

ABSTRAK

Cynthiawati Suci Suryani, 1307037, “**Pengaruh *Perceived Quality* Terhadap Kepuasan Pengunjung di Museum Mandala Wangsit Siliwangi**”, di bawah bimbingan Rini Andari, S.Pd., SE.Par., MM dan Taufik Abdullah, SE., MM.Par.

Penelitian ini bertujuan untuk mengetahui dan menganalisis faktor-faktor yang mempengaruhi *Perceived Quality* di Museum Mandala Wangsit Siliwangi. Museum Mandala Wangsit Siliwangi adalah salah satu destinasi wisata di Bandung yang bertemakan museum sejarah di Kota Bandung dikunjungi baik oleh wisatawan nusantara (wisnus) maupun wisatawan mancanegara (wisman). Berdasarkan perolehan data, diketahui bahwa kunjungan ke Museum Mandala Wangsit Siliwangi mengalami penurunan, bahkan pada tahun 2016 & 2017 terjadi penurunan kunjungan yang sangat drastis. Salah satu faktor yang menyebabkan penurunan kunjungan tersebut dikarenakan rendahnya kepuasan wisatawan di Museum Mandala Wangsit Siliwangi. Kepuasan Pengunjung adalah salah satu aspek penting pada destinasi wisata. Dalam penelitian ini, variabel bebas (X) yang digunakan yaitu *Perceived Quality* yang terdiri dari *Service Interaction*, *Service Evidence*, *Product Functionality* dan *Product Enrichment*. Variabel terikat (Y) yang digunakan adalah Kepuasan Pengunjung. Jenis penelitian ini adalah deskriptif verifikatif. Metode yang digunakan adalah survei menggunakan teknik *systematic random sampling* dengan jumlah responden sebanyak 100 responden yang melakukan kunjungan ke Museum Mandala Wangsit Siliwangi. Teknik analisis data dan uji hipotesis yang digunakan adalah Regresi Berganda. Hasil penelitian menunjukkan bahwa *Perceived Quality* memberikan pengaruh yang signifikan terhadap Kepuasan Pengunjung. Pengaruh terbesar pada Kepuasan Pengunjung di Museum Mandala Wangsit Siliwangi adalah *Service Interaction*. Pengaruh terendah pada keputusan berkunjung adalah *Product Enrichment*, aspek ini perlu ditingkatkan dalam aktivitas pada *Product Enrichment*.

Cynthiawati Suci Suryani, 2018

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Kata Kunci : *Perceived Quality, Service Interaction, Service Evidence, Product Functionality, Product Enrichment, Kepuasan Pengunjung, Museum Mandala Wangsit Siliwangi*

ABSTRACT

Cynthiawati Suci Suryani, 1307037, ***“The Influence of Perceived Quality towards Customer Satisfaction at Mandala Wangsit Siliwangi Museum”***, under the guidance of Rini Andari, S.Pd., SE.Par., MM dan Taufik Abdullah, SE., MM.Par.

This study aims to determine and analyze the factors that affect Perceived Quality in Mandala Wangsit Siliwangi Museum. Mandala Wangsit Siliwangi Museum is one of the tourist destinations in Bandung with the theme of history museum in Bandung city visited by both domestic tourists and foreign tourists. Based on data acquisition, it is known that the visit to Mandala Wangsit Siliwangi Museum has decreased, even in 2016 & 2017 there was a very drastic decrease of visit. One of the factors that caused the decrease of the visit was due to the low satisfaction of tourists at Mandala Wangsit Siliwangi Museum. Visitor satisfaction is one of the important aspects of tourist destinations. In this study, the independent variable (X) used is Perceived Quality which consists of Service Interaction, Service Evidence, Product Functionality and Product Enrichment. The dependent variable (Y) used is Visitor Satisfaction. The type of this research is descriptive verification. The method used is a survey using systematic random sampling technique with the number of respondents as much as 100 respondents who visited the Mandala Wangsit Siliwangi Museum. Data analysis technique and hypothesis test used is Multiple Regression. The results showed that Perceived Quality gives a significant influence on visitor satisfaction. The biggest influence on visitor satisfaction at Mandala Wangsit Siliwangi Museum is Service Interaction. The lowest effect on the visiting decision is Product Enrichment, this aspect needs to be improved in activity on Product Enrichment.

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Keywords: Perceived Quality, Service Interaction, Service Evidence, Product Functionality, Product Enrichment, Customer Satisfaction, Museum Mandala Wangsit Siliwangi

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