

PENGARUH *DINING EXPERIENCE* TERHADAP *REVISIT INTENTION*

(Survey terhadap konsumen di Rumah Makan Riung Panyaungan Kabupaten Bandung)

SKRIPSI

diajukan sebagai salah satu syarat untuk mendapatkan gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata



oleh
Tio Aditya Hambali
1403094

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

PENGARUH *DINING EXPERIENCE* TERHADAP *REVISIT INTENTION*

(Survey terhadap konsumen di Rumah Makan Riung Panyaungan
Kabupaten Bandung)

oleh
Tio Aditya Hambali
1403094

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

©Tio Aditya Hambali, 2019
Universitas Pendidikan Indonesia
April 2018

Hak Cipta dilindungi Undang-Undang

ABSTRAK

Tio Aditya Hambali, 1403094, “Pengaruh *Dining Experience* Terhadap *Revisit Intention* di Rumah Makan Riung Panyaungan (Survey terhadap konsumen di Rumah Makan Riung Panyaungan Kabupaten Bandung)”, di bawah bimbingan Dr. H. Hari Mulyadi, M,Si. dan Oce Ridwanudin, SE., MM.

Penelitian ini bertujuan untuk menganalisis pengaruh *dining experience* yang terdiri dari *food quality*, *service quality* dan *physical evidence* terhadap *revisit intention* di Rumah Makan Riung Panyaungan. Metode yang digunakan dalam penelitian ini adalah *explanatory survei* dan pendekatan *cross sectional*. Penelitian ini menggunakan pendekatan kuantitatif, dengan jumlah sampel sebanyak 108 responden. Teknik analisis data yang digunakan adalah regresi berganda dengan menggunakan bantuan program IBM SPSS for Macbook 24.0. *Food quality* dalam *dining experience* mendapatkan penilaian tertinggi, sedangkan *service quality* memiliki penilaian terendah dari konsumen. Hasil penelitian menunjukkan bahwa secara bersama-sama variabel *dining experience* memberi pengaruh signifikan pada *revisit intention* di Rumah Makan Riung Panyaungan. Namun secara terpisah hanya ada dua sub dimensi dari variabel *dining experience* yang berpengaruh signifikan terhadap *revisit intention*.

Kata kunci: *dining experience*, *revisit intention*, *food quality*, *service quality*, *physical environment*

ABSTRACT

Tio Aditya Hambali, 1403094, “The Impact Dining Experience on Revisit Intention at Rumah Makan Riung Panyaungan” (A survey on customer of Rumah Makan Riung Panyaungan Kabupaten Bandung), under guidance Dr. H. Hari Mulyadi, M,Si. dan Oce Ridwanudin, SE., MM.

This research aims to analyze the influence of the dining experience which consists of food quality, service quality and physical evidence against revisit intention at home Eating Riung Panyaungan. The methods used in this research is a survey of the expalanatory and the approach of cross sectional. This research use the quantitative approach, with the number of samples as much as 108 respondents. Data analysis technique used is multiple regression using IBM SPSS program assistance for Macbook 24.0. Food quality in dining experience gets the highest appraisal, while service quality assessment memilili lowest of consumers. Research results show that simultaneously variable dining experience gives significant influence on revisit intention at home Eating Riung Panyaungan. But separately only two sub dimensions of the dining experience variables that influence significantly to revisit intention.

Keyword : dining experience, revisit intention, food quality, service quality, physical environment

LEMBAR PENGESAHAN
PENGARUH DINING EXPERIENCE TERHADAP REVISIT INTENTION
(Survey terhadap konsumen di Rumah Makan Riung Panyaungan)

Skripsi ini disetujui
oleh:

