

PENGARUH *EXPERIENTIAL VALUE* TERHADAP *BEHAVIORAL INTENTIONS*
(Survei terhadap Pengunjung Museum Gedung Sate)

SKRIPSI

**Diajukan sebagai salah satu syarat untuk mendapatkan gelar Sarjana
Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata**



Oleh
Ulfa Amelinda
NIM.1604451

FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2020

LEMBAR HAK CIPTA

PENGARUH *EXPERIENTIAL VALUE* TERHADAP *BEHAVIORAL INTENTION* (Survei terhadap Pengunjung Museum Gedung Sate)

Oleh
Ulfa Amelinda
1604451

Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

© Ulfa Amelinda, 2020
Universitas Pendidikan Indonesia
Desember 2020

Hak cipta dilindungi Undang-Undang.
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis.

LEMBAR PENGESAHAN

PENGARUH *EXPERIENTIAL VALUE* TERHADAP *BEHAVIORAL INTENTION*

(Survei terhadap Pengunjung Museum Gedung Sate)

Skripsi ini disetujui dan disahkan oleh:

Pembimbing I



Oce Ridwanudin, SE.,MM
NIP. 19810407 201012 1 002

Pembimbing II



Rijal Khaerani, S.Si.,M.Stat
NIP. 19850821 201903 1 006

Mengetahui,

Ketua Program Studi Manajemen Pemasaran Pariwisata



Yeni Yuniawati, S.Pd., MM
NIP.19810608 200604 2 001

Tanggung Jawab Yuridis Ada Pada Penulis



Ulfa Amelinda
NIM. 1604451

LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul Pengaruh *Experiential Value Terhadap Behavioral Intention* (Survei terhadap Pengunjung Museum Gedung Sate) 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.

Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, 18 Desember 2020

Yang Membuat Pernyataan



Ulfa Amelinda

NIM. 1604451

ABSTRAK

Ulfa Amelinda, 1604451, “Pengaruh *Experiential Value Terhadap Behavioral Intention* (Survei terhadap Pengunjung Museum Gedung Sate)”, di bawah bimbingan Oce Ridwanudin, SE., MM., dan Rijal Khaerani, S.Si.,M.Stat.

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana pengaruh dari *experiential value* terhadap *behavioral intention* di Museum Gedung Sate. Variabel bebas (X) dalam penelitian ini adalah *experiential value* yang terdiri dari beberapa sub dimensi yaitu *visual appeal*, *entertainment*, *enjoyment*, dan *escapism* serta yang menjadi variabel terikat (Y) adalah *behavioral intention*. Jenis Penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode *explanatory survey* dan pendekatan *cross sectional study*. Data dalam penelitian menggunakan data primer dengan pengambilan sampel sebanyak 160 responden yaitu pengunjung yang pernah mengunjungi Museum Gedung Sate. Teknik analisis data yang digunakan adalah regresi berganda dengan menggunakan bantuan program IBM SPSS for Windows 20.0. *Visual appeal* mendapatkan penilaian tertinggi. Sedangkan *enjoyment* memiliki nilai terendah. Hasil penelitian menunjukkan bahwa secara bersama-sama dan terpisah variabel *experiential value* memberi pengaruh signifikan pada *behavioral intention* di Museum Gedung Sate.

Kata kunci— Experiential Value, Behavioral Intention, Museum Gedung Sate

ABSTRACT

Ulfa Amelinda, 1604451, “The Influence of Experiential Value toward Behavioral Intention” (Survey on Visitors of Museum Gedung Sate), under the guidance of Oce Ridwanudin, SE., MM., dan Rijal Khaerani, S.Si.,M.Stat.

The purpose of this study was to determine how the influence of experiential value on behavioural intention at Museum Gedung Sate. The independent variable (X) in this study is experiential value which consists of several sub dimensions, namely visual appeal, entertainment, enjoyment, and escapism and the dependent variable (Y) is behavioral intention. This type of research is descriptive and verification with an explanatory survey method and a cross sectional study approach. The data in this study used primary data with a sample of 160 respondents, namely Visitors of Museum Gedung Sate with a simple random sampling technique. The data analysis technique used is multiple regression with the help of the IBM SPSS for Windows 20.0 program. Visual appeal get the highest ratings. Meanwhile, enjoyment have the lowest score. The results showed that the experiential value variables together and separately had a significant influence on behavioral intention at Museum Gedung Sate.

