

PENGARUH *PERCEIVED RISK* TERHADAP *CUSTOMER SATISFACTION*
(Survei pada Partisipan Rafting di Efdee Adventure)

SKRIPSI

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



Oleh
Habiburahman
NIM. 1603589

FAKULTAS PENDIDIKAN ILMU PENDIDIKAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2020

LEMBAR HAK CIPTA
PENGARUH *PERCEIVED RISK* TERHADAP *CUSTOMER SATISFACTION* DI EFDEE ADVENTURE PANGALENGAN
(Survei pada Partisipan Rafting di Efdee Adventure)

Oleh
Habiburahman
1603589

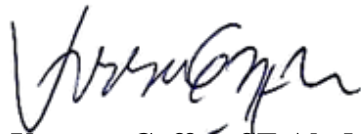
Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

©Habiburahman, 2020
Universitas Pendidikan Indonesia
Oktober 2020

LEMBAR PENGESAHAN
PENGARUH *PERCEIVED RISK* TERHADAP *CUSTOMER SATISFACTION* DI EFDEE ADVENTURE PANGALENGAN
(Survei pada Partisipan Rafting di Efdee Adventure)

Skripsi ini disetujui dan disahkan
oleh:

Pembimbing I



Dr. Vanessa Gaffar, SE.Ak.,MBA
NIP. 1974030 200212 2 005

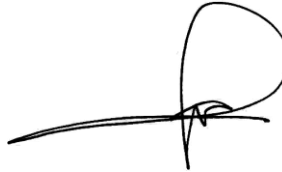
Pembimbing II



Oce Ridwanudin, S.E., MM
NIP. 19810407 201012 1 002

Mengetahui,

Ketua Program Studi
Manajemen Pemasaran Pariwisata



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

Tanggung Jawab Yuridis

Ada Pada Penulis



Habiburahman

NIM. 1603589

SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh *Perceived Risk* terhadap *Customer Satisfaction* di Efdee Adventure Pangalengan**” (Survei pada Partisipan Rafting di Efdee Adventure) 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, Oktober 2020

Pembuat Pernyataan,

Habiburahman

ABSTRAK

Habiburahman (1603589) “Pengaruh *Perceived Risk* terhadap *Customer Satisfaction*” (Survei pada Partisipan Rafting di Efdee Adventure) di bawah bimbingan Dr. Vanessa Gaffar, SE.Ak.,MBA dan Oce Ridwanudin, S.E., MM.

Penelitian ini bertujuan untuk menganalisis adanya pengaruh *perceived risk* yang terdiri atas *finance risk*, *performance risk*, *physical risk*, *time risk* dan *social risk* terhadap *customer satisfaction* di Efdee Adventure Pangalengan. Metode yang digunakan dalam penelitian ini adalah *explanatory survey* dengan pendekatan *cross sectional method*. Penelitian ini dilakukan dengan menyebarkan kuisioner *online* dan *offline* kepada partisipan yang sudah pernah *rafting* menggunakan jasa Efdee Adventure. Sebanyak 110 sampel yang dikumpulkan. Teknik analisis data yang digunakan adalah regresi linear berganda. Penemuan dari penelitian ini adalah bahwa dimensi dari *perceived risk* yang terdiri atas *finance risk*, *performance risk*, *physical risk*, *time risk* dan *social risk* memberikan pengaruh yang kuat terhadap *customer satisfaction* di Efdee Adventure Pangelengan. Dengan memahami *perceived risk* di *provider rafting* akan memberikan partisipan masukan yang positif untuk berkunjung kembali. Hasil penelitian ini menunjukkan bahwa semua dimensi memiliki pengaruh yang signifikan antara *perceived risk* terhadap *customer satisfaction* (kecuali *performance risk*).

Kata kunci : *Perceived Risk*, *Customer Satisfaction*, Efdee Adventure Pangalengan.

ABSTRACT

Habiburahman (1603589) *“The influence of Perceived Risk on Customer Satisfaction”* (Survey to Participant Rafting at Efdee Adventure) under the guidance of Dr. Vanessa Gaffar, SE.Ak.,MBA and Oce Ridwanudin, S.E., MM.