Pembimbing I



Dr. H. Hari Mulyadi, M.Si
NIP. 19590515 198601 1

Pembimbing II



Oca Ridwanudin, SE., MM
NIP.19810407 201012 1 002

Mengetahui,
Ketua Program Studi
Manajemen Pemasaran Pariwisata



Yeni Yuniawati, S.Pd., MM
NIP.19810608 200604 2 001

Tanggung Jawab Yuridis
Ada Pada Penulis



Tio Aditya Hambali
NIM. 1403094

DAFTAR ISI

| | |
|---|------|
| HALAMAN JUDUL | i |
| HALAMAN HAK CIPTA | ii |
| HALAMAN PENGESAHAN | iii |
| HALAMAN KEASLIAN SKRIPSI | iv |
| ABSTRAK | v |
| ABSTRACT | vi |
| KATA PENGANTAR | vii |
| UCAPAN TERIMAKASIH | viii |
| DAFTAR ISI | xi |
| DAFTAR TABEL | xv |
| DAFTAR GAMBAR | xvii |
| BAB I PENDAHULUAN | |
| 1.1 Latar Belakang Penelitian | 1 |
| 1.2 Rumusan Masalah | 7 |
| 1.3 Tujuan penelitian | 7 |
| 1.4 Manfaat Penelitian | 7 |
| BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS | |
| 2.1 Kajian Pustaka | 9 |
| 2.1.1 Konsep <i>Revisit Intention</i> | 9 |
| 2.1.1.1 Konsep <i>Revisit Intention</i> dalam <i>Customer Behavior</i> .. | 9 |
| 2.1.1.2 Definisi <i>Revisit Intention</i> | 10 |
| 2.1.1.3 Dimensi <i>Revisit Intention</i> | 11 |
| 2.1.2 Konsep <i>Dining Experience</i> | 12 |
| 2.1.2.1 Konsep <i>Dining Experience</i> dalam <i>Marketing Experience</i> | |
| | 12 |
| 2.1.2.2 Definisi <i>Dining Experience</i> | 13 |
| 2.1.2.3 Dimensi <i>Dining Experience</i> | 15 |
| 2.1.3 Penelitian Terdahulu | 16 |
| 2.2 Kerangka Pemikiran | 18 |
| 2.3 Hipotesis | 24 |
| BAB III OBJEK DAN METODE PENELITIAN | |
| 3.1 Objek Penelitian | 25 |
| 3.2 Metode Penelitian | 25 |
| 3.2.1 Jenis Penelitian dan Metode yang Digunakan | 25 |
| 3.2.2 Operasionalisasi Variabel | 26 |
| 3.2.3 Jenis dan Sumber Data | 29 |
| 3.2.4 Populasi, Sampel dan Teknik Sampel | 31 |
| 3.2.4.1 Populasi | 31 |
| 3.2.4.2 Sampel | 31 |
| 3.2.4.3 Teknik Sampling | 32 |
| 3.2.5 Teknik Pengumpulan Data | 33 |
| 3.2.6 Pengujian Validitas dan Reliabilitas | 34 |
| 3.2.6.1 Pengujian Validitas | 34 |
| 3.2.6.2 Pengujian Reliabilitas | 37 |
| 3.2.7 Teknik Analisis Data | 39 |
| 3.2.7.1 Analisis Data Deskriptif | 40 |

