

**ANALISIS HUBUNGAN ANTARA *EVENT QUALITY* DAN *EMOTIONAL*
TERHADAP *FUTURE INTENTION* DENGAN *SPECTATORS*
SATISFACTION SEBAGAI VARIABEL *INTERVENING* DI INDONESIA
OPEN S1000**

SKRIPSI

diajukan sebagai salah satu syarat untuk memperoleh gelar Sarjana Pariwisata
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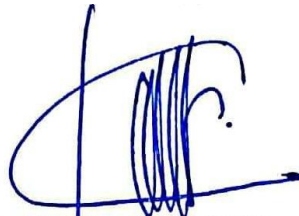
**PROGRAM STUDI INDUSTRI PARIWISATA
FAKULTAS KAMPUS DAERAH SUMEDANG
UNIVERSITAS PENDIDIKAN INDONESIA**

2024

LEMBAR PENGESAHAN
ANALISIS HUBUNGAN ANTARA *EVENT QUALITY* DAN *EMOTIONAL*
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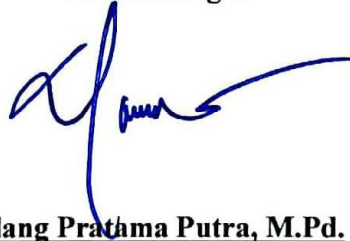
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Universitas Pendidikan Indonesia

Juli 2024

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ABSTRAK

ANALISIS HUBUNGAN ANTARA *EVENT QUALITY* DAN *EMOTIONAL* TERHADAP *FUTURE INTENTION* DENGAN *SPECTATORS* *SATISFACTION* SEBAGAI VARIABEL *INTERVENING* DI INDONESIA OPEN S1000

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Ketertarikan dan antusiasme para penggemar bulutangkis di Indonesia cukuplah sangat besar. Dilihat dari penyelenggaraan sebuah turnamen berskala Internasional yang diadakan di Istora Senayan yaitu Indonesia Open S1000, menjadi salah satu yang dinantikan oleh para penggemar bulutangkis untuk bisa menghadiri setiap tahunnya. Harga tiket yang ditawarkan mengalami kenaikan dari tahun ke tahun yang menjadi lebih mahal. Banyak para penggemar yang mengeluhkan akan hal tersebut di platform media sosial dan berkomentar untuk menurunkan harga tiket tersebut. Namun, hal tersebut tidak mengurungkan niat penggemar dan tiket tetap terjual habis. Sehingga hal tersebut menunjukkan adanya kesenjangan atau ketidaksesuaian. Oleh karena itu, tujuan utama penelitian ini adalah untuk melihat pengaruh *event quality*, *emotional*, *spectators satisfaction* pada *future intention* pengunjung. Jenis penelitian yang digunakan dalam penelitian ini adalah pendekatan kuantitatif metode korelasional. Teknik pengumpulan data yang digunakan adalah data primer dengan metode kuesioner kepada pengunjung Indonesia Open S1000. Teknik analisis data dengan menggunakan regresi analisis jalur (*path analysis*) dan sobel test. Hasil penelitian menunjukkan bahwa *event quality* dan *emotional* berpengaruh secara langsung dan signifikan terhadap *spectators satisfaction*, dan *spectators satisfaction* berhasil memediasi secara signifikan hubungan antara *event quality* dan *emotional* terhadap terhadap *future intention*.

Kata kunci: Kualitas acara, Emosional, Kepuasan Penonton, Niat Masa Depan

ABSTRACT

ANALYSIS OF THE RELATIONSHIP BETWEEN EVENT QUALITY AND EMOTIONAL TOWARDS FUTURE INTENTION WITH SPECTATORS SATISFACTION AS AN INTERVENING VARIABLE AT THE INDONESIA OPEN S1000

By
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The interest and enthusiasm of badminton fans in Indonesia are quite huge. The Indonesia Open S1000, an international tournament held at Istora Senayan, is one that badminton fans look forward to attending every year. Ticket prices have increased over the years and have become more expensive. Many fans have complained about it on social media platforms and commented on lowering the ticket price. However, this did not deter fans, and the tickets remained sold out. So that shows a gap or discrepancy. Therefore, the main purpose of this research is to see the effect of event quality, emotions, and spectator satisfaction on the future intentions of visitors. The type of research used in this research is a quantitative approach using the correlational method. The data collection technique used is primary data with a questionnaire method for visitors to Indonesia Open S1000. Data analysis techniques using path analysis regression and sobel test. The results showed that event quality and emotional have a direct and significant effect on spectators satisfaction, and spectators satisfaction successfully mediates significantly the relationship between event quality and emotional towards future intention.

