

Pengaruh Service Quality terhadap Revisit Intention melalui Visitor Satisfaction pada Pengunjung Museum Nasional Indonesia = The Effect of Service Quality on Revisit Intention through Visitor Satisfaction of Museum Nasional Indonesia's Visitor

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Abstrak

Tujuan dari penelitian ini adalah menganalisis pengaruh Service Quality terhadap Revisit Intention melalui Visitor Satisfaction pada Pengunjung Museum Nasional Indonesia. Penelitian menggunakan pendekatan kuantitatif melalui teknik purposive sampling pada 165 responden yang didapatkan melalui penyebaran kuesioner secara luring. Data yang didapatkan diolah menggunakan SPSS melalui analisis statistik deskriptif dan analisis regresi linier. Hasil dari penelitian ini menunjukkan bahwa terdapat beberapa pengaruh yang signifikan yaitu pengaruh service quality terhadap revisit intention, pengaruh service quality terhadap visitor satisfaction, dan pengaruh visitor satisfaction terhadap revisit intention. Pada uji mediasi menunjukkan bahwa visitor satisfaction memiliki pengaruh mediasi parsial pada hubungan service quality terhadap revisit intention pada pengunjung Museum Nasional Indonesia.

.....The purpose of this study is to analyze the effect of service quality on revisit intention with visitor satisfaction as mediating variable with a study on Museum Nasional Indonesia's visitors. The study used a quantitative approach through purposive sampling technique on 165 respondents obtained direct distribution of questionnaires. The data obtained were processed using SPSS through descriptive statistical analysis and linier regression analysis. The results of this study indicate that there are several significant effects, namely the effect of service quality on revisit intention, the effect of service quality on visitor satisfaction, and the effect of visitor satisfaction on revisit intention. The mediation test showed that visitor satisfaction has a partial mediating effect on the relationship between service quality and revisit intention to Museum Nasional Indonesia's visitors.