Keywords— Experiential Value, Behavioral Intention, Museum Gedung Sate

DAFTAR ISI

LEMBAR HAK CIPTA	2
LEMBAR PENGESAHAN.....	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
UCAPAN TERIMA KASIH.....	Error! Bookmark not defined.
DAFTAR ISI	x
DAFTAR TABEL.....	xiv
DAFTAR GAMBAR.....	xvi
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian	Error! Bookmark not defined.
1.2 Rumusan Masalah.....	Error! Bookmark not defined.
1.3 Tujuan Penelitian	Error! Bookmark not defined.
1.4 Kegunaan Penelitian	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS.....	Error! Bookmark not defined.
2.1 Kajian Pustaka.....	Error! Bookmark not defined.
2.1.1 Konsep <i>Behavioral Intention</i>	Error! Bookmark not defined.
2.1.1.1 Konsep Behavioral Intention dalam Kajian Consumer Behavior ...	Error! Bookmark not defined.
2.1.1.2 Definisi Behavioral Intention	Error! Bookmark not defined.
2.1.1.3 Dimensi Behavioral Intention	Error! Bookmark not defined.
2.1.1.4 Model Behavioral Intention.....	Error! Bookmark not defined.
2.1.2 Konsep <i>Experiential Value</i>	Error! Bookmark not defined.
2.1.2.1 Konsep Experiential Value dalam Kajian Experience Marketing ..	Error! Bookmark not defined.
2.1.2.2 Definisi Experiential Value	Error! Bookmark not defined.
2.1.2.3 Dimensi Experiential Value.....	Error! Bookmark not defined.
2.1.2.4 Model Experiential Value	Error! Bookmark not defined.
2.1.3 Hasil Penelitian Terdahulu.....	Error! Bookmark not defined.
2.2 Kerangka Pemikiran	Error! Bookmark not defined.
2.3 Hipotesis	Error! Bookmark not defined.

BAB III OBJEK DAN METODE PENELITIANError! Bookmark not defined.

- 3.1 Objek Penelitian **Error! Bookmark not defined.**
- 3.2 Metode Penelitian **Error! Bookmark not defined.**
 - 3.2.1 Jenis Penelitian dan Metode yang digunakan **Error! Bookmark not defined.**
 - 3.2.2 Operasional Variabel **Error! Bookmark not defined.**
 - 3.2.3 Jenis dan Sumber Data..... **Error! Bookmark not defined.**
 - 3.2.4 Populasi, Sampel dan Teknik Sampling **Error! Bookmark not defined.**
 - 2.2.4.1 Populasi **Error! Bookmark not defined.**
 - 3.2.4.2 Sampel..... **Error! Bookmark not defined.**
 - 3.2.4.3 Teknik Sampling **Error! Bookmark not defined.**
 - 3.2.5 Teknik Pengumpulan Data..... **Error! Bookmark not defined.**
 - 3.2.6 Pengujian Validitas dan Reliabilitas **Error! Bookmark not defined.**
 - 3.2.6.1 Pengujian Validitas **Error! Bookmark not defined.**
 - 3.2.6.2 Pengujian Reliabilitas **Error! Bookmark not defined.**
 - 3.2.7 Analisis Data..... **Error! Bookmark not defined.**
 - 3.2.7.1 Analisis Data Deskriptif..... **Error! Bookmark not defined.**
 - 3.2.7.2 Pengujian Hipotesis **Error! Bookmark not defined.**
 - 3.2.8 Teknik Analisis Linear Regresi Berganda ... **Error! Bookmark not defined.**
 - 3.2.8.1 Analisis Korelasi (R)..... **Error! Bookmark not defined.**
 - 3.2.8.2 Analisis Determinasi (R^2)..... **Error! Bookmark not defined.**
 - 3.2.9 Pengujian Hipotesis **Error! Bookmark not defined.**

BAB IV HASIL PENELITIAN DAN PEMBAHASAN....Error! Bookmark not defined.

- 4.1 Profil Perusahaan dan Pengunjung Museum Gedung Sate. **Error! Bookmark not defined.**
 - 4.1.1 Profil Museum Gedung Sate **Error! Bookmark not defined.**
 - 4.1.1.1 Identitas Museum Gedung Sate..... **Error! Bookmark not defined.**
 - 4.1.1.2 Sejarah Museum Gedung Sate **Error! Bookmark not defined.**
 - 4.1.1.3 Produk dan Jasa yang Ditawarkan..... **Error! Bookmark not defined.**
 - 4.1.2 Profil Responden Berdasarkan Karakteristik **Error! Bookmark not defined.**
 - 4.1.2.1 Karakteristik Responden Berdasarkan Jenis Kelamin dan Usia **Error! Bookmark not defined.**