This study aims to analyze the influence of perceived risk consisting of finance risk, performance risk, physical risk, time risk dan social risk on customer satisfaction at Efdee Adventure Pangalengan. Methods used in this research is explanotory survey with cross sectional method approach. The results are drawn based on an online and offline survey of 110 responses who have recently using Efdee Adventure services. The data was analyzed using regression technique. This paper present that the dimensions of perceived risk consist of finance risk, performance risk, physical risk, time risk dan social risk increase customer satisfaction at Efdee Adventure Pangalengan. The study explores by understanding the perceived risk in rafting providers will giving the positive feedback to revisit again in the future. Moreover the paper points out there all dimension have a significant influence between perceived risk on customer satisfaction (except performance risk).

Keyword : Perceived Risk, Customer Satsfaction, Efdee Adventure Pangalengan

DAFTAR ISI

JUDUL	i
LEMBAR HAK CIPTA	i
LEMBAR PENGESAHAN	ii
SURAT PERNYATAAN	ii
ABSTRAK	iv
ABSTRACT	v
KATA PENGANTAR.....	vi
UCAPAN TERIMA KASIH	vii
DAFTAR ISI.....	6
DAFTAR TABEL	x
DAFTAR GAMBAR.....	13
BAB I.....	1
PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	8
1.3 Tujuan Penelitian.....	8
1.4 Kegunaan Penelitian.....	8
BAB II	9
KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS.....	9
2.1 Kajian Pustaka.....	9
2.1.1 Konsep Customer Satisfaction.....	9
2.1.1.1 Konsep Customer Satisfaction dalam Sport Consumer Behavior	9
2.1.1.2 Definisi Customer satisfaction	12
2.1.1.3 Dimensi Customer satisfaction	13
2.1.1.4 Model Customer satisfaction	14
2.1.2 Konsep <i>Perceived Risk</i>	14
2.1.2.1 Konsep <i>Perceived Risk</i> dalam Sport Consumer Behavior.....	14
2.1.2.2 Definisi <i>Perceived Risk</i>	17
2.1.2.3 Dimensi <i>Perceived Risk</i>	18

Habiburahman, 2020

PENGARUH PERCEIVED RISK TERHADAP CUSTOMER SATISFACTION (SURVEI TERHADAP PARTISIPAN RAFTING DI EFDEE ADVENTURE)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

2.1.2.4 Model Perceived Risk	19
2.1.3 Hasil Penelitian Terdahulu	20
2.2 Kerangka Pemikiran	21
2.3 Hipotesis.....	25
BAB III.....	27
METODOLOGI PENELITIAN	27
3.1 Objek Penelitian	27
3.2 Metode Penelitian.....	27
3.2.1 Jenis Penelitian dan Metode yang Digunakan	27
3.2.2 Operasional Variabel	29
3.2.3 Jenis dan Sumber Data	32
3.2.4 Populasi, Sampel dan Teknik Sampling	32
3.2.4.1 Populasi.....	32
3.2.4.2 Sampel.....	32
3.2.4.3 Teknik Sampling	34
3.2.5 Teknik Pengumpulan Data	34
3.2.6 Jenis dan Sumber Data	35
3.2.7 Pengujian Validitas dan Realibilitas.....	36
3.2.7.1 Hasil Pengujian Validitas.....	36
3.2.7.2 Hasil Pengujian Realibilitas	39
3.2.8 Analisis Data.....	40
3.2.8.1 Analisis Data Deskriptif.....	40
3.2.8.2 Pengujian Hipotesis	42
BAB IV	48
HASIL PENELITIAN DAN PEMBAHASAN	48
4.1 Profil Perusahaan dan Responden Efdee Adventure.....	48
4.1.1 Profil Perusahaan	48
4.1.1.1 Identitas Perusahaan.....	48
4.1.1.2 Sejarah Singkat Perusahaan	48
4.1.1.3 Produk dan Jasa yang Ditawarkan	48
4.1.2 Profil Partisipan di Efdee Adventure.....	49
4.1.2.1 Karakteristik Responden Berdasarkan Usia dan Jenis Kelamin	50
4.1.2.2 Karakteristik Responden Berdasarkan Asal Daerah	50
4.1.2.3 Karakteristik Responden Berdasarkan Pekerjaan dan Penghasilan	51