Keywords: *Event Quality, Emotional, Spectators Satisfaction dan Future Intention*

DAFTAR ISI

LEMBAR PENGESAHAN	ii
LEMBAR PERNYATAAN	iv
KATA PENGANTAR.....	iv
UCAPAN TERIMA KASIH	vi
ABSTRAK	ix
<i>ABSTRACT</i>	x
DAFTAR ISI.....	xi
DAFTAR TABEL	xiii
DAFTAR GAMBAR	xv
DAFTAR LAMPIRAN	xvi
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah Penelitian	9
1.3 Tujuan Penelitian.....	10
1.4 Manfaat Penelitian	10
1.4.1 Manfaat Teoritis	10
1.4.2 Manfaat Kebijakan	10
1.4.3 Manfaat Praktik.....	11
1.4.4 Manfaat Sosial.....	11
1.5 Struktur Organisasi Penulisan Skripsi.....	11
BAB II KAJIAN PUSTAKA	13
2.1 Landasan Teori	13
2.1.1 Model <i>Sport Tourism</i> dan MICE (<i>Meeting, Incentive, Conference and Exhibition</i>).....	13
2.1.2 <i>Event Quality</i>	14
2.1.3 <i>Emotional</i>	20
2.1.4 <i>Spectators Satisfaction</i>	23
2.1.5 <i>Future Intention</i>	27
2.2 Penelitian Terdahulu.....	30
2.3 Kerangka Pemikiran.....	35
2.4 Hipotesis.....	37
BAB III METODE PENELITIAN	39

3.1 Desain Penelitian.....	39
3.2 Populasi dan Sampel	40
3.2.1 Populasi.....	40
3.2.2 Sampel.....	40
3.3 Instrumen Penelitian.....	42
3.3.1 Operasional Variabel	43
3.3.2 Teknik Pengumpulan Data	46
3.3.3 Jenis dan Sumber Data	47
3.3.4 Uji Instrumen	48
3.4 Analisis Data	55
3.4.1 Uji Kelayakan Data	55
3.4.2 Uji Hipotesis	56
BAB 4 TEMUAN DAN PEMBAHASAN.....	60
4.1 Temuan	60
4.1.1 Gambaran Objek Penelitian	60
4.1.2 Pelaksanaan Penelitian	60
4.1.3 Karakteristik Responden	61
4.1.4 Hasil Pengujian Deskriptif.....	64
4.1.5 Uji Kelayakan Data	71
4.1.6 Uji Hipotesis	75
4.2 Pembahasan Hasil Penelitian	84
BAB V SIMPULAN, IMPLIKASI DAN REKOMENDASI	92
5.1 Simpulan	92
5.2 Implikasi.....	93
5.3 Rekomendasi	93
DAFTAR PUSTAKA.....	95
LAMPIRAN.....	104

