

ABSTRAK

Rahmat Hidayat (1005428). Pengaruh *Internet Marketing* Terhadap *Sport Decision* Paket *Outbound* (Survei pada partisipan yang telah membeli paket *outbound* Baskoro *Management* di Taman Wisata Matahari, Bogor). Skripsi Departemen Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia, Bandung (2015).

Dalam upaya mengembangkan perekonomian masyarakat, pemerintah kota Bogor mengoptimalkan pemanfaatan sumber daya. Hal ini didukung dengan beragam objek wisata dan potensi lainya yang dimiliki kota Bogor, diantaranya objek wisata ilmiah yang bertaraf internasional, wisata alam, olah raga, budaya, cinderamata, aneka makanan khas dan pusat-pusat perbelanjaan. Salah satu daya tarik di kota Bogor khususnya kawasan puncak ialah Taman Wisata Matahari. Taman Wisata Matahari bekerjasama dengan beberapa provider, salah satunya adalah Baskoro *Management*. Berdasarkan data yang diperoleh, jumlah pembelian paket *outbound* Baskoro *Management* mengalami penurunan. Upaya yang dilakukan untuk meningkatkan kembali jumlah paket *outbound* adalah dengan melakukan strategi dan program *internet marketing* yang terdiri dari *convenience*, *product performance*, *costumer service*, *website sensory stimulation*, dan *website social interaction function*. Jenis penelitian yang digunakan bersifat deskriptif dan verifikatif dengan metode *explanatory survey*. Sampel dalam penelitian ini sebanyak 100 responden sebagai perwakilan kelompok atau instansi tertentu. Teknik analisis data yang digunakan yaitu *path analysis*, variabel *independent* dalam penelitian ini yaitu *internet marketing*, dengan sub variabel *convenience* ($X_{1.1}$), *product performance* ($X_{1.2}$), *costumer service* ($X_{1.3}$), *website sensory stimulation* ($X_{1.4}$), dan *website social interaction* ($X_{1.5}$) sedangkan variabel *dependent* yaitu *sport decision* (Y). Hasil penelitian ini menunjukkan bahwa terdapat pengaruh yang signifikan dari *internet marketing* yaitu sub variabel *convenience*, *costumer service* dan *website sensory stimulation* terhadap *sport decision*. Sedangkan sub variabel *product performance* dan *website sosial interaction function* tidak memiliki pengaruh yang signifikan terhadap *sport decision*.

Kata Kunci : *Internet Marketing*, *Sport Decision*

ABSTRACT

Rahmat Hidayat (1005428). *Internet Marketing Influences on Sport Decision Package of Outbound (Survey on participants who had bought a package outbound Baskoro Management in Taman Wisata Matahari, Bogor). S1 Research Paper, Departement of m,Tourism Marketing, Faculty of Education, Indonesia Univesity of Education, Bandung (2015).*

In an effort to develop the economy of the community, Bogor optimize resource utilization. This is supported by a variety of attractions and other potential owned by the city of Bogor, including attraction of international scientific, nature, sports, culture, souvenirs, traditional foods and shopping centers. One of tourist attractions in Bogor is Taman Wisata Matahari. Taman Wisata Matahari in cooperation with several providers, one of which is Baskoro Management. Based on the data obtained, the number of outbound packets Baskoro Management purchases decreased. Efforts to increase the number of outbound packets back is by doing internet marketing strategies that consist of convenience, product performance, customer service, website sensory stimulation, and social interaction website function. This type of research is descriptive and verification with explanatory survey method. In this study, there are 100 respondents as representatives of particular groups or institutions. Data analysis technique used is path analisys, the independent variable in this study is internet marketing, the variable sub convenience (X1.1), product peformance (X1.2), customer service (X1.3), website sensory stimulation (X1. 4), and social interaction website (X1.5), while the dependent variable is a sports decision (Y). These results indicate that there is significant influence of internet marketing is the variable sub convenience, customer service and website sensory stimulation to the sport decision. While the sub variable product performance and social interaction website function does not have a significant impact on the sports decision.

Keywords: Internet Marketing, Sport Decision