

**PENGARUH *DAILY TOUR SERVICE QUALITY* TERHADAP
*BEHAVIORAL INTENTION***

(Survey pada wisatawan yang melakukan *one day trip island hopping* di Leebong Island Belitung)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana
Pariwisata pada program studi Manajemen Pemasaran Pariwisata



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FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2020**

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**PENGARUH *DAILY TOUR SERVICE QUALITY* TERHADAP *BEHAVIORAL INTENTION* (SURVEY PADA
WISATAWAN YANG MELAKUKAN *ONE DAY TRIP ISLAND HOPPING* DI LEEBONG ISLAND
BELITUNG)**

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LEMBAR HAK CIPTA

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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 Universitas Pendidikan Indonesia

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ABSTRAK

Oki Almeyda (1603514), “Pengaruh *Daily Tour Service Quality* Terhadap *Behavioral Intention*” (Survey pada wisatawan yang melakukan *one day trip island hopping* di Leebong Island Belitung) di bawah bimbingan Oce Ridwanudin, SE.,MM dan Rijal Khaerani, S.Si.,M.Stat.

Penelitian ini bertujuan untuk mengetahui pengaruh *daily tour service quality* terhadap *behavioral intention* di Leebong Island Belitung. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode yang digunakan adalah *explanatory survey*. Sampel dalam penelitian ini sebanyak 109 responden yaitu wisatawan yang melakukan kegiatan *one day trip island hopping* di Leebong Island Belitung, sampel diambil dengan menggunakan teknik yaitu *purposive sampling*. Analisis statistik yang digunakan dalam penelitian ini adalah teknik analisis regresi linier berganda dengan bantuan aplikasi SPSS 25 For Windows. Berdasarkan pengujian diperoleh hasil bahwa secara simultan *daily tour service quality* berpengaruh signifikan terhadap *behavioral intention*. Secara parsial, dua dimensi yakni *transportation* dan *visits and activities* berpengaruh signifikan terhadap *behavioral intention* namun tidak terdapat pengaruh signifikan pada dua dimensi lainnya yaitu *tour guide* dan *food and beverage* terhadap *behavioral intention*.

Kata Kunci : *Daily Tour Service Quality, Behavioral Intention,*

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