

NOMOR DAFTAR FPIPS : 5672/UN40.A2.8/PT/2024

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

(Survei pada Wisatawan yang Berkunjung ke The Great Asia Afrika dan Farm House Susu Lembang)

SKRIPSI

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



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**PROGRAM STUDI MANAJEMEN PEMASARAN PARIWISATA
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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Sebuah skripsi yang diajukan untuk memenuhi sebagai syarat memperoleh gelar
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LEMBAR PENGESAHAN

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

(Survei pada Wisatawan yang Berkunjung ke The Great Asia Afrika dan Farm
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LEMBAR PERNYATAAN

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Dengan ini saya menyatakan bahwa skripsi yang berjudul “**Pengaruh *Sensory Experience Terhadap Revisit Intention Melalui Customer Satisfaction*** (Survei pada Wisatawan yang Berkunjung ke The Great Asia Afrika dan Farm House Susu Lembang)” ini beserta seluruh isinya adalah 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 resiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Agustus 2024

Yang Membuat Pernyataan



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ABSTRAK

Carina Nurcholida Salsa, 2004489 **“Pengaruh *Sensory Experience* Terhadap *Revisit Intention* Melalui *Customer Satisfaction*”** (Survei pada Wisatawan yang Berkunjung ke The Great Asia Afrika dan Farm House Susu Lembang) di bawah bimbingan Prof. Dr. Vanessa Gaffar, S.E.,Ak.,MBA dan Dr.Gitasiswhara, SE.Par. MM.

Revisit Intention masih menjadi fenomena yang dibicarakan di berbagai kegiatan industri, termasuk industri pariwisata. Kepuasan pelanggan juga menjadi fokus yang membantu dalam memahami nilai pengalaman wisatawan. Penelitian ini bertujuan untuk memahami sejauh mana nilai pengalaman dalam memengaruhi minat berkunjung kembali melalui kepuasan pelanggan. Dalam penelitian ini menggunakan variabel bebas *Sensory Experience* (X) yang terdiri dari *Sight*, *Sounds*, *Smells*, *Taste* dan *Touch*. Variabel mediasi *Customer Satisfaction* (Z) yang terdiri dari *Satisfaction of sight experience*, *Satisfaction of sound experience*, *Satisfaction of smells experience*, *Satisfaction of taste experience*, dan *Satisfaction of touch experience*. Variabel terikat *Revisit Intention* (Y) yang terdiri dari *intention to recommend* dan *intention to revisit*. Metode penelitian yang digunakan adalah metode kuantitatif dengan jenis penelitian yaitu deskriptif dan verifikatif dengan metode *explanatory* survei. Data analisis menggunakan *Structural Equation Modeling* (SEM) dengan bantuan aplikasi AMOS 24.0 dan SPSS 24.0. Data dalam penelitian menggunakan data primer dengan pengambilan sampel sebanyak 383 responden yaitu wisatawan yang pernah mengunjungi destinasi wisata The Great Asia Afrika atau Farm House Susu Lembang. Hasil pengujian menunjukkan bahwa secara simultan terdapat pengaruh yang signifikan antara *sensory experience terhadap revisit intention melalui customer satisfaction*. Secara parsial, *sensory experience terhadap customer satisfaction* dan *customer satisfaction terhadap revisit intention* memiliki pengaruh yang signifikan, namun tidak terdapat pengaruh yang signifikan antara *sensory experience terhadap revisit intention*. Oleh karena itu, peneliti merekomendasikan untuk mempertahankan nilai-nilai *Sensory Experience* guna menciptakan kepuasan sehingga dapat meningkatkan minat berkunjung kembali.

Kata Kunci : *Sensory Experience*, *Customer Satisfaction*, *Revisit Intention*, Farm House Susu Lembang, The Great Asia Afrika.

ABSTRACT

Carina Nurcholida Salsa, 2004489 ***"The Influence of Sensory Experience on Revisit Intention Through Customer Satisfaction"*** (Survey on Tourists Visiting The Great Asia Afrika and Farm House Susu Lembang) under the guidance of Mrs. Prof. Dr. Vanessa Gaffar, S.E.,Ak.,MBA and Mr. Dr.Gitasiswhara, SE.Par. MM.

