

ABSTRAK

Kiki Fitriani, 1300683, Pengaruh *Service Performance Quality* terhadap *Behavioral Intention* Wisatawan di Saung Angklung Udjo (Survei Terhadap Wisatawan yang Berkunjung ke Saung Angklung Udjo). Dibawah bimbingan Bagja Waluya, S.Pd., M.Pd, dan Rini Andari, S.Pd., SE.Par.,MM.

Saung Angklung Udjo merupakan destinasi wisata di Kota Bandung yang mempunyai *workshop* kebudayaan. Berdasar pada hasil prapenelitian mengenai *behavioral intention* wisatawan Saung Angklung Udjo begitu rendah yang didukung dengan pernyataan karyawan Saung Angklung Udjo. Pelayanan kualitas pertunjukan yang beragam kepada wisatawan, dengan mengimplementasikan strategi *service performance quality* yang terdiri dari *generic festival features*, *specific entertainment features*, *information sources* dan *comfort amenities*. Tujuan penelitian ini untuk memperoleh temuan mengenai *service performance quality* yang terdiri dari *generic festival features*, *specific entertainment features*, *information sources* dan *comfort amenities* dan *behavioral intention* yang terdiri dari *loyalty festival* dan *willingness to pay more*, serta bagaimana pengaruh *service performance quality* terhadap *behavioral intentions* wisatawan di Saung Angklung Udjo. Jenis Penelitian yang digunakan bersifat deskriptif dan verivikatif, metode survei yang digunakan yaitu dengan teknik *systematic random sampling*, dengan jumlah sample sebanyak 90 responden. Teknik analisis data yang digunakan yaitu teknik regresi berganda. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh parsial dan simultan *service performance quality* terhadap *behavioral intention* wisatawan di Saung Angklung Udjo. Penilaian tertinggi dari *specific entertainment features* dan terendah dari *willingness to pay more*. Untuk meningkatkan *behavioral intentions* wisatawan Saung Angklung Udjo diharapkan dapat meningkatkan dan mengembangkan *service performance quality* sebagai suatu strategi pemasaran yang baik sehingga wisatawan dapat berkunjung ke Saung Angklung Udjo.

Kata Kunci : Saung Angklung Udjo, *Service Performance Quality*, *Behavioral Intention*

ABSTRACT

Kiki Fitriani, 1300683, The Influence of Service Performance Quality on Behavioral Intention Tourists at Saung Angklung Udjo (Survey of Tourists whom visited Saung Angklung Udjo). Under the guidance of Mr. Bagja Waluya, S.Pd., M.Pd, and Mrs. Rini Andari, S.Pd., SE.Par., MM

Saung Angklung Udjo is a tourist destination in Bandung City which has a complete cultural workshop. Based on the result of a preminilary study about behavioral intention of Saung Angklung Udjo's tourists which showed the low and it is supported by the statement of Saung Angklung Udjo's employees. Performance quality services to the tourists. By implementing service performance quality strategy consisting of generic festival features, specific entertainment features, information sources and comfort amenities. The purpose of this research is to obtain finding about service performance quality consist of generic festival features, specific entertainment features, information sources, comfort amenities and behavioral intention consisting of loyalty festival and willingness to pay more, and how the influence of service performance quality toward behavioral intentions of tourists in Saung Angklung Udjo. The type of this research is used descriptive and verificative, survey method is used systematic random sampling technique with the samples is about 90 respondents. Data analysis technique is used multiple regression technique. The results of this study indicated that there is a partial influence and simultaneous service performance quality toward the behavioral intention tourists in Saung Angklung Udjo. The highest assesment of spesific entertainment features and the lowest of willingness to pay more. To increase the behavioral intentions of Saung Angklung Udjo's tourists, expect that it can improve and develop the service performance quality as a good marketing strategy so that the tourists can visit Saung Angklung Udjo.

Keywords: Saung Angklung Udjo, Service Performance Quality, Behavioral Intention