

**ANALISIS FAKTOR KONFIRMATORI *PERCEIVED VALUE*
TERHADAP *REVISIT INTENTION***

(Survei terhadap Wisatawan Malaysia yang berkunjung ke Kawasan Wisata
Belanja Kota Bandung)

SKRIPSI

Diajukan untuk Memenuhi Syarat Ujian Sidang Sarjana pada Program Studi
Manajemen Pemasaran Pariwisata



oleh

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**FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2019**

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Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat untuk memperoleh
gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
Fakultas Pendidikan Ilmu Pengetahuan Sosial
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ABSTRAK

Riza Zuranti, 1404042, “**Analisis Faktor Konfirmatori *Perceived Value Terhadap Revisit Intention***” (Survei terhadap Wisatawan Malaysia yang Berkunjung ke Kawasan Wisata Belanja Kota Bandung), di bawah bimbingan Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M. dan Oce Ridwanudin, S.E., M.M.

Wisata belanja di Kota Bandung masih menjadi daya tarik sendiri bagi wisatawan Asia Tenggara. Persaingan yang semakin kompetitif destinasi belanja membuat semakin sulitnya destinasi di Bandung untuk mempertahankan kunjungan wisatawan. Meskipun *shopping tourism* di Bandung telah menjadi tujuan utama pembelanja, minat wisatawan untuk berkunjung ulang berada dalam kondisi rendah sehingga menyebabkan Bandung menjadi kurang kompetitif. Wisatawan lebih tertarik untuk mencoba sesuatu yang baru dan bernilai lebih tinggi. Penelitian ini bertujuan untuk menganalisis pengaruh *perceived value* yang terdiri dari *emotional value*, *social value*, *quality/ performance*, *cost/ value of money* dan *reputation* terhadap *revisit intention* di Kawasan Wisata Belanja Kota Bandung dengan unit analisis yaitu wisatawan mancanegara yang berasal dari Malaysia. Penelitian ini menggunakan pendekatan kuantitatif, dengan jumlah sampel sebanyak 400 responden. Teknik analisis data yang digunakan adalah teknik analisis *Structural Equation Modelling* (SEM). *Perceived value* yang dirasakan wisatawan berada pada kategori tinggi dan *revisit intention* wisatawan berada pada kategori tinggi. *Perceived value* yang terdiri dari *emotional value*, *social value*, *quality/ performance*, *cost/ value of money* dan *reputation* memberikan pengaruh positif terhadap *revisit intention*. *Emotional value* memiliki pengaruh paling tinggi, dimana Kawasan Wisata Belanja Kota Bandung berhasil menciptakan nilai yang didapat wisatawan belanja, Faktor yang memberikan pengaruh paling rendah dari *perceived value* adalah *social value*. Faktor ini berkaitan dengan nilai interaksi sosial yang didapatkan oleh wisatawan selama berbelanja, aspek ini perlu ditingkatkan dengan memberikan pelatihan kepada staff/ penjual agar wisatawan mendapat pelayanan terbaik saat berkunjung dan bertransaksi di Kota Bandung. Hasil penelitian menunjukkan terdapat pengaruh yang signifikan antara *perceived value* terhadap *revisit intention*.

Kata Kunci: *Perceived Value, Revisit Intention, Kota Bandung*

ABSTRACT

Riza Zuranti, 1404042, “Confirmatory Factor Analysis Perceived Value Towards Revisit Intention (Survey on Malaysian Shopping Tourists in Kota Bandung), under guidance of Dr. Lili Adi Wibowo, S.Sos., S.Pd., MM and Oce Ridwanudin, S.E., MM.

Bandung is one of the cities which has many potentials in shopping tourism. It is popular in Southeast Asia. The tourism competition among destinations is increasing so it is hard to attract more visitors to come to Bandung. Although shopping tourism in Bandung has become a main destination for shopper, the tourist revisit intention is in a low state of condition and this may cause Bandung to be less competitive. and more valuable. This research aims to analyze the impact of perceived value that consists of emotional value, social value, quality/ performance, cost/ value of money and reputation on revisit intention in Shopping Tourism Destination Bandung with an analysis unit is foreign tourist from Malaysia. This research use the quantitative approach, with the number of samples are 400 respondents. Data analysis technique used is the Structural Equation Modelling (SEM) technique. Implementation of perceived value in Shopping Tourism Destination Bandung is on the high category and tourist' revisit intention is on the high category. Perceived value that consists of emotional value, social value, quality/ performance, cost/ value of money and reputation gives positive impact on revisit intention. Social value has the highest impact, where experience when tourist has shopping in Bandung succeeded in creating the tourists' experience gained from the shopping activity which is directly related to the local community, the sellers/ staff and other buyers. The results showed there was significant impact between perceived value and revisit intention.

Keywords : Percieved Value, Revisit Intention, Kota Bandung

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