Revisit Intention is still a phenomenon discussed in various industrial activities, including the tourism industry. Customer satisfaction is also a focus that helps in understanding the value of tourist experiences. This study aims to understand the extent to which the value of experience influences the intention to revisit through customer satisfaction. In this study, the independent variable Sensory Experience (X) consisting of Sight, Sounds, Smells, Taste and Touch was used. The mediating variable Customer Satisfaction (Z) consisting of Satisfaction of sight experience, Satisfaction of sound experience, Satisfaction of smells experience, Satisfaction of taste experience, and Satisfaction of touch experience. The dependent variable Revisit Intention (Y) consisting of intention to recommend and intention to revisit. The research method used is a quantitative method with a type of research, namely descriptive and verification with an explanatory survey method. Data analysis using Structural Equation Modeling (SEM) with the help of AMOS 24.0 and SPSS 24.0 applications. The data in the study used primary data with a sample of 320 respondents who had visited the tourist destination The Great Asia Afrika or Farm House Susu Lembang. The test results showed that simultaneously there was a significant influence between sensory experience on revisit intention through customer satisfaction. In parisal, sensory experience on customer satisfaction and customer satisfaction on revisit intention had a significant influence, but there was no significant influence between sensory experience on revisit intention. Therefore, the researcher recommends maintaining the values of Sensory Experience in order to create satisfaction so that it can increase the interest in revisiting.

Keywords : Sensory Experience, Customer Satisfaction, Revisit Intention, Farm House Susu Lembang, The Great Asia Afrika.

KATA PENGANTAR

Alhamdulillah, puji dan syukur penulis panjatkan ke hadirat ilahi Robbi, yang berkat rida, rahmat dan karunia-Nya penulis dapat menyusun serta menyelesaikan syarat kelulusan di Program Studi Manajemen Pemasaran Pariwisata yaitu skripsi dengan judul “Pengaruh *Sensory Experience* Terhadap *Revisit Intention* Melalui *Customer Satisfaction* (Survei pada Wisatawan yang Berkunjung ke The Great Asia Afrika dan Farm House Susu Lembang)” sebagai salah satu syarat untuk memperoleh gelar sarjana pariwisata yang penulis tempuh selama mengikuti program studi Manajemen Pemasaran Pariwisata di Universitas Pendidikan Indonesia.

Penelitian ini tidak terlepas dari dukungan banyak pihak. Penulis mengucapkan terima kasih kepada dosen - dosen yang telah membantu penulis dalam menyusun skripsi ini hingga selesai. Penulis juga berterima kasih kepada keluarga serta rekan – rekan yang sudah memberikan banyak motivasi baik secara fisik maupun spiritual. Penulis menyadari adanya kekurangan dalam penyusunan skripsi ini. Maka dari itu, penulis sangat mengharapkan saran dan kritik yang sifatnya membangun agar memberikan manfaat yang lebih baik kedepannya. Selain itu, penulis berharap semoga skripsi ini dapat memberikan kontribusi yang positif kepada para pembaca.

Bandung, Agustus 2024

Peneliti

Carina Nurcholida Salsa

UCAPAN TERIMA KASIH

Puji dan syukur penulis panjatkan kepada Allah SWT, yang berkat rahmat dan karunia-Nya penulis dapat menyusun serta menyelesaikan skripsi sebagai salah satu syarat untuk ujian sidang di Program Studi Manajemen Pemasaran Pariwisata. Penulis menyadari skripsi tidak terlepas dari bantuan, dukungan dan bimbingan dari berbagai pihak. Untuk itu dengan segala kerendahan hati, penulis menyampaikan rasa terima kasih yang sebesar-besarnya kepada :

