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PENGARUH *SERVICE QUALITY* TERHADAP *REVISIT INTENTION*
(Survei terhadap wisatawan nusantara yang pernah berkunjung ke Dago
Dreampark Bandung)

SKRIPSI

Diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pariwisata
Pada Program Studi Manajemen Pemasaran Pariwisata



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FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
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ABSTRAK

Vira Rizky Dwi Yulian (1800009), “Pengaruh *Service Quality* Terhadap *Revisit Intention*” (Survei terhadap wisatawan nusantara yang pernah berkunjung ke Dago Dreampark Bandung) dibawah bimbingan Dr. Bambang Widjajanta, MM dan Rijal Khaerani, S.Si., M.Stat.

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana pengaruh dari *service quality* terhadap *revisit intention* di Dago Dreampark Bandung. Variabel bebas (X) dalam penelitian ini adalah *service quality* yang terdiri dari beberapa subdimensi yaitu *reliability*, *responsiveness*, *assurance*, *empathy*, dan *tangibles* serta yang menjadi variabel terikat (Y) adalah *revisit intention*. Metode yang digunakan adalah survei menggunakan *purposive sampling* dengan jumlah responden 105 wisatawan nusantara yang sudah pernah berkunjung ke Dago Dreampark Bandung. Teknik analisis data yang digunakan adalah regresi berganda dengan menggunakan bantuan program IBM SPSS for Windows 25.0. Hasil penelitian menunjukkan bahwa secara bersama-sama variabel *service quality* memberi pengaruh signifikan pada *revisit intention* di Dago Dreampark Bandung. Secara terpisah keseluruhan dimensi dari variabel *service quality* berpengaruh signifikan terhadap *revisit intention*.

Kata kunci: *Service Quality*, *Revisit Intention*

ABSTRACT

Vira Rizky Dwi Yulian (1800009), "The Influence of Service Quality on Revisit Intention" (Survey of domestic tourists who have visited Dago Dreampark Bandung) under the guidance of Dr. Bambang Widjajanta, MM and Rijal Khaerani, S.Si., M.Stat.

The aim of this research is to find out how service quality influences revisit intention at Dago Dreampark Bandung. The independent variable (X) in this research is service quality which consists of several sub-dimensions, namely reliability, responsiveness, assurance, empathy, and tangibles and the dependent variable (Y) is revisit intention. The method used was a survey using purposive sampling with a total of 105 domestic tourists who had visited Dago Dreampark Bandung as respondents. The data analysis technique used is multiple regression using the IBM SPSS for Windows 25.0 program. The research results show that together the service quality variables have a significant influence on revisit intention at Dago Dreampark Bandung. Separately, all dimensions of the service quality variable have a significant effect on revisit intention.

Keywords: Service Quality, Revisit Intention

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