4.1.2.4 Karakteristik Responden Berdasarkan Sumber Informasi dan Rekan Berkunjung.....	52
4.1.2.5 Karakteristik Responden Berdasarkan Frekuensi berkunjung	53
4.2 Gambaran <i>Perceived Risk</i> di Efdee Adventure	53
4.2.1 Tanggapan responden terhadap <i>financial risk</i> di Efdee Adventure.....	54
4.2.2 Tanggapan Responden Terhadap <i>Performance Risk</i> di Efdee Adventure	55
4.2.3 Tanggapan Responden Terhadap <i>Physical Risk</i> di Efdee Adventure....	57
4.2.4 Tanggapan Responden Terhadap <i>Time Risk</i> di Efdee Adventure	58
4.2.5 Tanggapan Responden Terhadap <i>Social Risk</i> di Efdee Adventure	59
4.2.6 Rekapitulasi Hasil Tanggapan Wisatawan Terhadap <i>Perceived Risk</i> di Efdee Adventure	60
4.3 Gambaran <i>Customer Satisfaction</i> di Efdee Adventure	62
4.3.1 Tanggapan Responden Terhadap <i>Customer Satisfaction</i> di Efdee Adventure	62
4.3.2 Rekapitulasi Hasil Tanggapan Partisipan Terhadap <i>Customer Satisfaction</i> di Efdee Adventure	63
4.4 Pengujian Hipotesis.....	66
4.4.1 Hasil Pengujian Asumsi Normalitas.....	66
4.4.2 Hasil Pengujian Asumsi Heteroskedastisitas.....	67
4.4.3 Hasil Pengujian Asumsi Linearitas.....	67
4.4.4 Hasil Pengujian Asumsi Autokolerasi	68
4.4.5 Hasil Pengujian Asumsi Multikolinearitas	68
4.4.6 Hasil Uji Korelasi dan Determinasi.....	69
4.4.7 Pengujian Hipotesis Melalui Uji Signifikansi Secara Simultan (Uji F) .	70
4.4.8 Pngujian Hipotesis Melalui Uji Signifikansi Secara Parsial (Uji T)	70
4.4.9 Model Persamaan Regresi Berganda Pengaruh <i>Perceived Risk</i> terhadap <i>Custome satisfaction</i>	72
4.4 Implikasi Hasil Temuan Penelitian	73
4.4.1 Temuan Penelitian Bersifat Teoritik.....	73
4.4.2 Temuan Penelitian Bersifat Empirik.....	73
BAB V	75
KESIMPULAN DAN REKOMENDASI.....	75
5.2 Kesimpulan.....	75
5.2 Rekomendasi	76
DAFTAR PUSTAKA.....	77

Habiburahman, 2020

PENGARUH PERCEIVED RISK TERHADAP CUSTOMER SATISFACTION (SURVEI TERHADAP PARTISIPAN RAFTING DI EFDEE ADVENTURE)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