| | |
|---|----|
| 3.2.7.2 Analisis Data Verifikatif | 41 |
| 3.2.7.3 Analisis Regresi Berganda | 43 |
| 3.2.8 Pengujian Hipotesis..... | 46 |
| BAB IV HASIL DAN PEMBAHASAN | |
| 4.1 Profil, Karakteristik, dan Pengalaman Konsumen | 48 |
| 4.1.1 Profil Perusahaan | 48 |
| 4.1.1.1 Identitas Perusahaan | 48 |
| 4.1.1.2 Sejarah Singkat Perusahaan..... | 48 |
| 4.1.1.3 Produk dan Jasa yang Ditawarkan..... | 49 |
| 4.1.2 Karakteristik dan Pengalaman Konsumen Rumah Makan Riung Payaungan | 49 |
| 4.1.2.1 Karakteristik Konsumen berdasarkan Jenis Kelamin dan Usia..... | 49 |
| 4.1.2.2 Karakteristik Konsumen Berdasarkan Pekerjaan dan Penghasilan..... | 50 |
| 4.1.2.3 Karakteristik Konsumen berdasarkan Asal Daerah | 51 |
| 4.1.3 Karakteristik Konsumen berdasarkan Pengalaman..... | 52 |
| 4.1.3.1 Karakteristik Konsumen berdasarkan Sumber Informasi dan Teman Berkunjung..... | 52 |
| 4.1.3.2 Karakteristik Konsumen berdasarkan Teman Berkunjung dan rata-rata Biaya yang di Keluarkan..... | 53 |
| 4.1.3.3 Karakteristik Konsumen berdasarkan Teman Berkunjung dan Waktu yang dihabiskan | 54 |
| 4.2 Tanggapan Konsumen terhadap <i>Dining Experience</i> di Rumah Makan Riung Payaungan | 55 |
| 4.2.1 Tanggapan Konsumen terhadap <i>Food Quality</i> | 55 |
| 4.2.2 Tanggapan Konsumen terhadap <i>Service Quality</i> | 57 |
| 4.2.3 Tanggapan Konsumen terhadap <i>Physical Environment</i> | 58 |
| 4.3 Tanggapan Konsumen terhadap <i>Revisit Intention</i> di Rumah Makan Riung Payaungan | 60 |
| 4.3.1 Tanggapan Responden terhadap <i>Revisit Intention</i> di Rumah Makan Riung Payaungan | 60 |
| 4.4 Pengaruh <i>Dining Experience</i> terhadap <i>Revisit Intention</i> | 62 |
| 4.4.1 Pengaruh <i>Dining Experience</i> terhadap <i>Revisit Intention</i> | 62 |
| 4.4.1.1 Hasil Pengujian Asumsi Normalitas..... | 62 |
| 4.4.1.2 Hasil Pengujian Asumsi Heterokedastisitas | 63 |
| 4.4.1.3 Hasil Pengujian Asumsi Multikolinearitas | 64 |
| 4.4.1.4 Hasil Pengujian Asumsi Autokorelasi..... | 64 |
| 4.4.1.5 Hasil Pengujian Asumsi Linearitas | 65 |
| 4.4.2 Hasil Pengujian Korelasi dan Koefisien Determinasi | 65 |
| 4.4.3 Hasil Pengujian Hipotesis dan Uji Signifikansi Secara Simultan (Uji F) | 66 |
| 4.4.4 Hasil Pengujian Hipotesis dan Uji Signifikansi Secara Parsial (Uji T) | 67 |
| 4.5 Model Persamaan Regresi Pengaruh <i>Dining Experience</i> Terhadap <i>Revisit Intention</i> | 68 |
| 4.6 Pembahasan | 69 |

| | |
|--|-------|
| 4.6.1 Tanggapan Responden Terhadap <i>Dining Experience</i> di Rumah Makan Riung Panyaungan | 69 |
| 4.6.2 Tanggapan Responden Terhadap <i>Revisit Intention</i> di Rumah Makan Riung Panyaungan | 72 |
| 4.6.3 Gambaran Pengaruh <i>Dining Experience</i> Terhadap <i>Revisit Intention</i> di Rumah Makan Riung Panyaungan | 74 |
| 4.7 Implikasi Hasil Temuan Penelitian | 75 |
| 4.7.1 Temuan Bersifat Teoritis | 75 |
| 4.7.2 Temuan Bersifat Empiris | 75 |
| BAB IV KESIMPULAN DAN REKOMENDASI | |
| 5.1 Kesimpulan | 76 |
| 5.2 Rekomendasi | 77 |
| DAFTAR PUSTAKA | xviii |
| LAMPIRAN | |

