelitian.....	10
1.4 Kegunaan Penelitian.....	11
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS..	12
2.1 Kajian Pustaka .....	12
2.1.1 Pendekatan Teori.....	12
2.1.2 Konsep <i>Revisit Intetion</i> .....	14
2.1.2.1 Definisi <i>Revisit Intetion</i> .....	14
2.1.2.2 Pengukuran <i>Revisit Intetion</i> .....	18
2.1.2.3 Model Konsep Variable <i>Revisit Intetion</i> .....	20
2.1.3 Konsep <i>Customer Satisfaction</i> .....	20
2.1.3.1 Definisi <i>Customer Satisfaction</i> .....	20
2.1.3.2 Pengukuran <i>Customer Satisfaction</i> .....	26
2.1.3.3 Model Konsep Variable <i>Customer Satisfaction</i> .....	29
2.1.4 Konsep <i>Dining Experience</i> .....	30
2.1.4.1 Definisi <i>Dining Experience</i> .....	30
2.1.4.2 Pengukuran <i>Dining Experience</i> .....	33
2.1.4.3 Model Konsep Variable <i>Dining Experience</i> .....	35
2.2 Kerangka Pemikiran .....	35

2.3	Hipotesis Penelitian .....	39
BAB III METODOLOGI PENELITIAN.....		41
3.1	Objek Penelitian .....	41
3.2	Metode Penelitian.....	41
3.2.1	Jenis Penelitian dan Metode yang Digunakan .....	41
3.2.2	Operasional Variable.....	42
3.2.3	Jenis dan Sumber Data .....	61
3.2.4	Populasi, Sampel, dan Teknik Sampling.....	62
3.2.4.1	Populasi.....	62
3.2.4.2	Sampel.....	62
3.2.4.3	Teknik Penarikan Sampel .....	63
3.2.5	Teknik Pengumpulan Data.....	64
3.2.6	Pengujian Validitas dan Reliabilitas .....	65
3.2.6.1	Pengujian Validitas .....	65
3.2.6.2	Pengujian Realibilitas .....	73
3.2.7	Teknik Analisis Data .....	75
3.2.7.1	Teknik Analisis Data Deskriptif .....	77
3.2.7.2	Rancangan Pengujian Verifikatif.....	79
3.2.8	Pengujian Hipotesis .....	90
BAB IV HASIL PENELITIAN DAN PEMBAHASAN .....		92
4.1	Profil perusahaan, karakteristik dan pengalaman responden Atanapi Coffee Camp .....	92
4.1.1	Profil dan Sejarah Atanapi Coffee Camp .....	92
4.1.1.1	Identitas Perusahaan .....	92
4.1.1.2	Sejarah Singkat Perusahaan .....	92
4.1.1.3	Produk yang Ditawarkan .....	93
4.1.2	Profil Pelanggan Atanapi Coffee Camp Berdasarkan Identitas dan Pengaruh Pengalaman Terhadap Revisit Intention melalui Customer Satisfaction.....	96
4.1.2.1	Keterkaitan Jenis Kelamin, Usia, dan Domisili dengan <i>Revisit Intention</i> .....	96
4.1.2.2	Keterkaitan Penghasilan, Pekerjaan, dan Pendidikan dengan <i>Revisit Intention</i> di Atanapi Coffee Camp.....	97

