

**Noviani Shofia Anwar, 2019**

***PENGARUH EXPERIENCE QUALITY TERHADAP BEHAVIORAL INTENTION  
(SURVEI TERHADAP WISATAWAN ADVENTURE AND GAME SARI ATER  
HOTEL&RESORT)***

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**PENGARUH *EXPERIENCE QUALITY* TERHADAP  
*BEHAVIORAL INTENTIONS***

(Survei terhadap Wisatawan *Adventure and Game* Sari Ater Hotel & Resort di  
Kabupaten Subang)

**SKRIPSI**

Diajukan sebagai syarat untuk memperoleh gelar Sarjana Pariwisata pada  
Program Studi Manajemen Pemasaran Pariwisata



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2019**

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Sebuah skripsi yang diajukan untuk memperoleh gelar Sarjana Pariwisata  
Program Studi Manajemen Pemasaran Pariwisata  
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## LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh Experience Quality terhadap Behavioral Intentions**” (Survei terhadap wisatawan *Adventure and Game* Sari Ater Hotel & Resort) ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

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**PENGARUH *EXPERIENCE QUALITY* TERHADAP *BEHAVIORAL INTENTIONS***  
(Survei terhadap Wisatawan *Adventure and Game* Sari Ater Hotel & Resort)

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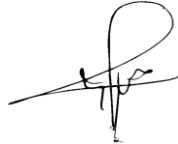
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## ABSTRAK

**Noviani Shofia Anwar, 1500083, “Pengaruh *Experience Quality* terhadap *Behavioral Intentions* di *Adventure and Game Sari Ater Hotel and Resort*”** (Survei terhadap wisatawan *Adventure and Game Sari Ater Hotel and Resort*), di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd.,S.Sos., M.M. dan Rini Andari S.Pd.,SE.Par.,MM.

Penelitian ini bertujuan untuk menganalisis pengaruh *experience quality* yang terdiri dari *hedonic*, *peance of mind*, *recognition*, *involment*, *escape* dan *learning* terhadap *behavioral intentions* di *Adventure and Game Sari Ater Hotel and Resort*. Metode penelitian yang digunakan yaitu *explanatory survey* dengan pendekatan *cross sectional method* dengan jumlah sampel sebanyak 111 yang terdiri wisatawan *Adventure and Game Sari Ater Hotel and Resort*. Teknik analisis data yang digunakan adalah teknik analisis jalur. Pelaksanaan *experience quality* di *Adventure and Game Sari Ater Hotel and Resort* berada pada kategori cukup dan *behavioral intentions* pengunjung berada pada kategori tinggi. *Experience quality* yang terdiri dari *hedonic*, *peance of mind*, *recognition*, *involment*, *escape* dan *learning* memiliki pengaruh positif terhadap *behavioral intention* dengan sub variabel *Escape* memiliki pengaruh tertinggi dimana *Adventure and Game Sari Ater Hotel and Resort* berhasil menciptakan pengalaman yang berkesan dan berkualitas dengan adanya beragam wahana yang menarik bagi wisatwan. Hasil penelitian menunjukkan terdapat pengaruh yang signifikan antara *experience quality* terhadap *behavioral intentions*.

Kata kunci : *Behavioral Intentions*, *Experience Quality* dan *Adventure and Game Sari Ater Hotel and Resort*.

## **ABSTRAK**

**Noviani Shofia Anwar, 1500083, “Impact of Experience Quality on Behavioral Intentions in Adventure and Game Sari Ater Hotel and Resort”** (Survey on Tourist Adventure and Game Sari Ater Hotel and Resort), under guidance of Dr. Lili Adi Wibowo, S.Pd.,S.Sos., M.M. and Rini Andari S.Pd.,SE.Par.,MM.

*This study aims to analyze the influence of experience quality that consists of hedonic, peace of mind, recognition, involvement, escape and learning of usage on behavioral intentions in Adventure and Game Sari Ater Hotel and Resort. Method of this research is explanatory survey with cross sectional approach, with the number of samples are 111 that consist of tourist at Adventure and Game Sari Ater Hotel and Resort. Data analysis technique used is the path analysis technique. Implementation of experience quality in Adventure and Game Sari Ater Hotel and Resort is on the high category and behavioral intentions is in the high category. Experience quality that consists of hedonic, peace of mind, recognition, involvement, escape and learning gives positive impact on behavioral intention. Escape has the highest impact, where Adventure and Game Sari Ater Hotel and Resort managed to create a memorable and quality experience with a variety of attraction that are interesting for tourists. The results showed there was significant impact between experience quality and behavioral intentions.*

*Keywords : Behavioral Intentions, Experience Quality and Adventure and Game Sari Ater Hotel and Resort.*

## KATA PENGANTAR

Skripsi ini disusun untuk memenuhi persyaratan Ujian Sidang Sarjana Pariwisata Program Studi Manajemen Pemasaran Pariwisata, Fakultas Pendidikan Ilmu Pengetahuan Sosial, Universitas Pendidikan Indonesia. Adapun skripsi ini mempunyai judul **"Pengaruh *Experience Quality* terhadap *Behavioral Intention* di *Adventure and Game Sari Ater Hotel and Resort*"** (Survei terhadap wisatawan *Adventure and Game Sari Ater Hotel and Resort*). Penelitian ini bertujuan untuk mengetahui gambaran mengenai *experience quality* di *Adventure and Game Sari Ater Hotel and Resort* dan bagaimana *behavioral intentions* pengunjung yang datang ke *Adventure and Game Sari Ater Hotel and Resort* serta seberapa besar pengaruh antara keduanya.

Penulis menyadari bahwa dalam proses penulisan skripsi ini belum sepenuhnya sempurna dan masih banyak kekurangan, baik dari segi penggunaan bahasa maupun isi. Oleh karena itu, dengan segala kerendahan hati penulis mengharapkan dan menerima segala kritik maupun saran yang membangun demi perbaikan skripsi yang telah dibuat.

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