DAFTAR TABEL

Tabel 1. 1 Jumlah Kunjungan Wisatawan Mancanegara Tahun 2016-2021	2
Tabel 1.2 Hasil Google Form Pra-Penelitian	8
Tabel 2.1 Penelitian Terdahulu	30
Tabel 3.1 Operasional Variabel	43
Tabel 3.2 Skor Skala Likert.....	46
Tabel 3.3 Jenis dan Sumber Data	47
Tabel 3.4 Hasil Uji Validitas <i>Event Quality</i>	49
Tabel 3.5 Hasil Uji Validitas <i>Emotional</i>	51
Tabel 3.6 Hasil Uji Validitas <i>Spectators Satisfaction</i>	52
Tabel 3.7 Hasil Uji Validitas <i>Future Intention</i>	52
Tabel 3.8 Hasil Uji Reliabilitas <i>Event Quality, Emotional, Spectators Satisfaction</i> dan <i>Future Intention</i>	54
Tabel 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin	61
Tabel 4.2 Karakteristik Responden Berdasarkan Usia	61
Tabel 4.3 Karakteristik Responden Berdasarkan Pekerjaan	62
Tabel 4.4 Karakteristik Responden Berdasarkan Pendapatan	62
Tabel 4.5 Pengalaman Responden Berdasarkan Frekuensi Indonesia Open S1000	63
Tabel 4.6 Pengalaman Responden Berdasarkan Sumber Informasi Mengetahui Indonesia Open S1000	63
Tabel 4.7 Tanggapan Responden pada Variabel <i>Event Quality</i> di Indonesia Open	64
Tabel 4.8 Tanggapan Responden pada Variabel <i>Emotional</i> di Indonesia Open	66
Tabel 4.9 Tanggapan Responden pada Variabel <i>Spectators Satisfaction</i> di Indonesia Open	68
Tabel 4.10 Tanggapan Responden pada Variabel <i>Future Intention</i> di Indonesia Open.....	69
Tabel 4.11 Hasil Uji Normalitas Struktur I	71
Tabel 4.12 Hasil Uji Normalitas Struktur II.....	71
Tabel 4.13 Hasil Uji Multikolinearitas Struktur I	72
Tabel 4.14 Hasil Uji Multikolinearitas Struktur II.....	73
Tabel 4.15 Hasil Uji Heteroskedastisitas Struktur I.....	74
Tabel 4.16 Hasil Uji Heteroskedastisitas Struktur II.....	74
Tabel 4.17 Hasil Uji Regresi Path Analysis Struktur I.....	75
Tabel 4.18 Hasil Uji Regresi Path Analysis Struktur II	76
Tabel 4.19 Pengaruh Langsung, Pengaruh Tidak Langsung, dan Pengaruh Total <i>Event Quality</i> (X1), <i>Emotional</i> (X2), <i>Spectators Satisfaction</i> (Z) dan <i>Future Intention</i> (Y)	78
Tabel 4.20 Nilai Koefisien Determinasi Struktur I	81
Tabel 4.21 Nilai Koefisien Determinasi Struktur II	81
Tabel 4.22 Hasil Uji Signifikan Simultan F Struktur I.....	82
Tabel 4.23 Hasil Uji Signifikan Simultan F Struktur II	82

Tabel 4.24 Hasil Uji T Struktur I.....	83
Tabel 4.25 Hasil Uji T Struktur II	84

DAFTAR GAMBAR

Gambar 1.1 Perbandingan Harga Tiket Indonesia Master 2022 dan Indonesia Open 2022 (Sumber: Indosport dan Badminton Indonesia)	3
Gambar 1.2 Harga Tiket Indonesia Open 2018 (Sumber: Badminton Indonesia) ..	4
Gambar 1.3 Harga Tiket Indonesia Open 2019 (Sumber: Rick Rayner)	5
Gambar 1.4 Harga Tiket Indonesia Open 2022 (Sumber: Badminton Indonesia) ..	5
Gambar 2.1 Kerangka Pemikiran	37
Gambar 3.1 Desain Penelitian	40
Gambar 3.2 Diagram Jalur	57
Gambar 4. 1 Garis Kontinum Event Quality	66
Gambar 4. 2 Garis Kontinum Emotional	67
Gambar 4. 3 Garis Kontinum Spectators Satisfaction	68
Gambar 4. 4 Garis Kontinum Future Intention	70
Gambar 4. 5 Diagram Jalur Struktur I	76
Gambar 4. 6 Uji Regresi Sobel	79

DAFTAR LAMPIRAN

Lampiran 1 Surat Keterangan Pembimbing Skripsi.....	104
Lampiran 2 Lembar Monitoring Bimbingan.....	106
Lampiran 3 Lembar Kuesioner	108
Lampiran 4 Penyebaran Kuesioner Melalui <i>Direct Message Instagram</i> dan Twitter.....	115
Lampiran 5 Tabulasi dan Data Responden.....	116
Lampiran 6 Tabulasi Uji Validitas <i>Event Quality, Emotional,</i> <i>Spectators Satisfaction</i> dan <i>Future Intention</i>	117
Lampiran 7 Uji Reliabilitas <i>Event Quality, Emotional, Spectators</i> <i>Satisfaction</i> dan <i>Future Intention</i>	120
Lampiran 8 Uji Asumsi Klasik <i>Event Quality, Emotional, Spectators</i> <i>Satisfaction</i> dan <i>Future Intention</i>	121
Lampiran 9 Uji Analisis Jalur (Path Analysis) Variabel <i>Event Quality,</i> <i>Emotional, Spectators Satisfaction</i> dan <i>Future Intention</i>	124
Lampiran 10 Lembar Monitoring Perbaikan Skripsi	125
Lampiran 11 Riwayat Hidup	126

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