

Experience mempengaruhi terhadap *customer satisfaction* dan berdampak pada *Behavioral intention* pengunjung wisata Pakuhaji Kabupaten Bandung Barat.

Putra Hanifan Graha, 2021

**DESTINATION BRAND EXPERIENCE TERHADAP CUSTOMER SATISFACTION DAN DAMPAKNYA
PADA BEHAVIORAL INTENTION**

(Survei terhadap Pengunjung Wisata Pakuhaji Di Kabupaten Bandung Barat Pada Tahun 2020)

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BAB V

KESIMPULAN DAN REKOMENDASI

5.1 Kesimpulan

Berdasarkan pembahasan penelitian maka disimpulkan sebagai berikut

- 1) Tanggapan dari wisatawan terhadap *destination brand experience* di Wisata Pakuhaji yang terdiri dari *sensory experience*, *affective experience*, *behavioral experience* dan *intellectual experience* berada pada kategori cukup tinggi. Hal ini dapat dilihat dari dimensi tertinggi *sensory experience* dan yang rendah *intellectual experience*.
- 2) Tanggapan dari wisatawan terhadap *customer satisfaction* di Wisata Pakuhaji termasuk dalam kategori cukup tinggi. Indikator yang memiliki nilai tertinggi terdapat pada kepuasan terhadap *sensory experience*, dan yang terendah kepuasan terhadap *behavioral experience*.
- 3) Tanggapan dari wisatawan terhadap *behavioral intention* di Wisata Pakuhaji yang terdiri dari *intention to revisit* dan *willingness to recommend* berada pada kategori cukup tinggi. Indikator yang memiliki nilai tertinggi terdapat pada *willingness to recommend*.
- 4) Terdapat pengaruh yang positif dan signifikan antara *destination brand experience* terhadap *customer satisfaction*. Semakin tinggi *destination brand experience*, semakin tinggi *customer satisfaction* Pengunjung Wisata Pakuhaji di Kabupaten Bandung Barat
- 5) Terdapat pengaruh yang positif dan signifikan antara *customer satisfaction* terhadap *behavioral intention* Semakin tinggi *customer satisfaction* semakin tinggi *behavioral intention* Pengunjung Wisata Pakuhaji di Kabupaten Bandung Barat
- 6) Terdapat pengaruh yang positif dan signifikan, *destination brand experience* terhadap *customer satisfaction* serta dampaknya pada

behavioral intention. Semakin tinggi *destination brand experience* semakin tinggi *customer satisfaction* semakin tinggi *behavioral intention*
Pengunjung Wisata Pakuhaji di Kabupaten Bandung Barat

5.2 Rekomendasi

Berdasarkan kesimpulan, maka direkomendasikan sebagai berikut:

1. Pada variabel *destination brand experience* yang paling rendah yaitu *intellectual experience* sehingga untuk meningkatkan unsur *intellectual experience* dalam menghasilkan kepuasan wisatawan saat berkunjung ke Wisata Pakuhaji, pihak pengelola wisata bisa menambahkan fauna di Taman Satwa serta penjelasan tentang fauna tersebut atau menambah tourguide sebagai fasilitator pada saat berada di Taman Satwa dengan tetap menaati standar protokol Kesehatan covid 19.
2. Pada variabel *customer satisfaction* yang paling rendah yaitu kepuasan terhadap *behavioral experience* sehingga untuk meningkatkan unsur *behavioral experience*, pihak pengelola wisata bisa menambahkan kegiatan yang lebih banyak tidak hanya flying fox dan berkuda ,contohnya paintball karena wisata Pakuhaji cukup luas sehingga sangat memungkinkan untuk ada kegiatan paintball dengan tetap menaati standar protokol Kesehatan covid 19.
3. Pada variabel *behavioral intention* yang paling rendah yaitu *intention to revisit* sehingga untuk meningkatkan unsur *intention to revisit*, pengelola bisa menambahkan promo agar para wisatawan tertarik untuk mengunjungi Wisata Pakuhaji karena adanya promosi tersebut. Promo tersebut bisa dipasarkan melalui media sosial intagram.karena di zaman digital seperti sekarang orang yang akan berwisata akan mencari informasi terlebih dahulu ke media sosial. Pengelola juga bisa mengadakan event-event menarik seperti event organisasi penyuka hewan dan lain-lain.

4. Untuk meningkatkan *customer satisfaction* maka diperlukan strategi *destination brand experience* sehingga tingkat *customer satisfaction* pengunjung semakin meningkat.
5. Untuk meningkatkan *behavioral intention* maka diperlukan *customer satisfaction*.
6. Untuk meningkatkan *behavioral intention* maka diperlukan strategi *destination brand experience* dan peningkatan *customer satisfaction* pengunjung Wisata Pakuhaji di Kabupaten Bandung Barat.

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