1. Allah SWT atas rahmat dan perlindungan-Nya yang diberikan kepada penulis sehingga skripsi ini bisa terselesaikan dengan baik.
2. Nabi Muhammad SAW karena dengan syafaatnya penulis bisa dimudahkan dalam menyelesaikan skripsi ini.
3. Bapak Prof. Dr. H. M. Solehuddin, M.Pd., MA., selaku Rektor Universitas Pendidikan Indonesia
4. Bapak Dr. Agus Mulyana, M.Hum., selaku Dekan Fakultas Pendidikan Ilmu Pengetahuan Sosial, Universitas Pendidikan Indonesia.
5. Bapak Taufik Abdullah, Ph.D., selaku Ketua Program Studi Manajemen Pemasaran Pariwisata Universitas Pendidikan Indonesia.
6. Ibu Yeni Yuniawati, S.Pd selaku Dosen Wali yang telah memberi arahan kepada penulis selama berkuliah di Program Studi Manajemen Pemasaran Pariwisata Universitas Pendidikan Indonesia
7. Ibu Prof.Dr.Vanessa Gaffar, S.E.,Ak.,MBA selaku Dosen Pembimbing I atas segala bantuan, arahan, bimbingan dan waktu yang diluangkan kepada penulis sehingga skripsi ini dapat terselesaikan.
8. Bapak Dr. Gitasiswhara, SE.Par.,MM selaku Dosen Pembimbing II atas segala bantuan, arahan, bimbingan dan waktu yang diluangkan kepada penulis sehingga skripsi ini dapat terselesaikan.
9. Bapak Dr. Lili Adi Wibowo, S.Sos, S.Pd, MM, Bapak Oce Ridwanudin, SE.MM , Bapak Suka Prayanta Pandia, S.Pd., M.P.Fis, Ibu Dewi Pancawati, S.Pd., MM, Ibu Heri Puspito Diyah Setiyorini, M.M, Ibu Dr. Rini Andari, M.M, Ibu Yeni Yuniawati, S.Pd., M.M., MM, dan seluruh pengajar dan staff administrasi di lingkungan Program Studi Manajemen

Pemasaran Pariwisata yang telah mebekali ilmu dan pengetahuan kepada penulis selama mengikuti perkuliahan.

10. Ibu Tika selaku *staff* Program Studi Pemasaran Pariwisata yang selalu membantu penulis perihal segala administrasi yang diperlukan.
11. Ibunda tercinta Supini, Ayahanda Azis Yudhapati, Kakak Annas Ma'ruf Romadona, Kakak Bangkit Arief Nurhuda serta keluarga yang lain yang selalu memberikan dukungan, semangat dan doa selama penulis menyusun skripsi ini.
12. Sahabat tersayang terutama Dini Agustrinanda dan sahabat lainnya Tria Afrilia, Febi Inka Maulani, Ermi Cahyati, Sinta Patmawati, dan Ratih Anggie Wardhani yang telah memberikan semangat dan masukan kepada penulis dalam menyusun skripsi hingga terselesaikan.
13. Ibu Intan dan Kak Shiva yang telah membantu dalam mengurus izin penelitian dan memberikan informasi yang dibutuhkan selama melakukan penelitian di The Great Asia Afrika dan Farm House Susu Lembang.
14. Semua teman – teman Manajemen Pemasaran Pariwisata angkatan 2020 atas pengalaman berharganya selama masa perkuliahan.
15. Teristimewa ditujukan kepada Diri Sendiri atas perjuangan yang sudah dilakukan dalam menyusun skripsi ini sehingga dapat bertahan dalam menikmati proses panjang skripsi. Telah melalui berbagai macam hambatan baik dalam proses pengerjaan, proses revisi dan juga proses perjalanan spiritual saya dalam bekerja keras untuk menyelesaikannya. Saya sudah bekerja keras siang dan malam, lembur ketemu pagi sampai malam lagi untuk mengerjakan skripsi ini. Semoga skripsi ini menjadi karya terbaik saya, dan memotivasi saya untuk lebih belajar lagi dan membuat karya lainnya.

Serta semua pihak yang tidak dapat peneliti sebutkan satu per satu, terima kasih atas bantuan, saran dan dorongan dalam penyusunan proposal penelitian ini. Semoga amal ibadah, dan dorongan serta do'a yang diberikan kepada peneliti dengan tulus dan ikhlas mendapatkan rahmat dan karunia dari Allah SWT, amiin Wassalamua'laikum Wr.Wb