DAFTAR PUSTAKA.....	77
LAMPIRAN.....	86

DAFTAR TABEL

No table of figures entries found. Tabel 2.1 Definisi <i>Customer Satisfaction</i> Menurut Para Ahli.....	13
Tabel 2.2 Definisi <i>Perceived Risk</i> Menurut Para Ahli.....	18
Tabel 2.3 Hasil Penelitian Terdahulu.....	21
Tabel 3.1 Operasional Variabel.....	30
Tabel 3.2 Jenis Dan Sumber Data.....	33
Tabel 3.3 Jumlah Partisipan Yang Menggunakan Jasa <i>Rafting</i> Efdee Adventure Tahun 2015– 2018.....	34
Tabel 3.4 Teknik Pengumpulan Data.....	36
Tabel 3.5 Jenis Dan Sumber Data.....	37
Tabel 3.6 Hasil Pengujian Validitas.....	38
Tabel 3.7 Hasil Pengujian Reliabilitas.....	41
Tabel 3. 8 Alternatif Jawaban Menurut Skala Likert.....	42
Tabel 4. 1 Karakteristik Responden Berdasarkan Usia Dan Jenis Kelamin.....	51
Tabel 4. 2 Karakteristik Responden Berdasarkan Asal Daerah.....	52
Tabel 4. 3 Karakteristik Responden Berdasarkan Pekerjaan Dan Penghasilan	52
Tabel 4.4 Karakteristik Responden Berdasarkan Sumber Informasi Dan Rekan Berkunjung.....	53
Tabel 4.5 Karakteristik Responden Berdasarkan Frekuensi Kunjungan.....	54
Tabel 4.6 Tanggapan Partisipan Terhadap <i>Financial Risk</i> Di Efdee Adventure..	55
Tabel 4.7 Tanggapan Partisipan Terhadap <i>Performance Risk</i> Di Efdee Adventure.....	56
Tabel 4.8 Tanggapan Partisipan Terhadap <i>Physical Risk</i> Di Efdee Adventure....	58
Tabel 4.9 Tanggapan Partisipan Terhadap <i>Time Risk</i> Di Efdee Adventure.....	59
Tabel 4.10 Tanggapan Partisipan Terhadap <i>Social Risk</i> Di Efdee Adventure.....	60
Tabel 4.11 Rekapitulasi Hasil Tanggapan Wisatawan Terhadap <i>Perceived Risk</i> Di Efdee Adventure.....	61
Tabel 4.12 Tanggapan Partisipan Terhadap <i>Customer Satisfaction</i> Di Efdee Adventure.....	64

Tabel 4.13 Rekapitulasi Hasil Tanggapan Wisatawan Terhadap Customer Satisfaction Di Efdee Adventure.....	65
Tabel 4.14 Kriteria Nilai Customer Satisfaction Index.....	65
Tabel 4.15 Hasil Uji Normalitas	66
Tabel 4.16 Hasil Uji Heteroskedastisitas	68
Tabel 4.17 Hasil Uji Linearitas	68
Tabel 4.18 Hasil Uji Autokorelasi	69
Tabel 4.19 Hasil Uji Multikolinearitas.....	70
Tabel 4.20 Hasil Pengujian Koefisien Determinasi	70
Tabel 4.21 Hasil Uji Secara Simultan (Uji F).....	71
Tabel 4.22 Hasil Uji Secara Parsial (Uji T)	72

DAFTAR GAMBAR

Gambar 1.1 Pra-Penelitian <i>Customer Satisfaction</i> Partisipan <i>Rafting</i> Efdee Adventure Pangalengan	6
Gambar 2.1 Model <i>Cunsomer Behavior</i>	11
Gambar 2.2 Model <i>Cunsomer Decision Making</i>	12
Gambar 2.3 Model <i>Customer Satisfaction</i>	15
Gambar 2.4 <i>The Decision Process For Sport Involvement</i>	17
Gambar 2.5 Model <i>Perceived Risk</i>	21
Gambar 2.6 Kerangka Pemikiran Pengaruh <i>Perceived Risk</i> Terhadap <i>Customer Satisfaction</i>	25
Gambar 2.7 Paradigma Penelitian Pengaruh <i>Perceived Risk</i> Terhadap <i>Customer Satisfaction</i>	26
Gambar 3.1 Regresi Linier Berganda	44
Gambar 4.1 Logo Efdee Adventure.....	49
Gambar 4.2 <i>Perceived Risk</i> Garis Kontinum	62

