

## ABSTRAK

**Annisa Nur Islamia (1307152) “Pengaruh *Perceived Value* dan *Perceived Quality* Terhadap *Golf Tourists’ Behavioral Intention* di Klub Golf Bogor Raya (Survei pada Partisipan yang menggunakan jasa Klub Golf Bogor Raya)”,** dibawah bimbingan Bagja Waluya, S.Pd.,M.Pd dan Oce Ridwanudin, SE.,MM.

*Sport tourism* merupakan bagian dari pariwisata yang baru-baru ini terus mengalami perkembang pesat. Klub Golf Bogor Raya merupakan penyedia jasa sarana olahraga di Kota Bogor. Masalah yang dihadapi oleh perusahaan adalah menurunnya jumlah partisipan yang menggunakan jasa Klub Golf Bogor Raya, selain itu dengan banyaknya kompetitor di kota Bogor juga menjadi permasalahan lainnya. Peneliti memilih *perceived value* dan *perceived quality* sebagai solusi yang dapat diterapkan untuk meningkatkan perilaku dikemudian hari agar partisipan dapat datang kembali, merekomendasikan bahkan menceritakan hal positive kepada orang lain. Variabel independen (X) yang digunakan ada 2, yaitu *perceived value* dan *perceived quality*. *Perceived value* yang terdiri dari dimensi *service* dan *convenient*, sedangkan *perceived quality* terdiri dari dimensi *kindness*, *efficien*, *assistan* dan *competend* dengan variabel dependen (Y) yang digunakan yaitu *behavioral intention*. Teknik analisis data yang digunakan adalah regresi berganda. Pelaksanaan *perceived value* maupun *perceived quality* di Klub Golf Bogor Raya berada pada kategori tinggi, dari *perceived value* dimensi *service* mendapatkan penilaian tertinggi sedangkan dari *perceived quality* dimensi *kindness* merupakan penilaian tertinggi dari partisipan. Kemudian tanggapan mengenai *behavioral intention* berada pada kategori tinggi, dimensi *intention to return* mendapatkan penilaian tertinggi. Hasil penelitian menunjukkan adanya pengaruh antara *perceived value* dan *perceived quality* terhadap *behavioral intention*.

**Kata Kunci:** *Sport Tourism, Perceived Value, Perceived Quality, Behavioral Intention, Golf,*

## ABSTRACT

**Annisa Nur Islamia (1307152) “The Influence of Perceived Value and Perceived Quality Against Golf Tourists’ Behavioral Intention at Klub Golf Bogor Raya (Survey to participants who use the services of Klub Golf Bogor Raya)”, under the guidance of Bagja Waluya, S.Pd., M.Pd. and Oce Ridwanudin, SE., MM.**

*Sport tourism is a part of tourism that has been expanding rapidly. Klub Golf Bogor Raya is a provider of sports services in Bogor City. The problem faced by the company is declining number of participants who used the services of Klub Golf Bogor Raya, besides many competitors in the city of Bogor also become other problems. Researchers choose perceived value and perceived quality as a solutions that can be applied to improve future behavior in order for participants to come back, recommending even telling positive things to others. There are two independent variables used in this research (X), perceived value and perceived quality. Perceived value consists of service and convenient dimension, whereas perceived quality consists of dimension of kindness, efficiency, assistance and competence with dependent variable (Y) used is behavioral intention. Analysis of data techniques used is multiple regression. The implementation of perceived value and perceived quality in Klub Golf Bogor Raya is in the high category, from perceived value service dimension get the highest rating while from perceived quality dimension kindness get the highest assessment of the participants. Then the response about behavioral intention is in the high category, the intention to return dimension gets the highest. The results showed there is a significant influence between perceived value and perceived quality toward behavioral intention.*

**Keywords : Sport Tourism, Perceived Value, Perceived Quality, Behavioral Intention, Golf, Klub Golf Bogor Raya**