

# **PENGARUH *TOURIST EXPERIENCE* TERHADAP *BEHAVIORAL INTENTION* DI MUSEUM BENTENG *HERITAGE***

## **ABSTRAK**

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Tujuan dari penelitian ini yaitu: 1) memperoleh temuan mengenai *tourist experience* di Museum Benteng *Heritage* Kota Tangerang, 2) memperoleh temuan mengenai *behavioral intention* di Museum Benteng *Heritage* Kota Tangerang, 3) memperoleh temuan mengenai pengaruh *tourist experience* terhadap *behavioral intention* di Museum Benteng *Heritage* Kota Tangerang. Metode analisis yang digunakan yaitu deskriptif verifikatif dan regresi berganda. Data didapat melalui kuisioner yang disebaran secara langsung dan juga *online* menggunakan *google form* lalu disebaran dengan memberikan *link* dari *google form* tersebut melalui *line*, *whatsapp*, dan *instagram* kepada wisatawan yang pernah berkunjung sebanyak 100 responden. Berdasarkan hasil analisis tersebut, diperoleh hasil regresi berganda yaitu secara simultan *Tourist Experience* memiliki pengaruh yang signifikan terhadap *Behavioral Intention* yang ada di Museum Benteng *Heritage*. Namun, secara parsial disebutkan bahwa hanya sub variabel *entertainment* yang berpengaruh signifikan terhadap *Behavioral Intention*. Sub variabel *esthetic* memiliki nilai yang tertinggi, sedangkan nilai yang terendah terdapat pada penilaian sub variabel *escapism*.

Kata Kunci: pengaruh, *tourist experience*, *behavioral intention*.

**Permana Derry Anwar, 2018**

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# **THE EFFECT OF TOURIST EXPERIENCE TOWARDS BEHAVIORAL INTENTION IN HERITAGE HERITAGE MUSEUM**

## **ABSTRACT**

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The purpose of this research are: 1) to findings about tourist experience at Museum Benteng Heritage in Tangerang City, 2) to findings about behavioral intention at Museum Benteng Heritage in Tangerang City, 3) to findings about the effect of tourist experience on behavioral intention at Museum Benteng Heritage in Tangerang City. The method of this analysis used is descriptive verifikatif and multiple regression. Data obtained through questionnaires where distributed directly and also online using google form and spread by providing links from google form through line, whatsapp, and instagram to tourists who have visited as many as 100 respondents. Based on the results, obtained multiple regression results are simultaneously, tourist experience has a significant influence on the behavioral intention in Museum Benteng Heritage. However, partially mentioned that only sub variable entertainment that significant effect on behavioral intention. The esthetic sub variable has the highest value, while the lowest value is in the sub variable of escapism assessment.

Keywords: tourist experience, behavioral intention.

**Permana Derry Anwar, 2018**

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