DAFTAR ISI

LEMBAR HAK CIPTA.....	I
LEMBAR PENGESAHAN.....	II
LEMBAR PERNYATAAN	III
ABSTRAK.....	IV
ABSTRACT	V
KATA PENGANTAR	VI
UCAPAN TERIMA KASIH.....	VII
DAFTAR ISI.....	IX
DAFTAR TABEL.....	XIV
DAFTAR GAMBAR.....	XVI
DAFTAR LAMPIRAN	XVII
BAB I PENDAHULUAN	1
1. 1 Latar Belakang Penelitian	1
1. 2 Rumusan Masalah	9
1. 3 Tujuan Penelitian.....	9
1. 4 Kegunaan Penelitian.....	9
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN	
HIPOTESIS	11
2. 1 Kajian Pustaka	11
2. 1. 1 Pendekatan Teori.....	11
2. 1. 2 Konsep Variabel <i>Revisit Intention</i>	13
2. 1. 2. 1 Definisi/pengertian variabel <i>Revisit Intention</i>	13
2. 1. 2. 2 Pengukuran variabel <i>Revisit Intention</i>	15
2. 1. 2. 3 Model Konsep Variabel <i>Revisit Intention</i>	17
2. 1. 3 Konsep Variabel <i>Customer Satisfaction</i>	18
2. 1. 3. 1 Definisi/pengertian variabel <i>Customer satisfaction</i>	18
2. 1. 3. 2 Pengukuran Variabel <i>Customer Satisfaction</i>	20
2. 1. 3. 3 Model Konsep Variabel <i>Customer Satisfaction</i>	22
2. 1. 4 Konsep Variabel <i>Sensory Experience</i>	23
2. 1. 4. 1 Definisi/pengertian variabel <i>Sensory Experience</i>	23
2. 1. 4. 2 Pengukuran Variabel <i>Sensory Experience</i>	25

2. 1. 4. 3 Model Konsep Variabel <i>Sensory experience</i>	27
2. 2 Kerangka Pemikiran.....	28
2. 3 Hipotesis	33
BAB III METODE PENELITIAN	35
3. 1 Objek Penelitian	35
3. 2 Metode Penelitian.....	35
3. 2. 1 Jenis Penelitian dan Metode yang Digunakan.....	35
3. 2. 2 Operasional Variabel.....	36
3. 2. 3 Jenis dan Sumber Data	41
3. 2. 4 Populasi, Sampel dan Teknik Penarikan Sampel	42
3. 2. 4. 1 Populasi.....	42
3. 2. 4. 2 Sampel.....	43
3. 2. 4. 3 Teknik Penarikan Sampel.....	44
3. 2. 5 Teknik Pengumpulan Data	42
3. 2. 6 Pengujian Validitas dan Reliabilitas	46
3. 2. 6. 1 Pengujian Validitas	46
3. 2. 6. 2 Pengujian Reliabilitas.....	52
3. 2. 7 Rancangan Analisis Data	53
3. 2. 7. 1 Rancangan Pengujian Deskriptif	55
3. 2. 7. 2 Rancangan Pengujian Verifikatif	59
3. 2. 7. 2. 1 Model Dalam SEM	60
3. 2. 7. 2. 2 Asumsi, Tahap dan Prosedur SEM.....	62
3. 2. 8 Rancangan Pengujian Hipotesis	69
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	72
4. 1 Profil Wisata dan Karakteristik Pengunjung.....	72
4. 1. 1 Profil Umum The Great Asia Afrika dan Farm House Susu Lembang	72
4. 1. 1. 1 Identitas Perusahaan.....	72
4. 1. 1. 2 Identitas Perusahaan.....	73
4. 1. 1. 3 Visi dan Misi.....	72
4. 1. 1. 4 Sejarah Singkat The Great Asia Africa dan Farm House Susu Lembang	73

