

Analisis pengaruh Experiential Quality, Excitement, Museum Image, dan Experiential Satisfaction terhadap Revisit Intention di Museum MACAN Jakarta = A Study about the Effect of Experiential Quality, Excitement, Museum Image, and Experiential Satisfaction toward Revisit Intention in Museum MACAN Jakarta.

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Abstrak

ABSTRAK

Tesis ini membahas pengaruh Experiential Quality, Excitement, Museum Image, dan Experiential satisfaction pada Museum MACAN Jakarta terhadap Revisit Intention. Penelitian ini merupakan penelitian deskriptif dengan teknik sampel non-probability sampling. Hasil penelitian membuktikan adanya pengaruh positif secara signifikan pada keempat dimensi primer Experiential Quality terhadap Experiential Quality. Selain itu, ditemukan adanya pengaruh positif antara experiential quality terhadap excitement, excitement terhadap experiential satisfaction, experiential quality terhadap experiential satisfaction, experiential satisfaction terhadap revisit intention, experiential quality terhadap museum image, serta museum image terhadap experiential satisfaction. Penelitian pun membuktikan pengaruh secara tidak langsung dari Experiential Quality terhadap Revisit Intention yang secara signifikan dimediasi oleh Excitement, Museum Image, dan Experiential satisfaction.

ABSTRACT

This thesis discusses the influence of Experiential Quality, Excitement, Image Museum, and Experiential satisfaction in the MACAN Jakarta Museum on Revisit Intention. This research is a descriptive study with a non-probability sampling technique sample. The results of this research prove a significant positive effect on the four primary dimensions of Experiential Quality on Experiential Quality. In addition, the researcher found positive effects between experiential quality on excitement, excitement on experiential satisfaction, experiential quality on experiential satisfaction, experiential satisfaction on revisit intention, experiential quality on museum image, and museum image on experiential satisfaction. Research also proves the indirect effect of Experiential Quality on Revisit Intention, which is significantly mediated by Excitement, Museum Image, and Experiential satisfaction.