

# Analisis Pengaruh Experiential Marketing melalui Tourist Satisfaction terhadap Behavioral Intention: studi kasus pada Wisata Bromo Tengger Semeru = Analysis of the Effect of Experiential Marketing through Tourists Satisfaction on Behavioral Intention: a case study on Bromo Tengger Semeru Tourism

Fauzul Kabiir Achmad, author

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## Abstrak

Market globalization mempengaruhi pariwisata secara global. Ada penurunan ekonomi, persaingan yang semakin ketat, dan pertumbuhan teknologi baru yang menawarkan peluang dan ancaman. Pariwisata adalah suatu kegiatan dalam masyarakat yang didukung oleh berbagai macam fasilitas dan pelayanan yang tersedia baik oleh masyarakat itu sendiri, pengusaha atau investor, bahkan oleh pemerintah daerah. Di antara metode pemasaran lainnya, penerapan experiential marketing mulai berkembang. Hal ini juga relevan dalam pariwisata karena menciptakan behavioral intention, atraksi menarik untuk menarik aspek afektif, sensorik dan intelektual konsumen. Studi ini menguji dampak experiential marketing pada kepuasan konsumen sambil mengidentifikasi pentingnya dalam industri. Dengan bantuan kuesioner tertutup, dilakukan survei untuk menguji persepsi 224 wisatawan di Bromo Tengger Semeru. Analisis SEM dilakukan untuk menguji pengaruh experiential marketing terhadap behavioral intention melalui tourist satisfaction menggunakan software SPSS AMOS. Di sini experiential marketing diwakili oleh lima komponen yaitu sense, feel, think, act dan relate, sedangkan behavioral intention diwakili oleh tiga komponen yaitu word of mouth, revisit intention, willingness to pay dan tourist satisfaction. Temuan penelitian dimensi feel dan think tidak memiliki pengaruh langsung terhadap tourist satisfaction. Selain itu, dimensi sense, act, relate berpengaruh signifikan terhadap tourist satisfaction dan tourist satisfaction berpengaruh signifikan terhadap behavioral intention. Terakhir, experiential marketing, yang diwakili oleh 2 hipotesis, sense dan relate memiliki pengaruh tidak langsung terhadap behavioral intention melalui tourist satisfaction.

.....Market Globalization affects tourism globally. There is an economic downturn, increasingly intense competition, and the growth of new technologies that offer both opportunities and threats. Tourism is an activity in the community supported by various kinds of facilities and services available either by the community itself, entrepreneurs or investors, even by the local government. Among other marketing methods, the application of experiential marketing began to develop. It is also relevant in tourism as it creates behavioral experiences, engaging attractions to appeal to the affective, sensory and intellectual aspects of consumers. This study examines the impact of experiential marketing on consumer satisfaction while identifying its importance in the industry. With the help of a closed questionnaire, a survey was conducted to test the perceptions of 224 tourists in Bromo Tengger Semeru. SEM analysis was conducted to examine the impact of experiential marketing on consumer satisfaction using SPSS AMOS software. Herein, experiential marketing is represented by five components, namely sense, feel, think, act and relate, while behavioral intention is represented by three components, namely word of mouth, revisit intention, willingness to pay and tourism satisfaction. Research findings feel and think dimensions do not have a direct influence on tourist satisfaction. In addition, sense, act, relate dimensions have a significant effect on tourist satisfaction and tourist satisfaction has a significant effect on behavioral intention. Finally, experiential

marketing, which is represented by 2 hypotheses, sense and relate has an indirect influence on behavioral intention through tourist satisfaction.