

PENGARUH *EXPERIENCE QUALITY* TERHADAP *REVISIT INTENTION* MELALUI *CUSTOMER PERCEIVED VALUE*

(Survei pada Wisatawan yang Pernah Berkunjung ke World of Wonders Sarae Hills)

Skripsi

Diajukan untuk Memenuhi Salah Satu Syarat untuk Memperoleh Gelar Sarjana
Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata



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LEMBAR HAK CIPTA
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ABSTRAK

Febi Inka Maulani “Pengaruh *Experience Quality* terhadap *Revisit Intention* Melalui *Customer Perceived Value*” (Survei pada Wisatawan yang Pernah Berkunjung ke World of Wonders Sarae Hills) di bawah bimbingan Ibu Yeni Yuniawati, S.Pd., MM dan Bapak Oce Ridwanudin, S.E., MM.

Penelitian ini bertujuan untuk menganalisis pengaruh *experience quality* terhadap *revisit intention* melalui *customer perceived value*. 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 130 responden yaitu wisatawan yang pernah berkunjung ke World of Wonders Sarae Hills. Teknik analisis data yang digunakan adalah analisis jalur atau *path analysis*. Hasil penelitian menunjukkan bahwa terdapat pengaruh secara tidak langsung *experience quality* terhadap *revisit intention* melalui *customer perceived value*. Secara langsung, variabel *experience quality* berpengaruh terhadap *customer perceived value*, *experience quality* dan *customer perceived value* berpengaruh terhadap *revisit intention*.

Kata Kunci: *Experience Quality*, *Revisit Intention*, *Customer Perceived Value*, World of Wonders Sarae Hills.

ABSTRACT

Febi Inka Maulani "*The Influence of Experience Quality on Revisit Intention Through Customer Perceived Value*" (Survey of Tourist Who Have Visited to World of Wonders Sarae Hills) under the guidance of Mrs. Yeni Yuniawati, S.Pd., MM and Mr. Oce Ridwanudin, S.E., MM.

This research aims to analyze the influence of experience quality on revisit intention through customer perceived value. 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 130 respondents, namely tourists who had visited World of Wonders Sarae Hills. The data analysis technique used is path analysis. The research results show that there is an indirect influence of experience quality on revisit intention through customer perceived value. Directly, the experience quality variable influences customer perceived value, and experience quality and customer perceived value influence revisit intention.

Keywords: Experience Quality, Revisit Intention, Customer Perceived Value, World of Wonders Sarae Hills.

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