DAFTAR PUSTAKA

- Andaleeb, S. S., & Conway, C. (2015). Customer satisfaction in the restaurant industry : an examination of the transaction-specific model, (June). <https://doi.org/10.1108/08876040610646536>
- Anderson, E. W., Fornell, C., Rust, R. T., Anderson, E. W., & Rust, R. T. (1997). Customer Satisfaction , Productivity , and Profitability : Differences Between Goods and Services Customer Satisfaction , Productivity , and Profitability : Differences Between Goods and Services, (August 2015).
- Anggia, F., Kristian, B., & Panjaitan, H. (2014). Analysis of Customer Loyalty through Total Quality Service , Customer Relationship Management and Customer Satisfaction, 3(3), 142–151.
- Ardiansyah, F. N., Yuniawati, Y., & Ridwanudin, O. (2019). The Influence of Airport Service Quality toward Passenger Satisfaction, 259(Isot 2018), 370–374.
- Arifin, B., Ridwan Baraba, S.E., M. M., & Murry Harmawan Saputra, S.E., M. S. (2016). Pengaruh Experiential Marketing Terhadap Penggunaan Ulang Jasa Wisata Arung Jeram Dengan Variabel Kepuasan Pelanggan Sebagai Variabel Intervening di PT Citra Elo Riverindo Magelang, 1–12.
- Aryani, D. W. I. (2010). Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan, 17, 114–126.
- Ater, S. (2016). Gunung Tangkuban Perahu Pengaruh Customer Experience Terhadap Revisit Intention Di, (1), 983–994.
- Athanassopoulos, A. D. (2000). Customer Satisfaction Cues To Support Market Segmentation and Explain Switching Behavior, 2963(98).
- Badan Pusat Statistik Bandung. (2016). Data Kunjungan Wisatawan Bandung.
- Baharun, R. (2016). The Relationship of Customer Perceived Risk and Customer Satisfaction Ali Ramezani Ghotbabadi Setareh Feiz, 7(1), 161–173. <https://doi.org/10.5901/mjss.2016.v7n1s1p161>
- Bowen, J. T., & Chen, S. (2005). The relationship between customer loyalty and customer satisfaction The relationship between customer loyalty and customer satisfaction.
- Chen, N., & Funk, D. C. (2010). Exploring destination image, experience and revisit intention: A comparison of sport and non-sport tourist perceptions. *Journal of Sport and Tourism*,

Habiburahman, 2020

PENGARUH PERCEIVED RISK TERHADAP CUSTOMER SATISFACTION (SURVEI TERHADAP PARTISIPAN RAFTING DI EFDEE ADVENTURE)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

15(3), 239–259. <https://doi.org/10.1016/j.ijpharm.2016.06.130>

Choo, H. K., Choo, Y. (Clara), & Kang, H. M. (2016). Do sport tourists' perceived risks affect their involvement and intention to (re)visit? An empirical study for risk-reduction strategies. *International Journal of Sports Marketing and Sponsorship*, 17(1), 19–36. <https://doi.org/10.1108/IJSMS-02-2016-002>

Christopher Lovelock. (1999). *Service marketing and management*.

Cooper, D. R., & Schindler, P. S. (2014). *Business Research Method : 12th Edition*.

Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the Effects of Quality , Value , and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments, 76(2), 193–218.

Deshwal, P., & Bhuyan, P. (2016). Cancer patient service experience and satisfaction Cancer patient service experience and satisfaction. *International Journal of Healthcare Management*, 0(0), 1–8. <https://doi.org/10.1080/20479700.2016.1238601>

Funk, D. C. (2008). *Consumer Behaviour in Sport and Events: Marketing Action*.

Gocek, I., & Beceren, Y. I. (2015). Assessment of the Effects of Store Image , Perceived Risk and Customer Relations on Customer Satisfaction in the Textile Industry Assessment of the Effects of Store Image , Perceived Risk and Customer Relations on Customer Satisfaction in the Textile Indu, (December).

Gulla, R., Oroh, S. G., & Roring, F. (2015). Analisis harga, promosi, dan kualitas pelayanan terhadap kepuasan konsumen pada hotel manado grace inn, 3(1), 1313–1322.

Hanif, A. (2016). DAMPAKNYA TERHADAP LOYALITAS WISATAWAN (Studi pada Wisatawan Nusantara yang Berkunjung ke Kota Batu), 38(1), 44–52.

Hasan, S. (2014). ANALISIS NILAI PELANGGAN TERHADAP KEPUASAN DAN LOYALITAS, XXIX(1), 1–16.

