

**PENGARUH KUALITAS PELAYANAN *TOUR LEADER* TERHADAP
WORD OF MOUTH (WOM) INTENTION MELALUI *TOURIST*
SATISFACTION PADA NGETOUR TRAVEL ORGANIZER**



SKRIPSI

**Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana
Pariwisata Program studi Manajemen Resort dan Leisure**

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FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA**

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pariwisata pada Fakultas Pendidikan Ilmu Pengetahuan Sosial

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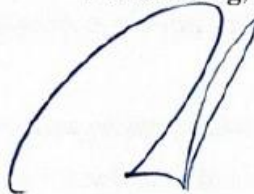
LEMBAR PENGESAHAN SKRIPSI

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PENGARUH KUALITAS PELAYANAN *TOUR LEADER* TERHADAP *WORD OF MOUTH (WOM) INTENTION* MELALUI *TOURIST SATISFACTION* PADA
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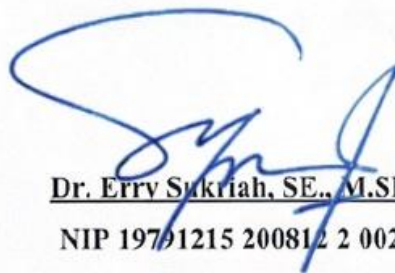


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ABSTRAK

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Dalam industri pariwisata yang berbasis pengalaman, kualitas pelayanan *Tour leader* memegang peranan krusial dalam membentuk kepuasan wisatawan dan mendorong perilaku *Word of Mouth* (WOM) yang positif. Namun, belum banyak studi yang secara sistematis menguji peran kepuasan sebagai mediator dalam hubungan antara kualitas pelayanan dan intensi WOM pada konteks *Tour leader*. Skripsi ini bertujuan untuk meneliti pengaruh kualitas pelayanan *Tour leader* terhadap *Word of Mouth Intention*, dengan kepuasan wisatawan sebagai variabel mediasi. Desain penelitian yang digunakan adalah kuantitatif dengan pendekatan eksplanatori. Data dikumpulkan melalui kuesioner dari 220 responden yang merupakan wisatawan pengguna jasa Ngetour Travel Organizer, dan dianalisis menggunakan Structural Equation Modeling (SEM) berbasis SmartPLS. Hasil penelitian menunjukkan bahwa kualitas pelayanan *Tour leader* berpengaruh positif dan signifikan terhadap kepuasan wisatawan, dan kepuasan terbukti memediasi secara signifikan hubungan tersebut terhadap WOM *Intention*. Temuan ini mengindikasikan bahwa kepuasan berfungsi sebagai jembatan psikologis yang mengubah persepsi kualitas layanan menjadi niat komunikasi sukarela. Implikasi teoritis dan praktis dari hasil ini menekankan pentingnya strategi peningkatan kualitas layanan berbasis relasi interpersonal. Penelitian selanjutnya disarankan untuk mengeksplorasi variabel lain seperti kepercayaan dalam konteks loyalitas wisatawan.

Kata kunci : Kualitas Pelayanan, *Tour leader*, *Tourist Satisfaction*, *Word of Mouth Intention*

**THE INFLUENCE OF *TOUR LEADER* SERVICE QUALITY ON *WORD OF MOUTH INTENTION* THROUGH *TOURIST SATISFACTION* AT
NGETOUR TRAVEL ORGANIZER**

ABSTRACT

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In the experience-based tourism industry, the service quality of *Tour leaders* plays a crucial role in shaping *Tourist Satisfaction* and encouraging positive *Word of Mouth* (WOM) behavior. However, few studies have systematically examined the mediating role of satisfaction in the relationship between service quality and *WOM Intention*. This thesis aims to investigate the influence of *Tour leader* service quality on *Word of Mouth Intention*, with *Tourist Satisfaction* as a mediating variable. A quantitative research design with an explanatory approach was applied. Data were collected through questionnaires from 220 respondents who had used the services of Ngetour Travel Organizer, and analyzed using Structural Equation Modeling (SEM) with SmartPLS. The results show that *Tour leader* service quality has a positive and significant effect on *Tourist Satisfaction*, and satisfaction significantly mediates the relationship between service quality and *WOM Intention*. These findings indicate that satisfaction acts as a psychological bridge that transforms perceptions of service quality into voluntary communication *Intentions*. The theoretical and practical implications of this research highlight the importance of emotional relationship-based service quality strategies. Future studies are recommended to explore other variables such as trust within the context of tourist loyalty.

Keywords : *Service Quality, Tour leader, Tourist Satisfaction, Word of Mouth*

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