

## ABSTRAK

**Septi Maulidya Putri (1300195), “Pengaruh *Event Quality* terhadap *Revisit Intention* di Trans Studio Bandung”** (Sensus pada pengambil keputusan dari Sekolah yang mengikuti *event “Urban Scouts Festival 2017”* Trans Studio Bandung) di bawah bimbingan Yeni Yuniawati, S.Pd., MM dan Dewi Pancawati Novalita, S.Pd., MM.

Trans Studio Bandung adalah salah satu *theme park indoor* terbesar di dunia. Namun terdapat masalah dalam hal niat berkunjung ulang atau *revisit intention* di dalam kategori pengunjung grup sekolah. Untuk mengatasi hal tersebut, Trans Studio Bandung memilih dan memanfaatkan *event quality* melalui *event “Urban Scouts Festival 2017”* sebagai strategi perusahaan untuk menciptakan *revisit intention*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *exploratory survey* dengan pendekatan *cross sectional*. Responden penelitian ini adalah pengambil keputusan dari Sekolah yang mengikuti *event “Urban Scouts Festival 2017”* di Trans Studio Bandung. Penyebaran angket sebanyak 111 responden. Teknik penarikan sampel yaitu sampel jenuh. Teknik analisis yang digunakan adalah analisis regresi berganda. Variabel *independent* dalam penelitian ini adalah *event quality* yang terdiri dari *game quality* (X1), *augment quality* (X2), *interaction quality* (X3), *outcome quality* (X4) dan *physical environment quality* (X5). Hasil penelitian menunjukkan bahwa tanggapan para pengambil keputusan terhadap *event quality* berada di kategori sangat tinggi berdampak terhadap *revisit intention* di Trans Studio Bandung. Hasil penelitian menunjukkan adanya pengaruh yang signifikan antara *event quality* dan *revisit intention*. Hasil perhitungan diketahui bahwa Penilaian dimensi *physical environment quality* mendapat nilai tertinggi sedangkan dimensi *interaction quality* mendapat nilai terendah.

**Kata Kunci :** *Event Quality, Revisit Intention, Trans Studio Bandung*

Septi Maulidya Putri, 2018

PENGARUH *EVENT QUALITY* TERHADAP *REVISIT INTENTION* DI TRANS STUDIO BANDUNG

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## **ABSTRACT**

**Septi Maulidya Putri ( 1300195 ) , "Effect of Event Quality on Revisit Intention in Trans Studio Bandung" (Census of decision makers of the following schools event "Urban Scouts Festival 2017" Trans Studio Bandung) under guidance of YeniYuniawati, S.Pd., MM and Dewi Pancawati Novalita, S.Pd., MM .**

*Trans Studio Bandung is one of the largest indoor theme park in the world. There are, however, problems with intentions of revisiting or revisiting intentions within the category of school group visitors. To overcome this, Trans Studio Bandung choose and take advantage of event quality as a corporate strategy to create a revisit of intention. The type of research used is descriptive and verifikatif with exploratory survey methods with accross sectional approach. The respondents of this study were the decision makers of the School who participated in the "Urban Scouts Festival 2017" event at Trans Studio Bandung. The envelope of polls is 111 respondents. Sampling technique is saturated sample. The analysis technique used is multiple regression analysis. The independent variables in this research are event quality consisting of game quality (X1), augment quality (X2), interaction quality (X3), outcome quality (X4) and physical environment quality (X5). The results showed a significant influence between event quality and revisit intention. The results show that the responses of decision makers against event quality are in very high category impacting the revisit intention in Trans Studio Bandung. The result of the calculation is known that the physical environment quality dimentions assessment chances, not the highest value, while the dimensions of quality interaction gets the lowest score.*

**Septi Maulydia Putri, 2018**

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**Keywords:** *Event Quality , Revisit Intention , Trans Studio Bandung*

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