DAFTAR TABEL

| | |
|---|----|
| Tabel 1.1 Jumlah Restoran, di Kabupaten Bandung tahun 206-2018..... | 2 |
| Tabel 1.2 Jumlah Pembelian dan Pendapatan Rumah Makan Riung Panyaungan Tahun 2015 - 2017..... | 3 |
| Tabel 1.3 Implementasi <i>Dining Experience</i> di Rumah Makan Riung Panyaungan Sebelum dan Sesudah Tahun 2018..... | 4 |
| Tabel 2.1 Definisi <i>Revisit Intention</i> menurut para ahli | 10 |
| Tabel 2.2 Definisi <i>Dining Experience</i> menurut beberapa ahli..... | 14 |
| Tabel 2.3 Penelitian Terdahulu Berkaitan dengan Pengaruh <i>Dining Experience</i> terhadap <i>Revisit Intention</i> | 17 |
| Tabel 3.1 Oprasional Variabel Penelitian | 27 |
| Tabel 3.2 Jenis Sumber Data Penelitian..... | 30 |
| Tabel 3.3 Hasil Pengujian Validitas..... | 36 |
| Tabel 3.4 Hasil Pengujian Realibilitas | 39 |
| Tabel 3.5 Interpretasi Koefisien Korelasi | 45 |
| Tabel 4.1 Karakteristik Konsumen berdasarkan Jenis Kelamin dan Usia | 50 |
| Tabel 4.2 Karakteristik Konsumen berdasarkan Pekerjaan dan Pendapatan Perbulan | 51 |
| Tabel 4.3 Karakteristik Konsumen berdasarkan Asal Daerah | 52 |
| Tabel 4.4 Karakteristik Konsumen berdasarkan Sumber Informasi dan Teman Berkunjung | 53 |
| Tabel 4.5 Karakteristik Konsumen berdasarkan Teman Berkunjung dan Rata-rata Biaya yang Dikeluarkan | 53 |
| Tabel 4.6 Karakteristik Konsumen berdasarkan Teman Berkunjung dan Waktu yang Dhabiskan | 54 |
| Tabel 4.7 Tanggapan Konsumen Rumah Makan Riung Panyaungan Terhadap <i>Food Quality</i> | 55 |
| Tabel 4.8 Tanggapan Konsumen Rumah Makan Riung Panyaungan Terhadap <i>Service Quality</i> | 57 |
| Tabel 4.9 Tanggapan Konsumen Rumah Makan Riung Panyaungan Terhadap <i>Physical Environment</i> | 59 |
| Tabel 4.10 Tanggapan Konsumen Rumah Makan Riung Panyaungan Terhadap <i>Revisit Intention</i> | 61 |
| Tabel 4.11 Hasil Pengujian Asumsi Normalitas Menggunakan Kolmogorov - Smirnov | 62 |
| Tabel 4.12 Hasil Pengujian Asumsi Heterokedastisitas..... | 63 |
| Tabel 4.13 Hasil Pengujian Multikolinearitas..... | 64 |
| Tabel 4.14 Hasil Pengujian Autokorelasi..... | 65 |
| Tabel 4.15 Hasil Pengujian Asumsi Linearitas | 65 |
| Tabel 4.16 Hasil Pengujian Koefisien Determinasi | 66 |
| Tabel 4.17 Hasil Uji F Outout Anova | 66 |
| Tabel 4.18 Hasil Uji T..... | 67 |
| Tabel 4.19 Rekapitulasi Tanggapan Konsumen terhadap <i>Dining Experience</i> di Rumah Makan Riung Panyaungan..... | 69 |
| Tabel 4.20 Rekapitulasi Tanggapan Konsumen terhadap <i>Revisit INtention</i> di Rumah Makan Riung Panyaungan..... | 71 |

DAFTAR GAMBAR

| | |
|---|----|
| Gambar 2.1 Kerangka Pemikiran Pengaruh <i>Dining Experience</i> Terhadap <i>Revisit Intention</i> | 33 |
| Gambar 2.2 Paradigma Penelitian <i>Dining Experience</i> terhadap <i>Revisit Intention</i> | 34 |
| Gambar 3.1 Regresi Berganda | 44 |
| Gambar 4.1 Logo Perusahaan | 48 |
| Gambar 4.2 Garis Kontinum <i>Dining Experience</i> di Rumah Makan Riung Panyaungan | 71 |
| Gambar 4.3 Garis Kontinum <i>Revisit Intention</i> di Rumah Makan Riung Panyaungan | 72 |