- 4.1.2.2 Keterkaitan Karakteristik Responden Berdasarkan Pekerjaan dan **Error! Bookmark not defined.**
Pendapatan Per Bulan..... **Error! Bookmark not defined.**
- 4.1.2.3 Karakteristik Responden Berdasarkan Asal Tinggal ... **Error! Bookmark not defined.**
- 4.1.3 Profil Responden Berdasarkan Pengalaman.**Error! Bookmark not defined.**
- 4.1.3.1 Karakteristik Responden Berdasarkan Sumber Informasi Mengenai Museum Gedung Sate **Error! Bookmark not defined.**
- 4.1.3.2 Karakteristik Responden Berdasarkan Frekuensi Kunjungan Ke Museum Gedung Sate..... **Error! Bookmark not defined.**
- 4.1.3.3 Karakteristik Responden Berdasarkan Waktu dan Lama Kunjungan di Museum Gedung Sate **Error! Bookmark not defined.**
- 4.2 Gambaran *Experiential Value* Museum Gedung Sate.....**Error! Bookmark not defined.**
- 4.2.1 Tanggapan Responden Terhadap *Visual Appeal* pada Museum Gedung Sate **Error! Bookmark not defined.**
- 4.2.2 Tanggapan Responden Terhadap *Entertainment* Di Museum Gedung Sate **Error! Bookmark not defined.**
- 4.2.3 Tanggapan Responden Terhadap *Enjoyment* Di Museum Gedung Sate...**Error! Bookmark not defined.**
- 4.2.4 Tanggapan Responden Terhadap *Escapism* Di Museum Gedung Sate**Error! Bookmark not defined.**
- 4.2.5 Rekapitulasi Tanggapan Pengunjung Museum Gedung Sate Berdasarkan *Experiential Value***Error! Bookmark not defined.**
- 4.3 Gambaran *Behavioral Intention* di Museum Gedung Sate**Error! Bookmark not defined.**
- 4.3.1 Tanggapan Pengunjung Museum Gedung Sate terhadap *Behavioral Intention* **Error! Bookmark not defined.**
- 4.3.2 Rekapitulasi Tanggapan Pengunjung terhadap *Behavioral Intention* pada Museum Gedung Sate.....**Error! Bookmark not defined.**
- 4.4 Pengaruh *Experiential Value* terhadap *Behavioral Intention* di Museum Gedung Sate **Error! Bookmark not defined.**
- 4.4.1 Hasil Uji Asumsi Regresi..... **Error! Bookmark not defined.**
- 4.4.1.1 Hasil Pengujian Asumsi Normalitas **Error! Bookmark not defined.**
- 4.4.1.2 Hasil Pengujian Asumsi Heteroskedastisitas..... **Error! Bookmark not defined.**
- 4.5.1.3 Hasil Pengujian Asumsi Multikolinearitas..... **Error! Bookmark not defined.**

4.4.1.4 Hasil Pengujian Asumsi Autokorelasi	Error! Bookmark not defined.
4.4.1.5 Hasil Pengujian Asumsi Linearitas	Error! Bookmark not defined.
4.4.2 Hasil Pengujian Korelasi dan Koefisien Determinasi	Error! Bookmark not defined.
4.4.3 Pengujian Hipotesis dan Uji Signifikansi Secara Simultan (Uji F).....	Error! Bookmark not defined.
4.4.4 Pengujian Hipotesis dan Uji Signifikansi Secara Parsial (Uji T)	Error! Bookmark not defined.
4.4.5 Model Persamaan Regresi Berganda Pengaruh <i>Experiential value</i> terhadap <i>Behavioral Intention</i>	Error! Bookmark not defined.
4.5 Pembahasan Hasil Penelitian	Error! Bookmark not defined.
4.5.1 Tanggapan Wisatawan terhadap <i>Experiential Value</i>	Error! Bookmark not defined.
4.5.2 Tanggapan Wisatawan terhadap <i>Behavioral Intention</i>	Error! Bookmark not defined.
4.5.3 Pengaruh <i>Experiential Value</i> terhadap <i>Behavioral Intention</i>	Error! Bookmark not defined.
4.6 Implikasi Hasil Temuan Penelitian.....	Error! Bookmark not defined.
4.6.1 Temuan Penelitian Bersifat Teoretik	Error! Bookmark not defined.
4.5.2 Temuan Penelitian Bersifat Empirik.....	Error! Bookmark not defined.
BAB V KESIMPULAN DAN REKOMENDASI	Error! Bookmark not defined.
5.1 Kesimpulan.....	Error! Bookmark not defined.
5.2 Rekomendasi.....	Error! Bookmark not defined.
DAFTAR PUSTAKA	17