4.1.2.3	Keterkaitan Alasan Berkunjung Dan Dari Mana Mengetahui Restoran Dengan <i>Revisit Intention</i> Di Atanapi Coffee Camp.....	100
4.2	Hasil Pengujian Deskriptif .....	101
4.2.1	Tanggapan Responden Mengenai <i>Revisit Intention</i> pada Atanapi Coffee Camp .....	101
4.2.2	Tanggapan Responden Mengenai <i>Customer Satisfaction</i> pada Atanapi Coffee Camp .....	105
4.2.3	Tanggapan Responden Mengenai <i>Food Quality</i> pada Atanapi Coffee Camp	112
4.2.4	Tanggapan Responden Mengenai <i>Restaurant Service Quality</i> pada Atanapi Coffee Camp .....	115
4.2.5	Tanggapan Responden Mengenai <i>Physical Environment Quality</i> pada Atanapi Coffee Camp .....	119
4.3	Hasil Pengujian Asumsi dan Hipotesia .....	122
4.3.1	Uji Asumsi SEM .....	122
4.3.1.1	Ukuran Sampel.....	122
4.3.1.2	Normalitas Data .....	123
4.3.1.3	Outliners Data .....	124
4.3.1.4	Multikolinearitas .....	125
4.3.2	Pengujian SEM .....	126
4.3.2.1	Spesifikasi Model ( <i>Model Specification</i> ).....	126
4.3.2.2	Kecocokan Model Struktural ( <i>Structural Model Fit</i> ).....	127
4.3.3	Pengujian Hipotesis.....	134
4.4	Pembahasan Penelitian .....	139
4.4.1	Pembahasan Gambaran <i>Revisit Intention</i> .....	139
4.4.2	Pembahasan Gambaran <i>Customer Satisfaction</i> .....	140
4.4.3	Pembahasan Gambaran <i>Dining Experience</i> .....	141
4.4.4	Pembahasan Pengaruh <i>Dining Experience</i> terhadap <i>Revisit Intention</i> melalui <i>Customer Satisfaction</i> .....	143
4.5	Implikasi Penelitian .....	143
4.5.1	Temuan Penelitian Bersifat Teoritis .....	144
4.5.1.1	Gambaran <i>Dining Experience</i> Terhadap <i>Revisit Intention</i> Melalui <i>Customer Satisfaction</i> .....	144
4.5.1.2	Gambaran <i>Dining Experience</i> .....	145

4.5.1.4 Pengaruh <i>dining experience</i> terhadap <i>revisit intention</i> melalui <i>customer satisfaction</i> .....	146
4.5.2 Temuan Penelitian Bersifat Empiris .....	147
4.5.2.1 Gambaran <i>Revisit Intention</i> .....	147
4.5.2.2 Gambaran <i>Customer Satisfaction</i> .....	147
4.5.2.3 Gambaran <i>Dining Experience</i> .....	147
4.5.2.4 Pengaruh <i>Dining Experience</i> terhadap <i>Revisit Intention</i> melalui <i>Customer Satisfaction</i> .....	148
4.5.3 Implikasi Hasil Penelitian Pengaruh <i>Dining Experience</i> terhadap <i>Revisit Intention</i> melalui <i>Customer Satisfaction</i> pada Kelompok Sampel Penelitian .....	149
BAB V KESIMPULAN DAN REKOMENDASI .....	151
5.1 Kesimpulan .....	151
5.2 Rekomendasi .....	152
DAFTAR PUSTAKA .....	153
LAMPIRAN .....	160

## DAFTAR GAMBAR

Gambar 1.1 Diagram Pelanggan yang Ingin Mengunjungi Kembali Atanapi Coffee Camp .....	6
Gambar 2.1 Model Consumer Decision-Making .....	13
Gambar 2.2 Model Revisit Intention.....	20
Gambar 2.3 Model Customer Satisfaction .....	29
Gambar 2.4 Model Dining Experience .....	35
Gambar 2.5 Kerangka Penelitian Pengaruh <i>Dining Experinece</i> Terhadap <i>Revisit Intention</i> Melalui <i>Customer Satisfaction</i> .....	38
Gambar 2.6 Paradigma Penelitian Pengaruh Dining Experience Terhadap Revisit Intention Melalui Customer Satisfaction .....	39
Gambar 3. 1 Garis Kontinum Penelitian Dining Experience, Revisit Intention, Dan Customer Satisfaction .....	79
Gambar 3.2 Model Pengukuran Dining Experience .....	81
Gambar 3.3 Model Pengukuran Customer Satisfaction.....	82
Gambar 3.4 Model Pengukuran Revisit Intention.....	82
Gambar 3.5 Model Struktural Pengaruh Dining Experience Terhadap Revisit Intention Melalui Customer Satisfaction .....	82
Gambar 4.1 Logo Perusahaan .....	92
Gambar 4.2 Garis Kontinum Penilaian Variabel Revisit Intention .....	105
Gambar 4.3 Garis Kontinum Penilaian Variabel Customer Satisfaction.....	112
Gambar 4.4 Garis Kontinum Penilaian Variabel Food Quality .....	115
Gambar 4.5 Garis Kontinum Penilaian Variabel Restaurant Service Quality ....	119
Gambar 4.6 Garis Kontinum Penilaian Variabel Physical Environment Quality	122
Gambar 4.7 Sample Correlation Matrix.....	126
Gambar 4.8 Spesifikasi Model.....	127
Gambar 4.9 Struktur Model Dining Experience Terhadap Revisit Intention melalui Customer Satisfaction .....	128