4. 1. 1. 5 Produk dan Fasilitas yang Ditawarkan	74
4. 1. 2 Profil Responden The Great Asia Afrika dan Farm House Susu Lembang Berdasarkan Karakteristik	75
4. 1. 2. 1 Keterkaitan Karakteristik Responden Berdasarkan Jenis Kelamin dan Usia dengan <i>Revisit Intention</i> di The Great Asia Afrika dan Farm House Susu Lembang.....	75
4. 1. 2. 2 Keterkaitan Karakteristik Wisatawan Berdasarkan Pekerjaan dan Rata-rata Penghasilan dengan <i>Revisit Intention</i> di The Great Asia Afrika dan Farm House Susu Lembang.....	76
4. 1. 2. 3 Keterkaitan Karakteristik Wisatawan Berdasarkan Status dan Asal Tinggal dengan <i>Revisit Intention</i> di The Great Asia Afrika dan Farm House Susu Lembang.....	77
4. 1. 2. 4 Keterkaitan Karakteristik Wisatawan Berdasarkan Pendidikan Terakhir dan Rata-rata Uang Saku dengan <i>Revisit Intention</i> di The Great Asia Afrika dan Farm House Susu Lembang.....	78
4. 1. 3 Profil Responden The Great Asia Afrika dan Farm House Susu Lembang Berdasarkan Pengalaman	79
4. 1. 3. 1 Keterkaitan Pengalaman Responden Berdasarkan Destinasi Wisata yang Dikunjungi dengan <i>Revisit Intention</i> di The Great Asia Afrika dan Farm House Susu Lembang.....	79
4. 1. 3. 2 Keterkaitan Pengalaman Responden Berdasarkan Jumlah Kunjungan dan Tujuan Berkunjung dengan <i>Revisit Intention</i> di The Great Asia Afrika dan Farm House Susu Lembang.....	80
4. 1. 3. 3 Keterkaitan Pengalaman Wisatawan Berdasarkan Sumber Informasi dan Alasan Berkunjung dengan <i>Revisit Intention</i> di The Great Asia Afrika dan Farm House Susu Lembang.....	81
4. 1. 3. 4 Keterkaitan Pengalaman Wisatawan Berdasarkan Destinasi Wisata yang dikunjungi, Durasi Kunjungan dan Biaya yang Dikeluarkan dengan <i>Revisit Intention</i> di The Great Asia Afrika dan Farm House Susu Lembang	82
4. 2 Hasil Pengujian Deskriptif	83

4. 2. 1	Tanggapan Responden Terhadap <i>Sensory Experience</i> , <i>Customer satisfaction</i> , dan <i>Revisit Intention</i>	83
4. 2. 1. 1	Gambaran <i>Sensory Experience</i> di The Great Asia Afrika dan Farm House Susu Lembang	83
4. 2. 1. 2	Gambaran <i>Customer Satisfaction</i> di The Great Asia Afrika dan Farm House Susu Lembang	87
4. 2. 1. 3	Gambaran <i>Revisit Intention</i> di The Great Asia Afrika dan Farm House Susu Lembang.....	91
4. 3	Hasil Pengujian Asumsi dan Hipotesis	93
4. 3. 1	Uji Asumsi SEM	93
4. 3. 2	Ukuran Sampel.....	93
4. 3. 3	Normalitas Data.....	94
4. 3. 4	Outliers Data	95
4. 3. 5	Multikolinearitas	95
4. 3. 6	Pengujian SEM.....	96
4. 3. 6. 1.	Spesifikasi Model (<i>Model Specification</i>)	96
4. 3. 6. 2.	Kecocokan Model Pengukuran (<i>Measurement Model Fit</i>)	97
4. 3. 6. 3.	Kecocokan Model Struktural (<i>Structural Model Fit</i>).....	104
4. 3. 6. 4.	Kecocokan Keseluruhan Model (<i>Overall Model Fit</i>)	105
4. 3. 7	Pengujian Hipotesis.....	106
4. 4	Pembahasan Penelitian.....	112
4. 4. 1	Pembahasan Gambaran <i>Sensory Experience</i>	112
4. 4. 2	Pembahasan Gambaran <i>Customer Satisfaction</i>	113
4. 4. 3	Pembahasan Gambaran <i>Revisit Intention</i>	115
4. 5	Implikasi Penelitian.....	116
4. 5. 1	Temuan Penelitian Bersifat Teoritis.....	116
4. 5. 1. 1	Gambaran <i>Sensory Experience</i> Terhadap <i>Revisit Intention</i> Melalui <i>Customer Satisfaction</i>	116
4. 5. 2	Temuan Penelitian Bersifat Empirik	118
4. 5. 2. 1	Gambaran <i>Sensory Experience</i> Terhadap <i>Customer Satisfaction</i>	118
4. 5. 2. 2	Gambaran <i>Customer Satisfaction</i> Terhadap <i>Revisit Intention</i>	119

4. 5. 2. 3	Gambaran <i>Sensory Experience</i> Terhadap <i>Revisit Intention</i>	120
4. 5. 2. 4	Pengaruh <i>Sensory Experience</i> Terhadap <i>Revisit Intention</i> Melalui <i>Customer Satisfaction</i>	121
4. 5. 3	Implikasi Hasil Penelitian Pengaruh <i>Sensory Experience</i> Terhadap <i>Revisit Intention</i> Melalui <i>Customer Satisfaction</i> pada Kelompok Sampel Penelitian	123
BAB V KESIMPULAN DAN REKOMENDASI		127
5. 1	Kesimpulan.....	127
5. 2	Rekomendasi.....	130
DAFTAR PUSTAKA		132
LAMPIRAN		144