Hoque, A., Shikha, F. A., Hasanat, M. W., & Arif, I. (2020). The Effect of Coronavirus (COVID-19) in the Tourism Industry in, 3(1), 52–58.

Horner, S., & Swarbrooke, J. (2007). *Consumer behaviour in tourism*.

Hudson, S. (2008). *Tourism and Hospitality Marketing A Global Perspective*.

Johnson, M. S., Garbarino, E., & Sivadas, E. (2006). Influences of customer differences of loyalty , perceived risk and category experience on customer satisfaction ratings, 48(5), 1–12.

Habiburahman, 2020

PENGARUH PERCEIVED RISK TERHADAP CUSTOMER SATISFACTION (SURVEI TERHADAP PARTISIPAN RAFTING DI EFDEE ADVENTURE)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Johnson, M. S., Sivadas, E., & Garbarino, E. (2008). Customer satisfaction , perceived risk and affective commitment: an investigation of directions of influence, (June 2006). <https://doi.org/10.1108/08876040810889120>
- Khan, M. (2006). *Consumer Behaviour and Advertising Management*.
- Ko, H., Jung, J., Kim, J., & Shim, S. W. (n.d.). Cross-Cultural Differences in Perceived Risk of Online Shopping, (September 2014), 37–41. <https://doi.org/10.1080/15252019.2004.10722084>
- Kobylanski, A., Ph, D., State, P., & Allegheny, G. (2012). Satisfaction In Tourism Industry : The Case Of Polish Travel Agencies, 5(1), 29–42.
- Kotler, philip T., & Keller, K. L. (2016). *A framework for marketing managent-person*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15 Global Edition*. <https://doi.org/10.1080/08911760903022556>
- Kouthouris, C. (2005). Can service quality predict customer satisfaction and behavioral intentions in the sport tourism industry ? An application of the SERVQUAL model in an outdoors setting, 10(2), 101–111. <https://doi.org/10.1080/14775080500223165>
- Kumar, V., Rahman, Z., Kazmi, A. A., & Goyal, P. (2012). Evolution of Sustainability as Marketing Strategy: Beginning of New Era. *Procedia - Social and Behavioral Sciences*, 37, 482–489. <https://doi.org/10.1016/j.sbspro.2012.03.313>
- Lita, R. P., & Ma'ruf. (2009). THE RELATIONSHIP BETWEEN SATISFACTION WITH THE SPORT EVENT, REVISIT INTENTION AND POSITIVE WORD-OF-MOUTH INTENTION; THE STUDY OF DRAGON BOAT SPORT EVENT IN PADANG CITY. *Cardiology Clinics*, 27(1), xv–xv.
- Ludviga, I., Ozolina, D., & Afonina, L. (2012). Consumer Behaviour And Values Driving Organic Food Choice In Latvia: A Means-End Chain Approach. *Contemporary Issues in Business, Management and Education '2012. Selected Papers*, (January 2012), 418–429. <https://doi.org/10.3846/cibme.2012.35>
- Malhotra, N. K., & Birks, D. S. (2013). *Marketing Research : An Applied Approach*.
- Manoppo, F. (2013). KUALITAS PELAYANAN, DAN SERVICESCAPE PENGARUHNYA TERHADAP KEPUASAN KONSUMEN PADA HOTEL GRAN PURI MANADO, 1(4), 1341–1348.
- Matzler, K. (2002). The Factor Structure of Customer Satisfaction : An Empirical Test of the

Habiburahman, 2020

PENGARUH PERCEIVED RISK TERHADAP CUSTOMER SATISFACTION (SURVEI TERHADAP PARTISIPAN RAFTING DI EFDEE ADVENTURE)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

The factor structure of customer satisfaction An empirical test of the importance grid and the penalty-reward-contrast analysis, (May 2014).
<https://doi.org/10.1108/09564230210445078>

Mullin, B. J., Hardy, S., & Sutton, W. A. (2014). *Sport marketing*.

Nathaurisia, A., Indrawati, Y., & Mananda, I. G. S. (2014). PENGARUH CITRA MEREK (BRAND IMAGE) DAN KEPUASAN WISATAWAN TERHADAP LOYALITAS WISATAWAN PADA BALI ADVENTURE RAFTING, 2(1).