DAFTAR TABEL

TABEL 1.1 Jumlah Wisatawan Mancanegara Dan Domestik Yang Mengunjungi Kota Bandung Tahun 2015-2018.....	Error! Bookmark not defined.
TABEL 1.2 Jumlah Dan Target Pengunjung Museum Gedung Sate Pada Tahun 2017-2019.....	Error! Bookmark not defined.
TABEL 2.1 Definisi <i>Behavioral Intention</i> Menurut Para Ahli ..	Error! Bookmark not defined.
TABEL 2.2 Definisi <i>Experiential Value</i> Menurut Para Ahli	Error! Bookmark not defined.
TABEL 2.3 Penelitian Terdahulu	Error! Bookmark not defined.
TABEL 3.1 Operasional Variabel.....	Error! Bookmark not defined.
TABEL 3.2 Jenis Dan Sumber Data	38
TABEL 3.3 Teknik Pengumpulan Data	42
TABEL 3.4 Hasil Pengujian Validitas	44
TABEL 3.5 Hasil Pengujian Reliabilitas.....	47
TABEL 3.6 Alternatif Jawaban Menurut Skala <i>Likert</i>	50
TABEL 3.7 Interpretasi Koefisien Korelasi	56
TABEL 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin dan Usia	61
TABEL 4.2 Karakteristik Responden Berdasarkan Pekerjaan dan Pendapatan Per Bulan	62
TABEL 4.3 Karakteristik Responden Berdasarkan Asal Tinggal	63
TABEL 4.4 Karakteristik Responden Berdasarkan Sumber Informasi Mengenai Museum Gedung Sate.....	64
TABEL 4.5 Karakteristik Responden Berdasarkan Frekuensi Kunjungan Ke Museum Gedung Sate.....	65
TABEL 4.6 Karakteristik Responden Berdasarkan Waktu Dan Lama Kunjungan Di Museum Gedung Sate	65
TABEL 4.7 Tanggapan Pengunjung Terhadap <i>Visual Appeal</i> Di Museum Gedung Sate.....	67
TABEL 4.8 Tanggapan Pengunjung Terhadap <i>Entertainment</i> Di Museum Gedung Sate.....	68
TABEL 4.9 Tanggapan Pengunjung Terhadap <i>Enjoyment</i> Di Museum Gedung Sate.....	69
TABEL 4.10 Tanggapan Pengunjung Terhadap <i>Escapism</i> Di Museum Gedung Sate.....	70
TABEL 4.11 Rekapitulasi Hasil Tanggapan Pengunjung Museum Gedung Sate Terhadap <i>Experiential Value</i>	71

TABEL 4. 12 Tanggapan Responden Terhadap <i>Behavioral Intention</i> Pada Museum Gedung Sate.....	73
TABEL 4.14 Rekapitulasi Tanggapan Pengunjung Terhadap <i>Behavioral Intention</i> Pada Museum Gedung Sate.....	75
TABEL 4.15 Hasil Pengujian Asumsi Normalitas Menggunakan Kolmogrov-Smirnov	77
TABEL 4.16 Hasil Pengujian Asumsi Heteroskedastisitas	78
TABEL 4.17 Hasil Pengujian Multikolinearitas	79
TABEL 4.18 Hasil Pengujian Asumsi Autokorelasi	79
TABEL 4.19 Hasil Pengujian Asumsi Linearitas	80
TABEL 4.20 Hasil Pengujian Korelasi Dan Koefisien Determinasi	81
TABEL 4.21 Hasil Uji F.....	82
TABEL 4.22 Hasil Uji T.....	82

DAFTAR GAMBAR

GAMBAR 2.1 <i>A Model Of Consumer Decision Making</i>	14
GAMBAR 2.2 <i>Behavioral Intention Conceptual Model</i>	18
GAMBAR 2.3 <i>Experiential Value Conceptual Model</i>	23
GAMBAR 2.4 Kerangka Pemikiran Pengaruh <i>Experiential Value</i> Terhadap <i>Behavioral Intention</i>	29
GAMBAR 2.5 Paradigma Penelitian Pengaruh <i>Experiential Value</i> Terhadap <i>Behavioral Intention</i>	30
GAMBAR 3.1 Regresi Berganda	52
GAMBAR 4.1 Logo Museum Gedung Sate.....	59
GAMBAR 4.2 Garis Kontinum <i>Experiential Value</i> Di Museum Gedung Sate	73
GAMBAR 4.3 Garis Kontinum <i>Behavioral Intention</i> Di Museum Gedung Sate	76

