

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

SKRIPSI

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



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**FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
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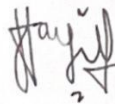
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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul “**Pengaruh *Sensory Marketing* terhadap *Revisit Intention* melalui *Customer Satisfaction***” 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 risiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau klaim dari pihak lain terhadap keaslian karya saya ini.



ABSTRAK

Ayu Luthfiani Azizah “Pengaruh *Sensory Marketing* terhadap *Revisit Intention* melalui *Customer Satisfaction*” di bawah bimbingan Ibu Heri Puspito Diah Setiyorini, M.M.,Ph.D dan Bapak Rijal Khaerani, S.Si.,M.Stat.

Penelitian ini bertujuan untuk mengetahui pengaruh *sensory marketing* atau pemasaran sensorik terhadap *revisit intention* atau niat kunjungan ulang wisatawan dengan mempertimbangkan peran *customer satisfaction* sebagai variabel mediator. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian yaitu deskriptif dan verifikatif melalui metode *explanatory survey*. Data yang digunakan merupakan data primer yang diperoleh dari 125 responden wisatawan yang pernah mengunjungi Taman Wisata Alam Mangrove Angke Kapuk dengan 9 responden dikeluarkan karena teridentifikasi sebagai *outlier* hingga total sampel akhir berjumlah 116 wisatawan. Teknik analisis data yang digunakan adalah analisis jalur. Hasil penelitian menunjukkan bahwa secara simultan, *sensory marketing* berpengaruh signifikan terhadap *customer satisfaction*, dan baik *sensory marketing* maupun *customer satisfaction* secara individu berpengaruh signifikan terhadap *revisit intention*. Namun, dalam pengujian mediasi, diketahui *direct effect* tidak signifikan mengindikasikan *customer satisfaction* memediasi penuh hubungan *sensory marketing* dan *revisit intention*.

Kata Kunci: *Sensory Marketing*, *Revisit Intention*, *Customer Satisfaction*, Wisata Alam

ABSTRACT

Ayu Luthfiani Azizah “The Influence of Sensory Marketing on Revisit Intention through Customer Satisfaction” under the guidance of Mrs. Heri Puspito Diah Setiyorini, M.M.,Ph.D dan Mr. Rijal Khaerani, S.Si.,M.Stat.

This study aims to determine the effect of sensory marketing on revisit intention among tourists, with customer satisfaction as a mediating variable. The research employs a quantitative approach with descriptive and verificative research design using the explanatory survey method. Primary data were collected from 125 tourists who had visited Taman Wisata Alam Mangrove Angke Kapuk, with 9 respondents excluded as outliers, resulting in a final sample of 116 tourists. Data was analyzed using path analysis. The findings reveal that, simultaneously, sensory marketing has a significant effect on customer satisfaction, and both sensory marketing and customer satisfaction individually have a significant effect on revisit intention. However, mediation testing indicates that the direct effect is not significant, suggesting that customer satisfaction fully mediates the relationship between sensory marketing and revisit intention.

Keyword: Sensory Marketing, Revisit Intention, Customer Satisfaction, Nature Tourism

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Segala puji dan syukur penulis panjatkan ke hadirat Allah SWT atas limpahan rahmat, hidayah, dan karunia-Nya sehingga penulis dapat menyelesaikan penyusunan skripsi ini sebagai salah satu syarat kelulusan di Program Studi Manajemen Pemasaran Pariwisata dengan judul “Pengaruh *Sensory Marketing* terhadap *Revisit Intention* melalui *Customer Satisfaction*”.

Penelitian ini dilakukan untuk memahami gambaran deskriptif mengenai *sensory marketing*, *revisit intention*, dan *customer satisfaction* di Taman Wisata Alam Mangrove Angke Kapuk, serta menganalisis pengaruhnya secara simultan dan parsial. Penulis menyadari bahwa dalam proses penyusunan skripsi ini masih terdapat kekurangan, mengingat keterbatasan wawasan dan pengalaman yang dimiliki. Oleh karena itu, kritik dan saran yang bersifat membangun sangat penulis harapkan agar skripsi ini lebih baik. Penulis berharap hasil penelitian ini dapat memberikan kontribusi positif bagi pengembangan ilmu pengetahuan di bidang manajemen pemasaran pariwisata terutama yang berkaitan dengan *sensory marketing*, *customer satisfaction*, dan *revisit intention*.

