

**PENGARUH *DESTINATION BRAND EXPERIENCE* TERHADAP  
*CUSTOMER SATISFACTION* DAN DAMPAKNYA PADA  
*BEHAVIORAL INTENTION*  
(Survei Terhadap Wisatawan Dusun Bambu Kabupaten Bandung Barat)**

**SKRIPSI**

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



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2024**

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PADA *BEHAVIORAL INTENTION*

(Survei pada Wisatawan Dusun Bambu *Outdoor Dining Resort*)

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(Survei pada Wisatawan Dusun Bambu *Outdoor Dining Resort*)

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## SURAT PERNYATAAN

### SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul “Pengaruh *Destination Brand Experience* Terhadap *Customer Satisfaction* Dan Dampaknya Pada *Behavioral Intention* (Survei pada Wisatawan Dusun Bambu *Outdoor Dining Resort*) ini beserta seluruh isinya adalah benar karya saya sendiri, Saya tidak melakukan penjiplakan atau pengutipan dengan cara yang tidak sesuai etika yang berlaku dalam Masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, 12 Februari 2024

Yang Membuat Pernyataan,

A handwritten signature in black ink is written over a yellow rectangular stamp. The stamp contains the text 'MELUKAI TEMPEL' and a serial number '7C562ALX073089707'. The signature is written in a cursive style.

Dzulfiqar Muhammad Abdan Syakuro

## KATA PENGANTAR

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Penelitian ini memiliki tujuan untuk mengetahui gambaran *destination brand experience* terhadap *customer satisfaction* dan dampaknya pada *behavioral intention* (survei pada wisatawan Dusun Bambu *Outdoor Dining Resort*). Penulis menyadari bahwa dalam penulisan skripsi ini masih terdapat banyak kesalahan dan ketidak sempurnaan yang disebabkan wawasan dan pengetahuan penulis. Oleh karena itu, penulis sangat mengharapkan kritik dan saran yang membangun untuk dijadikan landasan perbaikan baik untuk meningkatkan pengetahuan dan kualitas penelitian. Penulis berharap skripsi ini dapat memberikan manfaat bagi pengembangan ilmu Manajemen Pemasaran Pariwisata khususnya dalam kajian konsep *destination brand experience*, *customer satisfaction* dan *behavioral intention*.

Bandung, 12 Februari 2024



Penulis

Dzulfiqar Muhammad Abdan Syakuro

## ABSTRAK

Dzulfiqar Muhammad Abdan Syakuro, 2005916, :**Pengaruh *Destination Brand Experience Terhadap Customer Satisfaction Dan Dampaknya Pada Behavioral Intention***” (Survei pada Wisatawan Dusun Bambu *Outdoor Dining Resort*) di bawah bimbingan Ibu Yeni Yuniawati, S.Pd., M.M dan Bapak Rijal Khaerani, S.Si., M.Stat.

Penelitian ini bertujuan untuk menganalisis pengaruh destination brand experience yang terdiri dari sensory, affective, behavioral dan intellectual terhadap customer satisfaction dan dampaknya pada behavioral intention yang terdiri dari revisit intention dan willingness to recommend pada wisatawan Dusun Bambu Outdoor Dining Resort. Metode penelitian yang digunakan adalah metode kuantitatif dengan jenis penelitian deskriptif dan verifikatif dengan metode explanatory survey. Populasi penelitian ini adalah wisatawan yang pernah berkunjung ke Dusun Bambu Outdoor Dining Resort dengan jumlah sampel 244 orang. Teknik analisis yang digunakan adalah analisis SEM (structural equation model) melalui software AMOS 24.0 dan SPSS 24.0. Hasil pengujian menunjukkan bahwa Destination Brand Experience berpengaruh signifikan terhadap Customer Satisfaction, Customer Satisfaction berpengaruh positif terhadap Behavioral Intention, tetapi Destination Brand Experience memiliki pengaruh yang negatif terhadap Behavioral Intention.

**Kata Kunci:** Destinasi, *Destination Brand Experience*, *Customer Satisfaction*, *Behavioral Intention*.

## **ABSTRACT**

Dzulfiqar Muhammad Abdan Syakuro, 2005916, ***“The Influence of Destination Brand Experience on Customer Satisfaction and Its Impact on Behavioral Intention”*** (Survey of Tourists at Dusun Bambu Outdoor Dining Resort) under the guidance of Mrs. Yeni Yuniawati, S.Pd., M.M and Mr. Rijal Khaerani, S .Sc., M.Stat.

*This research aims to analyze the influence of destination brand experience which consists of sensory, affective, behavioral and intellectual on customer satisfaction and its impact on behavioral intention which consists of revisit intention and willingness to recommend to tourists at Dusun Bambu Outdoor Dining Resort. The research method used is a quantitative method with descriptive research and verification with an explanatory survey method. The population of this study were tourists who had visited Dusun Bambu Outdoor Dining Resort with a sample size of 244 people. The analysis technique used is SEM (structural equation model) analysis using AMOS 24.0 and SPSS 24.0 software. The test results show that Destination Brand Experience has a significant effect on Customer Satisfaction, Customer Satisfaction has a positive effect on Behavioral Intention, but Destination Brand Experience has a negative effect on Behavioral Intention.*

**Keywords:** *Destination, Destination Brand Experience, Customer Satisfaction, Behavioral Intention.*

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Bandung, 12 Februari 2024



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