DAFTAR PUSTAKA

- Amoah, F., Radder, L., & Eyk, M. van. (2016). Perceived experience value , satisfaction and behavioural intentions : A guesthouse experience. *Journal of Economic and Management Studies*, 7(3).
- Antón, C., Camarero, C., & Garrido, M.-J. (2017a). Exploring The Experience Value of Museum Visitors As A Co-creation Process. *Current Issues in Tourism*. <https://doi.org/http://www.tandfonline.com/action/showCitFormats?doi=10.1080/13683500.2017.1373753>
- Antón, C., Camarero, C., & Garrido, M. (2017b). Current Issues in Tourism Exploring the experience value of museum visitors as a co-creation process, 3500(September). <https://doi.org/10.1080/13683500.2017.1373753>
- BAPPEDA Jabar. (2017). *Destinasi Wisata Kelas Dunia Provinsi Jawa-Barat*.
- Berger, J. (2014). Word of Mouth and Interpersonal Communication: A Review and Directions For Future Research. *Journal of Consumer Psychology*, 24(4), 586–607. <https://doi.org/https://doi.org/10.1016/j.jcps.2014.05.002>
- Bigné, J. E., Sánchez, M. I., & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 22(6), 607–616. [https://doi.org/https://doi.org/10.1016/S0261-5177\(01\)00035-8](https://doi.org/https://doi.org/10.1016/S0261-5177(01)00035-8)
- Carter, T., Latif, A., Callaghan, P., & Manning, J. C. (2018). An exploration of predictors of children’s nurses’ attitudes, knowledge, confidence and clinical behavioural intentions towards children and young people who self-harm. *Journal of Clinical Nursing*, 27(13–14), 2836–2846. <https://doi.org/https://doi.org/10.1111/jocn.14361>
- Çelik, S. (2019). Psychological Factors Affecting the Behavioral Intention of The Tourist Visiting Southeastern Anatolia. *Journal of Hospitality and Tourism Insights*, 2(4), 425–450. <https://doi.org/10.1108/JHTI-01-2019-0005>
- Chaney, D., Lunardo, R., & Mencarelli, R. (2018). Consumption Experience : Past , Present and Future.
- Chen, C., & Chen, F. (2010). Experience quality , perceived value , satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>
- Chen, C., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions ?, 28, 1115–1122. <https://doi.org/10.1016/j.tourman.2006.07.007>
- Chen, H., Wen, S., Bilgihan, A., & Okumus, F. (2020). International Journal of Hospitality Management Capsule hotels : O f f ering Experiential Value or

- perceived as risky by tourists? An optimum stimulation level model. *International Journal of Hospitality Management*, 86(April 2019), 102434. <https://doi.org/10.1016/j.ijhm.2019.102434>
- Dean, D., & Suhartanto, D. (2019). The formation of visitor behavioral intention to creative tourism: the role of push – Pull motivation. *Asia Pacific Journal of Tourism Research*, 0(0), 1–11. <https://doi.org/10.1080/10941665.2019.1572631>
- Dedeoglu, B. B., Bilgihanb, A., Yec, B. H., Buonincontrid, P., & Okumus, F. (2018). The Impact of Servicescape on Hedonic Value and Behavioral Intentions: The Importance of Previous Experience. *International Journal of Hospitality Management*, 72. <https://doi.org/https://doi.org/10.1016/j.ijhm.2017.12.007>
- Dewi, A. R. P., & Nurusholih, S. (2019). Designing Thematic Programme Promotion Gedung Sate Museum. *E-Proceeding of Art & Design*, 6(2), 1539. <https://doi.org/ISSN : 2355-9349>
- Disparbud Jabar. (2019). Info Wisata-Museum.
- Dixit, S. K. (2020). *The Routledge Handbook of Tourism Experience Management and Marketing* (1st Editio). London: Routledge. <https://doi.org/https://doi.org/10.4324/9780429203916>
- Durna, U., Dedeoglu, B. B., & Balikçioğlu, S. (2015). The role of servicescape and image perceptions of customers on behavioral intentions in the hotel industry. *International Journal of Contemporary Hospitality Management*, 27(7), 1728–1748. <https://doi.org/http://dx.doi.org/10.1108/IJCHM-04-2014-0173>
- G.Carayannisa, E., & A.F.Ferreira, F. (2018). Developing a socio-technical evaluation index for tourist destination competitiveness using cognitive mapping and MCDA. *Technological Forecasting and Social Change*, 131, 147–158. <https://doi.org/https://doi.org/10.1016/j.techfore.2018.01.015>
- Gallarza, M. ., & Gil-Saura, I. (2006). Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behavior. *Tourism Management*, 27(3), 437–452.
- Gallarza, M. G., Velasco, N. D. D., & Creation, T. (2018). The Creation and Delivery of Experiential Value in Hospitality. *Tourism Planning and Destination Marketing The*, 25–47.
- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience:: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, 25(5), 395–410. <https://doi.org/https://doi.org/10.1016/j.emj.2007.08.005>
- Gupta, V., Khanna, K., & Gupta, R. K. (2018). A study on the street food dimensions

