

**PENGARUH *PERCEIVED AUTHENTICITY* TERHADAP
REVISIT INTENTION KONSUMEN RESTORAN ETNIK
SUNDA DI KABUPATEN BANDUNG BARAT**

(Survey terhadap konsumen restoran Kampung Daun *Culture Gallery & Café* dan
Sapulidi Resort, Café and Gallery)

SKRIPSI

diajukan sebagai syarat memperoleh gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



oleh

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1502037

**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
Universitas Pendidikan Indonesia

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LEMBAR PENGESAHAN

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Sapulidi Resort, Café and Gallery)

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ABSTRAK

Almira Sonia Sonaya, 1502037, “Pengaruh *Perceived Authenticity* terhadap *Revisit Intention* Konsumen Restoran Etnik Sunda di Kabupaten Bandung Barat (Survey terhadap konsumen restoran Kampung Daun *Culture Gallery & Café* dan Sapulidi *Resort, Café and Gallery*), di bawah bimbingan Yeni Yuniawati, S.Pd.,MM dan Taufik Abdullah,SE.,MM.Par.,CHE.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh dari *perceived authenticity* terhadap *revisit intention* konsumen restoran etnik sunda di Kabupaten Bandung Barat. Variabel bebas (X) dalam penelitian ini adalah *perceived authenticity* yang terdiri dari beberapa sub dimensi yaitu *food authenticity*, *authenticity of atmospherics* dan *employee authenticity* serta yang menjadi variabel terikat (Y) adalah *revisit intention*. Metode yang digunakan adalah survey menggunakan teknik *stratified sampling* dengan jumlah responden sebanyak 400 terdiri dari 220 konsumen Kampung Daun *Culture Gallery & Café* dan 180 konsumen Sapulidi *Resort, Café and Gallery*. Teknik analisis data yang digunakan adalah regresi berganda dengan menggunakan bantuan program IBM SPSS for Windows 20.0. Hasil penelitian menunjukkan bahwa secara bersama-sama variabel *perceived authenticity* memberi pengaruh signifikan pada *revisit intention* konsumen restoran etnik sunda di Kabupaten Bandung Barat. Pengujian secara terpisah semua sub dimensi dari variabel *perceived authenticity* berpengaruh signifikan terhadap *revisit intention*.

Kata Kunci: *Perceived Authenticity, Revisit Intention, Restoran Etnik*

ABSTRACT

Almira Sonia Sonaya, 1502037, “The Effect of Perceived Authenticity on Revisit Intention of Sundanese Ethnic Restaurants Consumers in West Bandung Regency (Survey of consumers of Kampung Daun Culture Gallery & Café and Sapulidi Resort, Café and Gallery), supervised by Yeni Yuniawati, S.Pd., MM and Taufik Abdullah, SE., MM.Par., CHE.

This study aimed to investigate the effect of perceived authenticity towards revisit intention of Sundanese ethnic restaurants consumers in West Bandung Regency. The independent variable (X) in this study is perceived authenticity which consists of several sub-dimensions, namely food authenticity, authenticity of atmospherics and employee authenticity and the dependent variable (Y) is revisit intention. The type of this research is explanatory survey. The method used was a survey using stratified sampling technique with a total of 400 respondents consisting 220 consumers of Kampung Daun Culture Gallery & Café and 180 consumers of Sapulidi Resort, Café and Gallery. The data analysis technique and hypothesis test through multivariate regression using IBM SPSS for Windows 20.0 program. The results showed that the perceived authenticity variables together had a significant influence on the revisit intention of Sundanese ethnic restaurants consumers in West Bandung Regency. Partially all of perceived authenticity gives significant effect on revisit intention.

Keywords: Perceived Authenticity, Revisit Intention, Ethnic Restaurant

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