

**PENGARUH *GASTRONOMIC FESTIVAL ATTRIBUTES* TERHADAP
*BEHAVIORAL INTENTION***

(Survei terhadap Pengunjung Luar Daerah Kabupaten Purwakarta yang
Berkunjung ke Wisata Kuliner Tjeplak Purwakarta)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana
Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata.



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UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2019**

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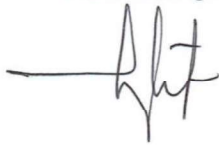
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SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul "*Pengaruh Gastronomic Festival Attributes terhadap Behavioral Intention*" (Survey terhadap Pengunjung Luar Daerah Kabupaten Purwakarta yang Berkunjung ke Wisata Kuliner Tjeplak Purwakarta) ini beserta seluruh isinya adalah benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara yang tidak sesuai etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/ sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, 30 Juli 2019
Yang Membuat Pernyataan



Rr. Maharani Vania Tinandia

ABSTRAK

Rr. Maharani Vania Tinandia, 1504171, “Pengaruh *Gastronomic Festival Attributes* Terhadap *Behavioral Intention*” di bawah bimbingan Gitasiswhara, SE.Par, MM dan Yeni Yuniawati, S.Pd., MM

Penelitian ini bertujuan untuk mengetahui pengaruh *gastronomic festival attributes* terhadap *behavioral intention* di Wisata Kuliner Tjeplak Purwakarta. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif. Adapun teknik pengumpulan data yang digunakan adalah melalui kuesioner. Populasi dari penelitian ini adalah konsumen individu luar daerah Kab. Purwakarta yang berkunjung dan melakukan pembelian di Wisata Kuliner Tjeplak Purwakarta. Teknik pengambilan sampel berdasarkan *systematic random sampling* diperoleh sampel sebanyak 400 responden. Analisis statistik yang digunakan dalam penelitian ini adalah teknik analisis regresi linier berganda dengan bantuan aplikasi SPSS 20 For Windows. Berdasarkan pengujian diperoleh hasil bahwa secara simultan *gastronomic festival attributes* berpengaruh signifikan terhadap *behavioral intention*. Secara parsial, keempat dimensi yakni *location and signage*, *program content*, *perceived crowdedness* dan *entertainment* namun tidak terdapat pengaruh signifikan pada dua dimensi lainnya yaitu *price* dan *comfort* terhadap *behavioral intention*.

Keywords: gastronomic festival attributes, behavioral intention,

ABSTRACT

Rr. Maharani Vania Tinandia, 1504171, “Influence of Gastronomi Festival Attributes on Behavioral Intention” Under the guidance Gitasiswhara, SE.Par, MM and Yeni Yuniawati,S.Pd.,MM

This study aimed to examine the influence of gastonomic festival attributes on behavioral intention. The research method used is descriptive and verificative study.

As for the data collection technique used is questionnaire. Population from this research were visitors from different regions and visited Wisata Kuliner Tjeplak Purwakarta. The technique for collecting sample is systematic random sampling to get 400 respondent. The statistical analysis used is multiple linier regression using SPSS 20 for Windows. The result of the test shows that gastronomic festival attribues has a significance influence on behavioral intention. Moreover, all dimensions (except price and comfort) of gastronomic festivals attributes which are location and signage, program content, perceived crowdedness, and entertainment have a significance influence on behavioral intention

Keywords: gastronomic festival attributes, behavioral intention,

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Penelitian ini bertujuan untuk mengetahui gambaran *gastronomic festival attributes* dan *behavioral intention* di Wisata Kuliner Tjeplak Purwakarta, serta untuk mengetahui pengaruh *gastronomic festival attributes* terhadap *behavioral intentions*. Penulis menyadari bahwa penulisan skripsi ini masih terdapat kekurangan, maka dari itu sumbangan saran dan kritik dari pembaca sangat penulis harapkan demi kesempurnaan skripsi ini. Penulis berharap karya ilmiah ini dapat memberi sumbangan bagi pengembangan ilmu manajemen pemasaran pariwisata khususnya dalam *gastronomic festival attributes* dan *behavioral intentions*.

Bandung, Juli 2019

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