- and its effects on consumer attitude and behavioural intentions. *Tourism Review*, 73(3), 374–388. <https://doi.org/https://doi.org/10.1108/TR-03-2018-0033>
- Gursoy, D. (2018). Future of hospitality marketing and management research. *Tourism Management Perspectives*, 25(October 2017), 185–188. <https://doi.org/10.1016/j.tmp.2017.11.008>
- Habibi, A., Ariffin, A. A. M., & Aziz, N. A. (2018). The influence of perceived benefits, perceived sacrifices and perceived value on behavioural intention in the context of medical tourism. *International Journal of Services, Economics and Management*, 9(3–4). <https://doi.org/https://doi.org/10.1504/IJSEM.2018.097789>
- Hallak, R., Assaker, G., & El-Haddad, R. (2017). Re-examining the relationships among perceived quality, value, satisfaction, and destination loyalty: A higher-order structural model. *Journal of Vacation Marketing*, 70, 75–84. <https://doi.org/https://doi.org/10.1177/1356766717690572>
- Hashim, N. (2018). Guest 's Behavioral Intention based on its Experiential Value : Malaysian Perspective. *International Tourism and Hospitality Journal*, 1(3), 1–16.
- He, Z., Wu, L., & Li, X. R. (2018). When art meets tech: The role of augmented reality in enhancing museum experiences and purchase intentions. *Tourism Management*, 68, 127–139. <https://doi.org/10.1016/j.tourman.2018.03.003>
- Holbrook, M. B. (1999). *Consumer Value: A Framework for Analysis and Research*. Psychology Press, Routledge, London and New York. Jac.
- Ioana-Daniela, S., Lee, K. H., Kim, I., Kang, S., & Hyun, S. S. (2018). Attitude Toward Luxury Cruise, Fantasy, and Willingness To Pay A Price Premium. *Asia Pacific Journal of Tourism Research*, 23(4), 325–343. <https://doi.org/10.1080/10941665.2018.1433699>
- Jauhari, V. (2017). *Hospitality Marketing and Consumer Behavior : Creating Memorable Experiences*. Toronto: Apple Academic Press.
- Jeong, Y., Kim, A. Y., & Suk-Kyu. (2019). The Antecedents of Tourists' Behavioral Intentions at Sporting Events: The Case of South Korea. *Economic and Business Aspects of Sustainability*, 12(1), 333. <https://doi.org/https://doi.org/10.3390/su12010333>
- Jr, S. T., Dipietro, R. B., Kam, K., & So, F. (2018). International Journal of Hospitality Management Increasing experiential value and relationship quality : An investigation of pop-up dining experiences. *International Journal of Hospitality Management*, 74(February), 45–56. <https://doi.org/10.1016/j.ijhm.2018.02.013>

- Keng, C., Huang, T., Zheng, L., & Hsu, M. K. (2007). Modeling Service Encounters and Customer Experiential Value In Retailing An Empirical Investigation of Shopping. *International Journal of Service Industry Management*, 18(4), 349–367. <https://doi.org/10.1108/09564230710778137>
- Kotler, P. (2003). *Marketing Management*. New Jersey: Prentice Hall.
- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). *Marketing for Hospitality and Tourism* (7th Editio). United States edition: Pearson Education.
- Krimayanti, Maryani, E., & Somantri, L. (2018). Pengaruh Faktor Geografi Terhadap Keputusan Berkunjung Ke Kota Bandung. *Tourism Scientifie Journal*, 4(1).
- Kruger, M., & Saayman, M. (2017). Segmenting Beyond Behavioural Intentions - Fine Tuning Music Festival Visitors' Music Appreciation. *International Journal of Event and Festival Management*, 8(2), 204–223. <https://doi.org/10.1108/IJEFM-09-2016-0064>
- Kuruuzum, A. (2010). The Impact of Service Quality on Behavioral Intention in Hospitality Industry. *International Journal Of Business And Management Studies*, 2(1). <https://doi.org/1309-8047>
- Lee, W., Sung, H., Suh, E., & Zhao, J. (2017). The effects of festival attendees' experiential values and satisfaction on re-visit intention to the destination; the case of a food and wine festiva. *International Journal of Contemporary Hospitality Management*, 29(3).
- Lerrthairakul, W., & Panjakajornsak, V. (2014). The Airline Service Quality Affecting Post Purchase Behavioral Intention: Empirical Evidence from the Low Cost Airline Industry. *International Journal of Trade, Economics and Finance*, 15(2). <https://doi.org/10.7763/IJTEF.2014.V5.360>
- Li, M., & Ca, L. A. (2012). The Effects of Personal Values on Travel Motivation and Behavioral Intention. *Journal of Travel Research*, 51(4), 473–487. <https://doi.org/10.1177/0047287511418366>
- Lin, H., Han, X., Lyu, T., & Ho, W.-H. (2020). Task-technology fi t analysis of social media use for marketing in the tourism and hospitality industry: a systematic literature review. *Analysis of Social Media Use for Marketing*. <https://doi.org/10.1108/IJCHM-12-2019-1031>
- Lin, M., & Chiang, Y. (2010). The Influence of Store Environment on Perceived Experiential Value and Behavior Intention, 15(2), 281–299.
- Lin, Y. (2016). An Examination of Determinants of Trade Show Exhibitors' Behavioral Intention: A Stakeholder Perspective. *International Journal of Contemporary Hospitality Management*, 28(12), 2630–2653.
- Liu, C., Hong, C., & Li, J. (2013). The Determinants of Ecotourism Behavioral

