

PENGARUH *SATISFACTION, IMAGE, DAN BEHAVIORAL INTENTION*
TERHADAP *WORD OF MOUTH* PADA FOLK MUSIC FESTIFAL

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ABSTRAK

Tujuan dari penelitian ini adalah untuk menentukan pengaruh *Image, Behavioral Intention*, dan *Word of Mouth* terhadap *Satisfaction* pada Folk Music Festival. Variabel yang digunakan dalam penelitian ini yaitu *motivations, quality of service, satisfaction, image, behavior intention*, dan *word of mouth*. Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Teknis analisis data yang digunakan adalah Structural Equation Modelling (SEM) dengan menggunakan SPSS 24 for windows dan AMOS versi 22.

Jumlah sampel yang digunakan dalam penelitian ini sebanyak 150 responden. Penelitian menyimpulkan bahwa adanya pengaruh *Image, Behavioral Intention*, dan *Word of Mouth* terhadap *Satisfaction* pada Folk Music Festival.

Kata kunci : *Satisfaction, Image, Behavior Intention, Word of Mouth*.

THE IMPACT OF SATISFACTION, IMAGE, AND BEHAVIORAL INTENTION, TO WORD OF MOUTH AT FOLK MUSIC FESTIVAL

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ABSTRACT

The objective of this study is to determine the influence of Image, Behavioral Intention, and Word of Mouth to Satisfaction at Folk Music Festival. Variable used in this research are motivations, quality of service, level of satisfaction, image, behavior intention, and word of mouth. This type of research is causal research with quantitative approach. Data analysis technique Structural Equation Modelling (SEM) using SPSS 24 for windows and AMOS version 22.

The number of samples used in this study were 150 respondents. The result of this study indicate the influence of Image, Behavioral Intention, and Word of Mouth to Satisfaction at Folk Music Festival.

Keyword : Satisfaction, Image, Behavior Intention, Word of Mouth.