## DAFTAR TABEL

Tabel 1.1 Data Usaha Restoran, Rumah Makan Dan Café di Kota Bandung 2013-2021 .....	4
Tabel 1. 2 Data Kunjungan Pelanggan ke Atanapi Coffee Camp 2022-2023 .....	5
Tabel 1. 3 Data Kunjungan Kembali Pelanggan ke Atanapi Coffee Camp 2023 ...	6
Tabel 2.1 Sitasi Definisi Revisit Intention Menurut Para Ahli .....	15
Tabel 2.2 Dimensi/Indikator Revisit Intention Menurut Para Ahli.....	19
Tabel 2.3 Sitasi Definisi Customer Satisfaction Menurut Para Ahli .....	21
Tabel 2.4 Dimensi/Indikator Customer Satisfaction Menurut Para Ahli.....	27
Tabel 2.5 Sitasi Definisi Dining Experience Menurut Para Ahli.....	30
Tabel 2.6 Dimensi/Indikator Dining Experience Menurut Para Ahli .....	33
Tabel 3.1 Operasional Variabel.....	44
Tabel 3.2 Jenis Dan Sumber Data .....	61
Tabel 3.3 Hasil Pengujian Validitas Dining Experience.....	66
Tabel 3.4 Hasil Pengujian Validitas Customer Satisfaction .....	69
Tabel 3.5 Hasil Pengujian Validitas Revisit Intention .....	71
Tabel 3.6 Hasil Pengujian Reliabilitas .....	74
Tabel 3.7 Alternatif Jawaban .....	76
Tabel 3.8 Tabulasi Silang (Cross Tabulation) .....	77
Tabel 3.9 Analisis Deskriptif .....	78
Tabel 3.10 Kategori Skala.....	79
Tabel 3.11 Indikator Pengujian Kesesuaian Model .....	88
Tabel 4.1 Menu Minuman Di Atanapi Coffee Camp.....	93
Tabel 4.2 Menu Makanan Di Atanapi Coffee Camp .....	94
Tabel 4.3 Klasifikasi Responden Berdasarkan Jenis Kelamin, Usia, Dan Domisili .....	97
Tabel 4.4 Klasifikasi Penghasilan, Pekerjaan Dan Pendidikan.....	98
Tabel 4.5 Klasifikasi Alasan Berkunjung dan Dari Mana Mengetahui Restoran	100
Tabel 4.6 Rekapitulasi Tanggapan Responden Atanapi Coffee Camp Terhadap Revisit Intention .....	101
Tabel 4.7 Rekapitulasi Tanggapan Responden Atanapi Coffee Camp Terhadap Customer Satisfaction .....	105
Tabel 4.8 Rekapitulasi Tanggapan Responden Atanapi Coffee Camp Terhadap Food Quality .....	112
Tabel 4.9 Rekapitulasi Tanggapan Responden Atanapi Coffee Camp Terhadap Restaurant Service Quality.....	116
Tabel 4.10 Rekapitulasi Tanggapan Responden Atanapi Coffee Camp Terhadap Physical Environment Quality .....	119
Tabel 4.11 Hasil Uji Normalitas Data.....	123
Tabel 4.12 Hasil Pengujian Outliers Data.....	125
Tabel 4.13 Konstruksi Eksogen Dining Experience .....	128

Tabel 4.14 Konstruk Endogen Customer Satisfaction .....	130
Tabel 4.15 Konstruk Endogen Revisit Intention.....	131
Tabel 4.16 Hasil Estimasi Parameter Model Dining Experience Terhadap Revisit Intention Melalui Customer Satisfaction .....	132
Tabel 4.17 Hasil Pengujian Goodness Of Fit.....	133
Tabel 4.18 Hasil Estimasi Parameter Model Secara Keseluruhan.....	135
Tabel 4.19 Direct Effect .....	137
Tabel 4.20 Indirect Effect .....	137
Tabel 4.21 Implied Correlation of All Variables .....	138



## DAFTAR LAMPIRAN

Lampiran 1 Kuesioner Penelitian.....	160
Lampiran 2 Identitas Responden.....	168
Lampiran 3 Hasil Kuesioner Uji Validitas.....	181
Lampiran 4 Hasil Validitas Dan Reliabilitas .....	184
Lampiran 5 Hasil Coding Kuesioner Penelitian.....	186
Lampiran 6 Output Verifikatif .....	226
Lampiran 7 Progres Bimbingan Skripsi.....	234
Lampiran 8 Berita Acara Perbaikan Sidang Skripsi .....	236
Lampiran 9 Calling Responden.....	239

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