- Intention. *Global Journal of Business Research*, 7(4), 71–84.
- M Solomon. (2006). *Consumer Behaviour: A European Perspective*. Harlow: Prentice Hall.
- Majid, Y. R. T. I., & Octavia, D. (2016). Analysis Factor of Tourism Experience in Bandung City. *E-Proceeding of Management*, 3(2), 1025. [https://doi.org/ISSN : 2355-9357](https://doi.org/ISSN:2355-9357)
- Malak, M. S., Sharma, U., & Deppeler, J. M. (2017). Predictors of primary schoolteachers' behavioural intention to teach students demonstrating inappropriate behaviour in regular classrooms. *Cambridge Journal of Education*, 48(4), 495–514. <https://doi.org/https://doi.org/10.1080/0305764X.2017.1364698>
- Malhotra, N. K., & Birks, D. S. (2013). *Marketing Research : An Applied Approach*.
- Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value : conceptualization , measurement and application in the catalog and Internet shopping environment , 77, 39–56.
- McDaniel, C., & Gates, R. (2015a). *Marketing Research Essentials* (12th Editi). WILEY.
- McDaniel, & Gates. (2015b). *Marketing Research* (10th ed.).
- Mohamed, M., D.Higgins, C., Ferguson, M., & J.Réquia, W. (2018). The influence of vehicle body type in shaping behavioural intention to acquire electric vehicles: A multi-group structural equation approach. *Transportation Research Part A: Policy and Practice*, 116(October 2018), 54–72. <https://doi.org/https://doi.org/10.1016/j.tra.2018.05.011>
- Morosan, C., Bowen, J. T., & Atwood, M. (2014). The evolution of marketing research. *International Journal of Contemporary Hospitality Management*, 26(5), 706–726. <https://doi.org/10.1108/IJCHM-11-2013-0515>
- Museum Gedung Sate. (2019). Visit Gedung Sate Museum. Retrieved from <http://museumgedungsate.org/>
- Obeidy, W. K., Arshad, H., & Huang, J. Y. (2017). An Acceptance Model For Smart Glasses Based Tourism Augmented Reality. *AIP Conference Proceedings*, 1891(1). <https://doi.org/https://doi.org/10.1063/1.5005413>
- Othman, Z., Salehuddin, M., Zahari, M., & Radzi, S. M. (2013). Customer Behavioral Intention : Influence of service delivery failures and service recovery in Malay restaurants. *Procedia - Social and Behavioral Sciences*, 105, 115–121. <https://doi.org/10.1016/j.sbspro.2013.11.013>
- Patil, P. P., Rana, N. P., & Dwived, Y. K. (2018). Digital Payments Adoption Research: A Meta-Analysis for Generalising the Effects of Attitude, Cost,

- Innovativeness, Mobility and Price Value on Behavioural Intention. *International Working Conference on Transfer and Diffusion of IT*, 533, 194–206. https://doi.org/https://doi.org/10.1007/978-3-030-04315-5_14
- Pool, J. K., & Asadi, A. (2016). The impact of congruence between self-concept and destination personality on behavioural intentions for visiting an Islamic-historical destination. *Tourism and Hospitality Research*, 1(10). <https://doi.org/10.1177/1467358416663820>
- Prasepta, W. E. (2015). *Analisis Pedagang Kaki Lima Di Obyek Wisata Grojogan Sewu Kecamatan Tawangmangu Kabupaten Karanganyar*. Universitas Muhammadiyah Surakarta.
- Rahmiati, F., Othman, N. A., & Amin, G. (2018). Analisa Loyalitas Wisatawan Mancanegara dengan metode MALLVAL pada Wisata Belanja. *Jurnal Ecodemica*, 2(2). <https://doi.org/ISSN: 2355-0295>
- Rajaratnam, S. D., & Nair, V. (2015). Destination quality and tourists' behavioural intentions: rural tourist destinations in Malaysia. *Worldwide Hospitality and Tourism Themes*, 7(5), 463–472.
- Rather, R. A. (2020). Customer experience and engagement in tourism destinations : the experiential marketing perspective. *Journal of Travel & Tourism Marketing*, 37(1), 15–32. <https://doi.org/10.1080/10548408.2019.1686101>
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11e ed.). Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*.
- Setiawan, H., Shihab, M. S., Marwa, T., & Wahab, Z. (2019). Exploring Linkage Among Experiential Value, Image of Destination, and Intention to Revisit in Nature Tourism. *Education and Humanities Research*, 431.
- Slavica Tomić, K. L. & J. T. (2019). Consumer Behaviour: The Influence of Age and Family Structure on The Choice of Activities in A Tourist Destination. *Economic Research*, 32(1), 755–771. <https://doi.org/10.1080/1331677X.2019.1579663>
- Stankevich, A. (2017). Explaining the Consumer Decision-Making Process : Critical Literature Review. *Journal of International Business Research and Marketing*, 2(6). <https://doi.org/10.18775/jibrm.1849-8558.2015.26.3001>
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta. <https://doi.org/10.1017/CBO9781107415324.004>
- Sukriah, E. (2014). Tourism as Potential Sector in Bandung. *Jurnal Penelitian Dan Pengembangan Resort & Leisure*, 11(1).

