

Analisis pengaruh event quality terhadap satisfaction dan behavioral intention : studi kasus jazz goes to campus festival = The analysis of effect of event quality on satisfaction and behavioral intention : case study jazz goes to campus festival

Novy Amelia Sanjaya, author

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Abstrak

Skripsi ini meneliti pengaruh event quality terhadap satisfaction dan behavioral intention pada studi kasus Jazz Goes To Campus Festival yang merupakan acara festival jazz tertua di Indonesia. Responden dalam penelitian ini adalah pengunjung acara The 37th Jazz Goes To Campus yang diadakan pada tahun 2014 yang merupakan tahun terakhir festival tersebut diadakan saat penelitian ini dilakukan yang mayoritas berdomisili di wilayah Jakarta, Bogor, Depok, Tangerang, dan Bekasi. Metode yang digunakan untuk mengolah data dalam penelitian ini adalah regresi linear sederhana dan regresi linear berganda dengan software SPSS 22.

Hasil penelitian menunjukkan bahwa event quality signifikan mempengaruhi satisfaction dan behavioral intention serta satisfaction memediasi secara penuh hubungan antara event quality dan behavioral intention. <hr><i>This research analyses the effect of event quality on satisfaction and behavioral intention on the case of Jazz Goes To Campus Festival, which is the oldest jazz festival in Indonesia. Respondents of this research are those who visited The 37th Jazz Goes To Campus Festival which was held in 2014 in which it is the latest annual event held while this research is being conducted. The respondents who participate in this research reside in Jakarta, Bogor, Depok, Tangerang, and Bekasi area. This research uses simple and multiple linear regression with SPSS 22 software to process the data.

The result of this research shows that event quality significantly affects satisfaction and behavioral intention, and satisfaction fully mediates the relation of event quality and behavioral intention.</i>