Bandung, Juli 2025
Peneliti



Ayu Luthfiani Azizah

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DAFTAR ISI

LEMBAR HAK CIPTA	i
LEMBAR PENGESAHAN.....	ii
LEMBAR PERNYATAAN	iii
ABSTRAK	iv
<i>ABSTRACT</i>	v
KATA PENGANTAR.....	vi
UCAPAN TERIMA KASIH.....	vii
DAFTAR ISI	viii
DAFTAR TABEL	xi
DAFTAR GAMBAR.....	xii
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian.....	1
1.2 Rumusan Masalah	6
1.3 Tujuan Penelitian.....	7
1.4 Kegunaan Penelitian	7
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, HIPOTESIS	8
2.1 Kajian Pustaka	8
2.1.1 Konsep <i>Revisit Intention</i>	8
2.1.3 Konsep <i>Customer Satisfaction</i>	12
2.1.4 Konsep <i>Sensory Marketing</i>	16
2.2 Kerangka Pemikiran	20
2.3 Hipotesis	24
2.3.1 Hubungan antara <i>Sensory Marketing</i> dan <i>Customer Satisfaction</i>	24
2.3.2 Hubungan antara <i>Sensory Marketing</i> dan <i>Revisit Intention</i>	24
2.3.3 Hubungan antara <i>Customer Satisfaction</i> dan <i>Revisit Intention</i>	25
2.3.4 Pengaruh Mediasi <i>Customer Satisfaction</i> terhadap Hubungan antara <i>Sensory Marketing</i> dan <i>Revisit Intention</i>	25
BAB III METODE PENELITIAN	27
3.1 Konteks Penelitian.....	27
3.2 Metode Penelitian.....	29

3.2.1	Jenis Penelitian dan Metode yang Digunakan	29
3.2.2	Operasional Variabel	30
3.2.3	Jenis dan Sumber Data	35
3.2.4	Populasi, Sampel, dan Teknik Sampling	35
3.2.5	Teknik Pengumpulan Data	40
3.2.6	Pengujian Validitas dan Reliabilitas	42
3.2.7	Rancangan Analisis Data	47
BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....		55
4.1	Karakteristik dan Pengalaman Wisatawan	55
4.1.1	Karakteristik dan Pengalaman Wisatawan TWA Mangrove Angke Kapuk	55
4.2	Hasil Pengujian Deskriptif	56
4.2.1	Tanggapan Responden terhadap Variabel <i>Sensory Marketing</i> , <i>Customer Satisfaction</i> , dan <i>Revisit Intention</i>	56
4.3	Hasil Pengujian Asumsi dan Hipotesis.....	58
4.3.1	Pengujian Asumsi Klasik.....	58
4.3.2	Pengujian Korelasi dan Koefisien Determinasi.....	64
4.3.3	Pengujian Hipotesis Melalui Uji Signifikansi Secara Simultan (Uji F)	67
4.3.4	Pengujian Analisis Jalur.....	68
4.4	Pembahasan Hasil Penelitian.....	70
4.4.1	Tanggapan Wisatawan terhadap <i>Sensory Marketing</i> di Taman Wisata Alam Mangrove Angke Kapuk	70
4.4.2	Tanggapan Wisatawan terhadap <i>Customer Satisfaction</i> di Taman Wisata Mangrove Angke Kapuk	71
4.4.3	Tanggapan Wisatawan terhadap <i>Revisit Intention</i> di Taman Wisata Alam Mangrove Angke Kapuk	72
4.4.4	Pengaruh <i>Sensory Marketing</i> terhadap <i>Customer Satisfaction</i>	73
4.4.5	Pengaruh <i>Sensory Marketing</i> terhadap <i>Revisit Intention</i>	74
4.4.6	Pengaruh <i>Customer Satisfaction</i> terhadap <i>Revisit Intention</i>	74
4.4.7	Pengaruh <i>Sensory Marketing</i> terhadap <i>Revisit Intention</i> melalui <i>Customer Satisfaction</i>	75
4.5	Implikasi Hasil Penelitian.....	76
4.5.1	Temuan Penelitian Bersifat Teoritik.....	76