- Tabachnick, B., & Fidell, L. (2018). *Using Multivariate Statistics* (7th Edition). Pearson.
- Tang, J., & Qiu, C. (2015). Satisfaction and Behavioral Intention of Museum Tourism — A Case of Macau Museum. *Tourism and Hospitality Development Between China and EU*, 137–153. <https://doi.org/10.1007/978-3-642-35910-1>
- Teng, C.-C., Lu, A. C. C., & Huang, T.-T. (2018). Drivers of Consumers' Behavioral Intention Toward Green Hotels. *International Journal of Contemporary Hospitality Management*, 30(2), 1134–1151. <https://doi.org/https://doi.org/10.1108/IJCHM-04-2017-0203>
- Uma, S., & Roger, B. (2016). *Research Methods for Business: A Skill-Building Approach* (Abridged). John Wiley & Sons.
- Varshneya, G., & Das, G. (2017). Experiential value: Multi-item Scale Development and Validation. *Journal of Retailing and Consumer Services*, 34, 48–57.
- Varshneya, G., & Das, G. (2017). Experiential value Multi-item scale development and validation. *Journal of Retailing and Consumer Services*, 34(June 2016), 48–57. <https://doi.org/10.1016/j.jretconser.2016.09.010>
- Varshneya, G., Das, G., & Khare, A. (2017a). Experiential value : A Review and future research directions Abstract. *Marketing Intelligence and Planning*, 35(3). <https://doi.org/http://dx.doi.org/10.1108/MIP-05-2016-0075>
- Varshneya, G., Das, G., & Khare, A. (2017b). Experiential Value: A Review and Future Research Directions. *Marketing Intelligence & Planning*, 35(3), 339–357. <https://doi.org/http://dx.doi.org/10.1108/MIP-05-2016-0075>
- Wibowo, L. A., Ridwanudin, O., & Fitriani, F. N. (2016). The Influence of Perceived Value Against Behavioral Intentions. *Atlantis Press*. <https://doi.org/https://dx.doi.org/10.2991/gcbme-16.2016.92>
- Wu, C. H., & Liang, R. (2009). International Journal of Hospitality Management Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants, 28, 586–593. <https://doi.org/10.1016/j.ijhm.2009.03.008>
- Wu, H., Cheng, C., & Ai, C. (2018). A study of experiential quality , experiential value , trust , corporate reputation , experiential satisfaction and behavioral intentions for cruise tourists : The case of Hong Kong. *Tourism Management*, 66, 200–220. <https://doi.org/10.1016/j.tourman.2017.12.011>
- Xu, Z., Zhang, H., Zhang, C., Xu, M., & Dong, N. (2019). Exploring the Role of Emotion in the Relationship between Museum Image and Tourists ' Behavioral Intention : The Case of Three Museums in Xi ' an. *School of Geography and Tourism*. <https://doi.org/10.3390/su11030559>

- Yusof, J. M., Musa, R., & Putit, L. (2020). Mediating Role of Experiential Value in Self-Congruity and Behavioral Intention Relationship. *International Journal Of Business And Management Studies*, 2(3), 109–121.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(2), 31–46. https://doi.org/10.1007/978-3-319-10996-1_3
- Zhang, J. J., Dewald, B., & Neiryck, B. C. (2009). Experiential Values for Casino Hotels in Macao. *Journal of Quality Assurance in Hospitality & Tourism*, 10(2), 75–92. <https://doi.org/10.1080/15280080902946285>
- Zhang, H., Fu, X., Cai, L., & Lua, L. (2016). Destination Image and Tourist Loyalty: A Meta-analysis. *Tourism Management*, 40, 213–223.