DAFTAR PUSTAKA

- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804.
- Canny, I. U. (2014). Canny 2014. *Measuring the Mediating Role of Dining Experience Attributes on Customer Satisfaction and Its Impact on Behavioral Intention of Casual Dining Restaurant in Jakarta*.
- Chang, L., Backman, K. F., & Huang, Y. C. (2014). Creative tourism: a preliminary examination of creative tourists' motivation, experience, perceived value and revisit intention
- Davidson, M., McPhail, R., & Barry, S. (2011). *International journal of contemporary hospitality management: electronic resource. International journal of contemporary hospitality management* (Vol. 23). Retrieved from
- DiPietro, R. B., & Levitt, J. (2017). Restaurant Authenticity: Factors That Influence Perception, Satisfaction and Return Intentions at Regional American-Style Restaurants. *International Journal of Hospitality and Tourism Administration*, 0(0), 1–27.
- Feng Hsiang Chang, C. Y. T. (2016). Influence of The Sports Tourism Attractiveness, Motivation, and Experience on Revisit Intentions. *Journal of Social Sciences & Humanities Research*, 2(1), 1–10
- Hanai, T., Oguchi, T., Ando, K., & Yamaguchi, K. (2008). Important attributes of lodgings to gain repeat business: A comparison between individual travels and group travels. *International Journal of Hospitality Management*, 27(2), 268–275.
- Ha, J., & (Shawn) Jang, S. C. (2010). Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. *International Journal of Hospitality Management*, 29(1), 2–13.
- Jen, W., & Hu, K. (2003). Application of perceived value model to identify factors affecting passengers ..., 307–327.
- Jeong, E. H., & Jang, S. C. (Shawn). (2018). The affective psychological process of self-image congruity and its influences on dining experience. *International Journal of Contemporary Hospitality Management*, 30(3), 1563–1583.
- Jung, N. Y., Kim, S., & Kim, S. (2014). Influence of consumer attitude toward online brand community on revisit intention and brand trust. *Journal of Retailing and Consumer Services*, 21(4), 581–589.
- Kabadayı, E. T., & Alan, A. K. (2012). Revisit Intention of Consumer Electronics Retailers: Effects of Customers' Emotion, Technology Orientation and WOM Influence. *Procedia - Social and Behavioral Sciences*, 41, 65–73.
- Kim, K., & Baker, M. A. (2017). The Impacts of Service Provider Name, Ethnicity, and Menu Information on Perceived Authenticity and Behaviors. *Cornell Hospitality Quarterly*, 58(3), 312–318.
- Kim, W. G., Li, J. J., Han, J. S., & Kim, Y. (2017). The influence of recent hotel amenities and green practices on guests' price premium and revisit intention. *Tourism Economics*, 23(3), 577–593.
- Lai, W. T., & Chen, C. F. (2011). Behavioral intentions of public transit passengers-The roles of service quality, perceived value, satisfaction and involvement. *Transport Policy*, 18(2), 318–325.