DAFTAR TABEL

Tabel 1. 1 Jumlah Kunjungan Wisatawan Nusantara Dan Wisatawan Mancanegara Ke Kabupaten Bandung Barat Tahun 2018 - 2021.....	2
Tabel 1. 2 Data Jumlah Kunjungan Wisatawan The Great Asia Afrika dan Farm House Susu Lembang Tahun 2019-2024	3
Tabel 1. 3 Data Kunjungan Kembali Wisatawan The Great Asia Afrika dan Farm House Susu Lembang 2024.....	4
Tabel 2. 1 Definisi Variabel <i>Revisit Intention</i>	14
Tabel 2. 2 Dimensi Variabel <i>Revisit Intention</i>	15
Tabel 2. 3 Definisi Variabel <i>Customer Satisfaction</i>	18
Tabel 2. 4 Dimensi Variabel <i>Customer Satisfaction</i>	20
Tabel 2. 5 Definisi Variabel <i>Sensory Experience</i>	23
Tabel 2. 6 Dimensi Variabel <i>Sensory Experience</i>	25
Tabel 3. 1 Operasional Variabel.....	36
Tabel 3. 2 Jenis dan Sumber Data	42
Tabel 3. 3 Hasil Pengujian Validitas <i>Sensory Experience</i>	47
Tabel 3. 4 Hasil Pengujian Reliabilitas	53
Tabel 3. 5 Skor Alternatif.....	55
Tabel 3. 6 Tabulasi Silang (<i>Cross Tabulation</i>)	56
Tabel 3. 7 Tabel Analisis Deskriptif	57
Tabel 3. 8 Kategori Skala	58
Tabel 3. 9 Indikator Pengujian Kesesuaian Model	67
Tabel 4. 1 Karakteristik Wisatawan Berdasarkan Jenis Kelamin dan Usia	75
Tabel 4. 2 Karakteristik Wisatawan Berdasarkan Pekerjaan dan Rata-rata Penghasilan.....	76
Tabel 4. 3 Karakteristik Wisatawan Berdasarkan Status dan Asal Tinggal.....	77
Tabel 4. 4 Karakteristik Wisatawan Berdasarkan Pendidikan Terakhir dan Rata-rata Uang Saku	78
Tabel 4. 5 Pengalaman Responden Berdasarkan Destinasi Wisata yang Dikunjungi.....	79
Tabel 4. 6 Pengalaman Responden Berdasarkan Jumlah Kunjungan dan Tujuan Berkunjung.....	80

Tabel 4. 7 Pengalaman Wisatawan Berdasarkan Sumber Informasi dan Alasan Berkunjung.....	81
Tabel 4. 8 Pengalaman Wisatawan Berdasarkan Destinasi Wisata yang dikunjungi, Durasi Kunjungan dan Biaya yang Dikeluarkan	82
Tabel 4. 9 Tanggapan Responden Terhadap <i>Sensory Experience</i>	83
Tabel 4. 10 Tanggapan Responden Terhadap <i>Customer Satisfaction</i>	87
Tabel 4. 11 Tanggapan Responden Terhadap <i>Revisit Intention</i>	91
Tabel 4. 12 Hasil Uji Normalitas Data	94
Tabel 4. 13 Hasil Pengujian Outliers Data	95
Tabel 4. 14 Hasil Pengujian <i>Sample Correlation Matrix</i>	96
Tabel 4. 15 Validitas dan Reliabilitas Model Pengukuran Konstruk Eksogen <i>Sensory Experience</i>	98
Tabel 4. 16 Validitas dan Reliabilitas Model Pengukuran Konstruk Eksogen <i>Customer Satisfaction</i>	100
Tabel 4. 17 Validitas dan Reliabilitas Model Pengukuran Konstruk Endogen <i>Revisit Intention</i>	102
Tabel 4. 18 Hasil Estimasi Parameter Model <i>Sensory Experience</i> Terhadap <i>Revisit Intention</i> Melalui <i>Customer Satisfaction</i>	104
Tabel 4. 19 Hasil Pengujian <i>Goodness Of Fit</i>	105
Tabel 4. 20 Hasil Estimasi Parameter Model Secara Keseluruhan.....	107
Tabel 4. 21 <i>Direct Effect</i>	109
Tabel 4. 22 <i>Indirect Effect</i>	110
Tabel 4. 23 <i>Implied Correlation of All</i>	111