Prayag, G., & Jankee, M. (2013). Perceived risk, satisfaction and future behaviour of windsurfers: a segmentation perspective. *International Journal of Tourism Policy*, 5(1/2), 19. <https://doi.org/10.1504/IJTP.2013.054054>

Ranasinghe, R., Damunupola, A., Wijesundara, S., & Karunarathna, C. (2020). TOURISM AFTER CORONA : IMPACTS OF COVID 19 PANDEMIC AND WAY FORWARD FOR TOURISM , HOTEL AND MICE INDUSTRY IN SRI LANKA GLOBAL PANDEMIC OF NOVEL CORONA (COVID 19), 1–19.

Ratno, P., & Etika. (2017). SURVEI MANAJEMEN PERAWATAN PERLENGKAPAN ARUNG JERAM EXPLORE SUMATERA, 16(1), 73–83.

Ross, S. D. (2001). An e Guide for Destination Marketers and Sports Events Planners, (July).

Schiffman, L. G., & Wisenblit, J. L. (2015). *Consumer behavior*.

Schwarz, E. C., & Hunter, J. D. (2008). *ADVANCED THEORY AND PRACTICE IN SPORT MARKETING*.

Sekaran, U., & Bougie, R. (2016a). *Research Methods for Business*.

Sekaran, U., & Bougie, R. (2016b). *Research Methods for Business*.

Shen, Z.-J. M., & Su, X. (2007). Customer Behavior Modeling in Revenue Management and Auctions: A Review and New Research Opportunities, 6(6), 713–728.
<https://doi.org/10.3401/poms>.

Shonk, D. J. (2008). Service Quality , Satisfaction , and Intent to Return in Event Sport Tourism, 587–602.

Su, X. (2008). Strategic Customer Behavior , Commitment , and Supply Chain Performance, 54, 1759–1773.

Suyadi. (2016). Pengaruh Keindahan Alam terhadap Kepuasan Wisatawan Green Canyon di Pangandaran Jawa Barat, 2(2), 98–108.

Habiburahman, 2020

PENGARUH PERCEIVED RISK TERHADAP CUSTOMER SATISFACTION (SURVEI TERHADAP PARTISIPAN RAFTING DI EFDEE ADVENTURE)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Sweeney, J. C., & Johnson, L. W. (1999). The Role of Perceived Risk in the Quality-Value Relationship : A Study in a Retail Environment, *75*(1), 77–105.
- Tabachnick, B.G. and Fidell, L. S. (2001). *Using Multivariate Statistics*, 983.
- Tandon, U., Kiran, R., & Sah, A. N. (2017). The influence of website functionality, drivers and perceived risk on customer satisfaction in online shopping: an emerging economy case. *Information Systems and E-Business Management*. <https://doi.org/10.1007/s10257-017-0341-3>
- Tse, D. K. (1988). Models of Consumer Satisfaction Formation, *XXV*(May), 204–212.
- Widodo, S. M., & Sutopo, J. (2018). Metode Customer Satisfaction Index (CSI) Untuk Mengetahui Pola Kepuasan Pelanggan Pada E-Commerce Model Business to Customer, *4*(1), 38–45.
- Wu, C. H., & Liang, R. (2011). The relationship between white-water rafting experience formation and customer reaction : a fl ow theory perspective. *Tourism Management*, *32*(2), 317–325. <https://doi.org/10.1016/j.tourman.2010.03.001>
- Zakaria, I., Rahman, B. A., Othman, A. K., Azlina, N., Yunus, M., Dzulkipli, M. R., ... Osman, F. (2014). The Relationship between Loyalty Program , Customer Satisfaction and Customer Loyalty in Retail Industry : A Case Study. *Procedia - Social and Behavioral Sciences*, *129*, 23–30. <https://doi.org/10.1016/j.sbspro.2014.03.643>
- Zena, P. A., & Hadisumarto, A. D. (2012). The Study of Relationship among Experiential Marketing , Service Quality , Customer Satisfaction , and Customer Loyalty, (1), 37–46.