<https://doi.org/10.1016/j.tranpol.2010.09.003>

- Keller, K. L., & Kotler, P. (2016). *Marketing Management*. Lanier. (2008). Lanier2008-ExperientialMarketing.
- Lee, K. J. (2005). A practical method of predicting client revisit intention in a hospital setting. *Health Care Management Review*, 30, 157. *A Practical Method of Predicting Client Revisit Intention in a Hospital Setting. Health Care Management Review*, 30, 157., (June), 157–167.
- Lee, T. H., & Chang, Y. S. (2012). The Influence of Experiential Marketing and Activity Involvement on The Loyalty Intentions of Wine Tourists in Taiwan. *Journal of Retailing*, 31(October), 37–41.
- Liu, C. H. S., & Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management*, 52, 42–54. <https://doi.org/10.1016/j.jairtraman.2015.12.007>
- Lu, C., & Berchoux, C. (2015). Service quality and customer satisfaction: qualitative research implications for luxury hotels. *International Journal of Culture, Tourism and Hospitality Research*, 9(2).
- Ma, J., Qu, H., Njite, D., & Chen, S. (2011). Western and Asian customers' perception towards Chinese restaurants in the United States. *Journal of Quality Assurance in Hospitality and Tourism*, 12(2), 121–139.
- Meng, B., & Kyuhwan, C. (2017). An investigation on customer revisit intention to theme restaurants: the role of servicescape and authentic perception.
- Neuvonen, M., Pouta, E., & Sievänen, T. (2010). Intention to Revisit a National Park and Its Vicinity. *International Journal of Sociology*, 40(3), 51–70.
- Phosaard, S., & Wiriyaipinit, M. (2011). Knowledge Management via Facebook: Building a framework for Knowledge Management on a social network by aligning business, IT and Knowledge Management. *Proceedings of the World Congress on Engineering 2011, WCE 2011*, 3, 1855–1860.
- PIYAVAN SUKALAKAMALA, B. I. . (2007). Customer Perceptions for Expectations and Acceptance of an Authentic Dining Experience in Thai Restaurants. *Journal of Foodservice*, 53(9), 69–75.
- Quintal, V. a., & Polczynski, A. (2010). Factors Influencing Tourists' Revisit Intentions. *Asia Pacific Journal of Marketing and Logistics*, 22(10), 554–578.
- Rahman, M. S., Mannan, M., Hossain, M. A., & Zaman, M. H. (2018). Patient's behavioral intention: public and private hospitals context. *Marketing Intelligence & Planning*, MIP-08-2017-0155.
- Ramukumba, T. (2018). Tourists revisit intentions based on purpose of visit and preference of the destination . A case study of Tsitsikamma National Park, 7(1), 1–10.
- Ren, L., Qiu, H., Wang, P., & Lin, P. M. C. (2016). Exploring customer experience with budget hotels: Dimensionality and satisfaction. *International Journal of Hospitality Management*, 52, 13–23.
- Schiffman, L., & Kanuk, L. L. (2015). *Consumer Behavior*.
- Shao, J. B., Wang, Z., & Long, X. X. (2008). The driving factor of customer retention: Empirical study on bank card. In *2008 International Conference on Management Science and Engineering 15th Annual Conference Proceedings, ICMSE*.
- Shariff, S. N. F. B. A., Omar, M. B., Sulong, S. N. B., Majid, H. A. B. M. A.,

- Ibrahim, H. B. M., Jaafar, Z. B., & Ideris, M. S. K. Bin. (2015). The Influence of Service Quality and Food Quality Towards Customer Fulfillment and Revisit Intention. *Canadian Social Science*, 11(8), 110–116.
- Shen, S. (2014). Intention to revisit traditional folk events: A case study of qinhuai lantern festival, China. *International Journal of Tourism Research*, 16(5), 513–520.
- Shih-Tse Wang, E., & Tsai, B.-K. (2014). Consumer response to retail performance of organic food retailers. *British Food Journal*, 116(2), 212–227.
- Strategi, P., Masalah, B., & Kreativitas, T. (2004). Pengaruh strategi, 216–229.
- Ting, H., Lau, wee ming, Cheah, J., Yacob, Y., Memon, mumtaz ali, & Lau, E. (2018). Perceived quality and intention to revisit coffee concept shops in Malaysia: a mixed-methods approach. *British Food Journal*.
- Uma, S. (2013). *Metode Penelitian untuk Bisnis*. Jakarta: Salemba Empat.
- Wu, H.-C., Ai, C.-H., Yang, L.-J., & Li, T. (2015). A Study of Revisit Intentions, Customer Satisfaction, Corporate Image, Emotions and Service Quality in the Hot Spring Industry. *Journal of China Tourism Research*, 11(4), 371–401.
- Wu, H. C., Li, M. Y., & Li, T. (2018). A Study of Experiential Quality, Experiential Value, Experiential Satisfaction, Theme Park Image, and Revisit Intention. *Journal of Hospitality and Tourism Research*, 42(1), 26–73.
- Yan, X., Wang, J., & Chau, M. (2015). Customer revisit intention to restaurants: Evidence from online reviews. *Information Systems Frontiers*, 17(3), 645–657.
- Zeithaml V.A, M.J Bitner and D.D. Gremler, (2013). *Service Marketing: Integrating Customer Focus Across the Firm, 6th Edition*. New York: McGraw-Hill Companies, Inc.