

ABSTRAK

Penelitian ini untuk mengetahui pengaruh Kualitas Pelayanan, Pengalaman Pengunjung, Motivasi dan *Perceived Value* terhadap Minat Kunjungan Ulang Wisatawan Objek Wisata Jatim Park 1 Malang Jawa Timur. Teknik pengambilan sampel dalam penelitian ini yaitu *Convenience Sampling*. Responden dalam penelitian ini sebanyak 204 responden yang pernah berkunjung ke objek wisata Jatim Park 1. Untuk menguji validitas, reliabilitas dan pengujian hipotesis menggunakan aplikasi Lisrel 8.8. Hasil analisis menunjukkan bahwa dari tujuh hipotesis berpengaruh signifikan. Hasil penelitian menunjukkan kualitas pelayanan berpengaruh signifikan terhadap minat kunjungan ulang, kualitas pelayanan berpengaruh signifikan terhadap *perceived value*. Pengalaman pengunjung berpengaruh signifikan terhadap *perceived value*. Pengalaman pengunjung berpengaruh signifikan terhadap minat kunjungan ulang, motivasi berpengaruh signifikan terhadap *perceived value*. Motivasi berpengaruh signifikan terhadap minat kunjungan ulang, dan *perceived value* berpengaruh signifikan terhadap minat kunjungan ulang.

Kata kunci : Kualitas Pelayanan, Pengalaman Pengunjung, Motivasi, *Perceived Value*, Minat Kunjungan Ulang Wisatawan

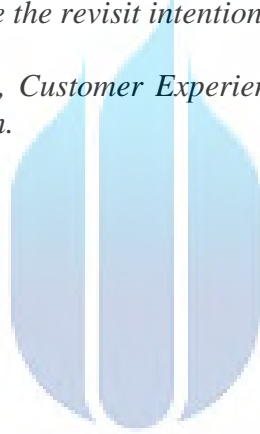


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ABSTRACT

This study was to determine the effect of service quality, customer Experience, Motivation and Perceived Value to Tourist Revisit Intention in Jatim Park 1 Malang, East Java. The sampling technique in this research is Convenience Sampling. Respondents in this study were 204 respondents who had visited attractions Jatim Park 1. To test the validity, reliability and hypothesis testing using Lisrel application 8.8. The analysis showed that of the seven significant effect hypothesis. The results showed a significant effect on the service quality to revisit intention, service quality significantly influence the perceived value. Customer experience a significant effect on perceived value. Customer experience a significant effect on revisit intention, motivation significant effect on perceived value. Motivation significant effect on revisit intention and perceived value significantly influence the revisit intention.

Keywords: Service Quality, Customer Experience, Motivation, Perceived Value, Revisit Intention.



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