

**PENGARUH *PERCEIVED VALUE* PADA WISATA BERBASIS BUDAYA  
DI ISTANO BASA PAGARUYUNG TERHADAP *REVISIT INTENTION***

(Survei terhadap Wisatawan Nusantara yang berkunjung ke Istano Basa  
Pagaruyung, Kab. Tanah Datar, Sumatera Barat)

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Persyaratan Meraih Gelar Sarjana  
Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata



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TERHADAP REVISIT INTENTION (SURVEI TERHADAP WISATAWAN NUSANTARA YANG  
BERKUNJUNG KE ISTANO BASA PAGARUYUNG, KAB. TANAH DATAR, SUMATERA BARAT)***

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## ABSTRAK

**Fakhrul Rozi, 1506975, “Pengaruh *Perceived Value* pada Wisata Berbasis Budaya di Istano Basa Pagaruyung Terhadap *Revisit Intention* (Survei terhadap Wisatawan Nusantara di Istano Basa Pagaruyung, Kab. Tanah Datar, Sumatera Barat)”**, dibawah bimbingan Bagja Waluya,S.Pd.,M.Pd dan Shandra Rama Panji W,S.Par.,MM.Par.

Istano Basa Pagaruyung sebagai wisata berbasis budaya yang dikelola oleh Dinas Pariwisata Kabupaten Tanah Datar berupaya meningkatkan strategi niat berkunjung kembali wisatawan nusantara. Oleh karena itu, penelitian ini bertujuan untuk memperoleh temuan mengenai *perceived value*, *revisit intention* wisatawan nusantara yang berkunjung ke Istano Basa Pagaruyung dan pengaruh *perceived value* pada wisata berbasis budaya di Istano Basa Pagaruyung terhadap *revisit intention*. *Perceived value* sebagai variabel independen (X) terdiri dari *emotional value*, *social value*, *conditional value* dan *epistemic value*, sedangkan *revisit intention* menjadi variabel dependen (Y). jenis penelitian ini yaitu deskriptif dan verifikatif dengan metode *explanatory survey*. Sample pada penelitian ini sebanyak 110 wisatawan nusantara, dengan penggunaan teknik *incidental sampling* dikarenakan populasi yang tertuju merupakan yang sudah pernah berkunjung ke Istano Basa Pagaruyung. Teknik analisis data yang digunakan adalah analisis regresi berganda. Hasil penelitian yang didapatkan menunjukkan bahwa gambaran mengenai *perceived value* dan *revisit intention* di Istano Basa Pagaruyung dikategori tinggi, secara simultan variabel *perceived value* berpengaruh signifikan terhadap variabel *revisit intention* dan secara parsial ditemukan ada 2 sub variabel yaitu *social value* dan *epistemic value* berpengaruh signifikan terhadap *revisit intention*. Dan ada dua dimensi lainnya yaitu *emotional value* dan *conditional value* tidak berpengaruh signifikan secara langsung terhadap *revisit intention*. Wisatawan dapat menerima secara kualitas sosial dan pengetahuan perihal budaya dengan sangat baik sehingga mampu menjadi motivasi atau niat untuk berkunjung kembali.

**Kata Kunci** : *Perceived Value*, *Revisit Intention*, Istano Basa Pagaruyung, Budaya

## ABSTRACT

**Fakhrul Rozi, 1506975, “The Influence of Perceived Value on Culture-Based Tourism in Istano Basa Pagaruyung on Revisit Intention** (Survey of Indonesian Tourist in Istano Basa Pagaruyung, Tanah Datar District, West Sumatra)”, under the guidance of Bagja Waluya,S.Pd.,M.Pd, and Shandra Rama Panji Wulung,S.Par.,MM.Par.

Istano Basa Pagaruyung as a culture-based tourism managed by the Tanah Datar Regency Tourism Office sought to improve the strategy of revisit intention of domestic tourists. Therefore, this study aimed to obtain findings regarding the Perceived Value, Revisit Intention of domestic tourists visiting Istano Basa Pagaruyung, and the influence of Perceived Value on culture-based tourism at Istano Basa Pagaruyung on revisit intention. Perceived value as an independent variable (X) consisted of emotional value, social value, conditional value, and epistemic value, while revisit intention became the dependent variable (Y). This type of research was descriptive and verification with explanatory survey methods. The samples in this study were 110 domestic tourists, using the incidental sampling technique because the target population was those who had visited Istano Basa Pagaruyung. The data analysis technique used was multiple regression analysis. The results obtained indicate that the description of Perceived Value and Revisit Intention in Istano Basa Pagaruyung was in the high category, simultaneously the Perceived Value variable had a significant effect on the revisit intention variable, and partially it was found that there were 2 sub-variables, namely social value and epistemic value, which had a significant effect on Revisit Intention. However, there were two other dimensions, namely emotional value and conditional value which did not have a significant direct effect on revisit intention. Tourists could receive social quality and knowledge about a culture very well so that they could become motivation or intentions to visit again.

**Keywords: Perceived Value, Revisit Intention, Istano Basa Pagaruyung, Culture**

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