DAFTAR GAMBAR

Gambar 1. 1 Diagram Minat Wisatawan yang ingin Berkunjung Kembali The Great Asia Afrika 2024	5
Gambar 2. 1 Model Consumer Decision Making	12
Gambar 2. 2 Model Konsep Variabel <i>Revisit Intention</i>	17
Gambar 2. 3 Model Konsep Variabel <i>Customer Satisfaction</i>	22
Gambar 2. 4 Model Konsep Variabel <i>Sensory Experience</i>	28
Gambar 2. 5 Kerangka Pemikiran Pengaruh <i>Sensory Experience</i> Terhadap <i>Revisit Intention</i> Melalui <i>Customer Satisfaction</i>	32
Gambar 2. 6 Paradigma Penelitian	33
Gambar 3. 1 Garis Kontinum Penelitian <i>Sensory Experience</i> . <i>Customer Satisfaction</i> dan <i>Revisit Intention</i>	58
Gambar 3. 2 Model Pengukuran <i>Sensory Experience</i>	60
Gambar 3. 3 Model Pengukuran <i>Customer Satisfaction</i>	61
Gambar 3. 4 Model Pengukuran <i>Revisit Intention</i>	61
Gambar 3. 5 Model Struktural Pengaruh <i>Sensory Experience</i> Terhadap <i>Revisit Intention</i> Melalui <i>Customer Satisfaction</i>	62
Gambar 4. 1 Logo The Great Asia Africa	72
Gambar 4. 2 Logo Farm House Susu Lembang.....	73
Gambar 4. 3 Variabel <i>Sensory Experience</i> Pada Garis Kontinum	86
Gambar 4. 4 Variabel <i>Customer Satisfaction</i> Pada Garis Kontinum	90
Gambar 4. 5 Variabel <i>Revisit Intention</i> Pada Garis Kontinum	93
Gambar 4. 6 Spesifikasi Model	97
Gambar 4. 7 Model Pengukuran <i>Sensory Experience</i> Terhadap <i>Revisit Intention</i> Melalui <i>Customer Satisfaction</i>	97
Gambar 4. 8 Struktur Model <i>Sensory Experience</i> Terhadap <i>Revisit Intention</i> Melalui <i>Customer Satisfaction</i>	104

DAFTAR LAMPIRAN

LAMPIRAN 1 INSTRUMEN PENELITIAN KUESIONER (ANGKET)	144
LAMPIRAN 2 LEMBAR IZIN PENELITIAN	151
LAMPIRAN 3 LEMBAR BIMBINGAN DOSEN PEMBIMBING I	152
LAMPIRAN 4 LEMBAR BIMBINGAN DOSEN PEMBIMBING II	153
LAMPIRAN 5 PENYEBARAN KUESIONER	154
LAMPIRAN 6 KARAKTERISTIK RESPONDEN	156
LAMPIRAN 7 PENGALAMAN RESPONDEN	168
LAMPIRAN 8 TANGGAPAN RESPONDEN	181
LAMPIRAN 9 UJI VALIDITAS <i>SENSORY EXPERIENCE</i>	205
LAMPIRAN 10 UJI VALIDITAS <i>CUSTOMER SATISFACTION</i>	206
LAMPIRAN 11 UJI VALIDITAS <i>REVISIT INTENTION</i>	206
LAMPIRAN 12 UJI REALIBILITAS <i>SENSORY EXPERIENCE</i>	207
LAMPIRAN 13 UJI REALIBILITAS <i>CUSTOMER SATISFACTION</i>	207
LAMPIRAN 14 UJI REALIBILITAS <i>REVISIT INTENTION</i>	207
LAMPIRAN 15 <i>OUTPUT</i> UJI NORMALITAS	208
LAMPIRAN 16 MULTIKOLINEARITAS	208
LAMPIRAN 17 MODEL STRUKTURAL	209

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