

Pengaruh experiential marketing dan kualitas pelayanan terhadap behavioral intentions wisatawan ekowisata studi kasus: Kebun Raya Bogor = The effect of experiential marketing and service quality towards behavioral intentions of ecotourism's tourist case study: Bogor Botanic Garden

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh experiential marketing terhadap kualitas pelayanan dan behavioral intentions; pengaruh kualitas pelayanan terhadap behavioral intentions; persepsi kelompok wisatawan berdasarkan kualitas pelayanan terhadap experiential marketing dan behavioral intentions; dan persepsi wisatawan dengan ragam variabel demografi terhadap experiential marketing, kualitas pelayanan, dan behavioral intentions di Kebun Raya Bogor. Data penelitian kemudian diolah menggunakan metode statistik, yaitu Structural Equation Modeling (SEM) dengan perangkat lunak LISREL 8.7 serta faktor analisis, analisis kelompok, analisis uji t, dan One-Way ANOVA menggunakan perangkat lunak SPSS 17. Hasil penelitian menunjukkan bahwa experiential marketing berpengaruh signifikan terhadap kualitas pelayanan (8.29) dan behavioral intentions (6.67), namun kualitas pelayanan tidak berpengaruh signifikan terhadap behavioral intentions (1.52). Hal tersebut menunjukkan bahwa experiential marketing memiliki efek langsung terhadap behavioral intentions tanpa melalui kualitas pelayanan. Selain itu, persepsi kelompok berdasarkan kualitas pelayanan berbeda signifikan terhadap experiential marketing dan behavioral intentions, serta persepsi wisatawan dengan ragam variabel demografi, seperti usia, pendidikan, dan domisili, berbeda secara signifikan terhadap experiential marketing, kualitas pelayanan, dan behavioral intentions.

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This study aims to determine the influence of experiential marketing to service quality and behavioral intentions; impact of service quality on behavioral intentions; perception of a tourist group based on experiential marketing, service quality, and behavioral intentions; and the perception of tourists with a variety of demographic variables on experiential marketing, service quality, and behavioral intentions in Bogor Botanic Garden. The data was then processed using statistical method, which are the Structural Equation Modeling (SEM) using LISREL 8.7 and factor analysis, cluster analysis, t-test analysis, and One-Way ANOVA using SPSS 17 software.

The result showed that experiential marketing has a significant effect on service quality (8.29) and behavioral intentions (6.67), but service quality has no significant effect on behavioral intentions (1.52). It shows that experiential marketing has a direct effect on behavioral intentions without going through service quality. In addition, perceptions of different groups based on service quality has differ significantly on experiential marketing and behavioral intentions, as well as the perception of tourists based on diverse demographic variables, such as age, education, and residence were differ significantly on experiential marketing, service quality, and behavioral intentions.