4.5.2	Temuan Penelitian Bersifat Empirik	77
BAB V KESIMPULAN DAN REKOMENDASI.....		79
5.1	Kesimpulan.....	79
5.2	Rekomendasi	81
LAMPIRAN		84
I.	Surat Izin Penelitian	84
II.	Instrumen Penelitian Kuesioner	85
III.	Apendiks Jawaban Responden	94
IV.	Logo TWA Mangrove Angke Kapuk.....	115
V.	Produk dan Jasa TWA Mangrove Angke Kapuk	115
VI.	Dokumentasi.....	118
VII.	Lembar Bimbingan.....	121
DAFTAR PUSTAKA.....		123

DAFTAR TABEL

Tabel 2.1	Definisi Revisit Intention Menurut Para Ahli.....	8
Tabel 2.2	Dimensi/ Indikator Revisit Intention	9
Tabel 2.3	Definisi Customer Satisfaction Menurut Para Ahli	12
Tabel 2.4	Dimensi/ Indikator Customer Satisfaction Menurut Para Ahli	13
Tabel 2.5	Definisi Sensory Marketing Menurut Para Ahli	16
Tabel 2.6	Dimensi/ Indikator Sensory Marketing Menurut Para Ahli.....	17
Tabel 3.1	Jumlah Wisatawan TWA Mangrove Angke Kapuk Tahun 2019-2023	28
Tabel 3.2	Operasional Variabel	31
Tabel 3.3	Jenis dan Sumber Data	35
Tabel 3.4	Hasil Pengujian Validitas	43
Tabel 3.5	Hasil Pengujian Reabilitas.....	46
Tabel 4.1	Karakteristik dan Pengalaman Responden	55
Tabel 4.2	Hasil Rekapitulasi Variabel <i>Sensory Marketing</i> , <i>Customer Satisfaction</i> , dan <i>Revisit Intention</i>	56
Tabel 4.3	Hasil Uji Asumsi Normalitas I	58
Tabel 4.4	Hasil Uji Asumsi Normalitas II	59
Tabel 4.5	Hasil Uji Asumsi Heteroskedastisitas	60
Tabel 4.6	Hasil Uji Asumsi Multikolinearitas	61
Tabel 4.7	Hasil Uji Asumsi Autokorelasi	61
Tabel 4.8	Hasil Uji Asumsi Linearitas II.....	64
Tabel 4.9	Hasil Pengujian Korelasi dan Koefisien Determinasi Sub Struktur I.....	65
Tabel 4.10	Hasil Pengujian Korelasi dan Koefisien Determinasi Sub Struktur II	65
Tabel 4.11	Hasil Pengujian Korelasi dan Koefisien Determinasi Sub Struktur III	66
Tabel 4.12	Hasil Pengujian Korelasi dan Koefisien Determinasi Sub Struktur IV	67
Tabel 4.13	Hasil Pengujian secara Simultan (Uji F)	67
Tabel 4.14	Hasil Pengujian secara Parsial.....	68
Tabel 4.15	Hasil Pengujian Model Mediasi	69

DAFTAR GAMBAR

Gambar 2.1	Model <i>Revisit Intention</i>	11
Gambar 2.2	Model <i>Customer Satisfaction</i>	15
Gambar 2.3	Model <i>Sensory Marketing</i>	19
Gambar 2.4	Kerangka Pemikiran Penelitian Pengaruh Sensory Marketing terhadap Revisit Intention melalui Customer Satisfaction	23
Gambar 2.5	Paradigma Penelitian Pengaruh Sensory Marketing terhadap Revisit Intention melalui Customer Satisfaction.....	24
Gambar 3.1	Hasil Perhitungan G*Power.....	38
Gambar 3.2	Model Analisis Jalur	51
Gambar 4.1	Hasil Uji Asumsi Linearitas I.....	63
Gambar 4.2	Kesimpulan Koefisien Jalur.....	69

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