

**PENGARUH *EXPERIENTIAL QUALITY* TERHADAP
*BEHAVIORAL INTENTION***

(Survei terhadap wisatawan domestik yang telah berkunjung ke Kampung
Jelekong pada masa pandemi Covid-19)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana
Program Studi Manajemen Pemasaran Pariwisata



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LEMBAR HAK CIPTA
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Sebuah Skripsi yang diajukan untuk memenuhi sebagian syarat untuk memperoleh
gelar Sarjana Pariwisata pada program Studi Manajemen Pemasaran Pariwisata
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PERNYATAAN TENTANG KEASLIAN SKRIPSI DAN BEBAS PLAGIARISME

Dengan ini saya menyatakan bahwa skripsi dengan judul **“PENGARUH *EXPERIENTIAL QUALITY* TERHADAP *BEHAVIORAL INTENTION* (Survei terhadap wisatawan domestik yang telah berkunjung ke Kampung Jelekong pada masa pandemi Covid-19)”** 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 dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Mei 2022

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ABSTRAK

Fatharani Yasyfa 1800930 “Pengaruh *Experiential Quality* terhadap *Behavioral Intention*” (Survei terhadap wisatawan domestik yang telah berkunjung ke Kampung Jelekong pada masa pandemi Covid-19) dibawah bimbingan Dr. Gitasiswhara, SE.,Par.,MM. dan Lisnawati, S.Pd.,MM.

Penelitian ini bertujuan untuk menganalisis pengaruh *experiential quality* yang terdiri dari *escape*, *peace of mind*, *involvement*, *recognition*, dan *learning* terhadap *behavioral intention* di Kampung Jelekong. Metode penelitian yang digunakan yaitu *explanatory survey* dengan pendekatan *cross sectional method* dengan jumlah sampel sebanyak 130 yang terdiri dari wisatawan yang telah berkunjung ke Kampung Jelekong pada masa pandemi Covid-19. Teknik analisis data yang digunakan adalah teknik analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa secara simultan terdapat pengaruh yang signifikan antara *experiential quality* terhadap *behavioral intention*. Secara parsial, sub variabel *peace of mind*, *involvement*, dan *learning* berpengaruh secara signifikan terhadap *behavioral intention*, namun tidak terdapat pengaruh yang signifikan pada sub variabel *escape* dan *recognition* terhadap *behavioral intention*. Dimensi *learning* mendapat penilaian tertinggi, sedangkan dimensi *escape* mendapat penilaian terendah. Tanggapan mengenai *behavioral intention* di Kampung Jelekong berada pada kategori tinggi, dimensi *positive WOM* mendapatkan penilaian tertinggi dan dimensi *willingness to pay more* mendapatkan penilaian terendah. Hasil penelitian menunjukkan adanya pengaruh antara *experiential quality* terhadap *behavioral intention*.

Kata Kunci: *Experiential Quality*, *Behavioral Intention*, Kampung Jelekong

ABSTRACT

Fatharani Yasyfa 1800930 “*The effect of Experiential quality on Behavioral Intention*” (Survey of domestic tourists who have visited Jelekong Village during the Covid-19 pandemic) under the guidance of Dr. Gitasiswhara, SE.,Par.,MM. and Lisnawati, S.Pd.,MM.

This research aims to analyze the effect of experiential quality which consists of escape, peace of mind, involvement, recognition, and learning on behavioral intention in Jelekong Village. The research method used is an explanatory survey with a cross sectional method approach with a total sampel of 130 consisiting tourists who have visited Jelekong Village during the Covid-19 pandemic. The data analysis technique used is multiple linear regression analysis technique. The results of the study indicate that there is simultaneously a significant influence between experiential qulaity on behavioral intention. Partially, the peace of mind, involvement, and learning sub variables have a significant effect on behavioral intention, but there is no significant effect on the escape and recognition sub variables on behavioral intention. The learning dimensions got the highest score, while the escape dimensions got the lowest score. The response to behavioral intention in Jelekong Village is in the high category, the positive WOM dimension gets the highest rating and the dimension of willigness to pay more gets the lowest rating. The results showed that there was an influence between experiential quality on behavioral intention.

Keywords: Experiential Quality, Behavioral Intention, Jelekong Village

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Penelitian ini dilakukan dengan tujuan untuk mengetahui gambaran deskriptif mengenai *experiential quality* dan *behavioral intention* di Kampung Jelekong serta untuk mengetahui adanya pengaruh secara simultan dan parial. Dalam penulisan penelitian ini penulis menyadari bahwa masih terdapat kekurangan, maka kritik dan saran dari pembaca sangat diharapkan agar skripsi ini dapat menjadi lebih baik. Penulis berharap agar penelitian skripsi yang telah dilakukan ini dapat bermanfaat bagi pengembangan ilmu manajemen pemasaran pariwisata khususnya dalam *experiential quality* dan *behavioral intention*.

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