

ABSTRAK

Pariwisata merupakan sektor ekonomi yang semakin berkembang pesat di Indonesia. Saat ini, obyek wisata berlomba-lomba untuk menjadi yang terkemuka didalam memberikan berbagai *benefits* kepada pengunjung, di sisi lain pengunjung juga mencari nilai tambah yang bisa diperoleh dari obyek wisata. Sebagai obyek wisata baru dan terkenal di Kota Batu, Museum Angkut perlu memikirkan berbagai cara untuk dapat menciptakan kualitas layanan yang baik yang nantinya dapat menjadi nilai tambah di benak pengunjung yang dapat menimbulkan minat pengunjung untuk berkunjung kembali. Adapun tujuan dari penelitian ini adalah untuk mengevaluasi dan menganalisis pengaruh dari *perceived benefits (quality of touristic services, destination appearance, emotional experience, reputation)* dan *perceived costs (monetary cost dan non-monetary cost)* terhadap *revisit intention* melalui *perceived value* dan *satisfaction* pengunjung Museum Angkut di Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Model (SEM)* dan software AMOS 22.0. Pengolahan data dalam penelitian ini dilakukan dengan menggunakan kuesioner sebanyak 140 responden, dengan karakteristik responden adalah pengunjung Museum Angkut yang berdomisili di Surabaya berusia 18-60 tahun, sudah pernah mengunjungi Museum Angkut dalam kurun waktu satu kali dalam satu tahun terakhir, pernah menikmati wahana di Museum Angkut, mengetahui harga tiket Museum Angkut, dan pernah membeli makanan dan minuman di Museum Angkut.

Hasil penelitian menunjukkan bahwa variabel *quality of touristic services* berpengaruh positif signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.263; variabel *destination appearance* berpengaruh positif tidak signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.066; variabel *emotional experience* berpengaruh positif tidak signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.142; variabel *reputation* berpengaruh positif tidak signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.163; variabel *monetary cost* berpengaruh positif tidak signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.054; variabel *non-monetary cost* berpengaruh positif signifikan terhadap *perceived value* dengan koefisien regresi sebesar 0.625; variabel *quality of touristic services* berpengaruh positif tidak signifikan terhadap *satisfaction* dengan koefisien regresi sebesar 0.183; variabel *perceived value* berpengaruh positif signifikan terhadap *satisfaction* dengan koefisien regresi sebesar 0.764; variabel *perceived value* berpengaruh positif signifikan terhadap *revisit intention* dengan koefisien regresi sebesar 0.707; variabel *satisfaction* berpengaruh positif tidak signifikan terhadap *revisit intention* dengan koefisien regresi sebesar 0.205.

Kata Kunci: *Perceived Benefits, Quality of Touristic Services, Destination Appearance, Emotional Experience, Reputation, Perceived Costs, Monetary Cost, Non-monetary Cost, Perceived Value, Satisfaction, Revisit Intention, Museum Angkut*

ABSTRACT

Tourism is an economic sector that is growing rapidly in Indonesia. Currently, the tourism site are vying to be the leading in providing various benefits to visitors, on the other hand visitors are also looking for added value that can be obtained from the tourism site. As a new and famous tourism site in Batu Town, Museum Angkut needs to think about various ways to create a good quality of service which later can be added value in the minds of visitors that can generate interest of visitors to visit again. The purpose of this study is to evaluate and analyze the effect of perceived benefits and perceived costs to the revisit intention through perceived value and satisfaction of Museum Angkut's visitors in Surabaya.

This research uses quantitative approach with Structural Equation Model (SEM) and AMOS 22.0 software. The data processing in this study was conducted by using questionnaires as many as 140 respondents, with the characteristics that respondents are visitors of Museum Angkut who domiciled in Surabaya aged 18-60 years, have visited the Museum Angkut within one time in the last year, have enjoyed the rides in Museum Angkut, knowing the ticket prices of Museum Angkut, and have bought food and drinks at the Museum Angkut.

The results showed that the variable quality of touristic services has positive significant effect to the perceived value with regression coefficient of 0.263; destination appearance has positive effect but not significant to the perceived value with regression coefficient of 0.066; emotional experience has positive effect but not significant to the perceived value with regression coefficient of 0.142; reputation has positive effect but not significant to the perceived value with regression coefficient of 0.163; monetary cost variable has positive effect but not significant to the perceived value with regression coefficient of 0.054; non-monetary cost has positive significant effect to the perceived value with regression coefficient of 0.625; quality of touristic services has positive effect but not significant to the satisfaction with regression coefficient of 0.183; perceived value has positive significant effect to the satisfaction with regression coefficient of 0.764; perceived value has positive significant effect to the revisit intention with regression coefficient of 0.707; satisfaction has positive effect but not significant to the revisit intention with regression coefficient of 0.205.

Keywords: Perceived Benefits, Quality of Touristic Services, Destination Appearance, Emotional Experience, Reputation, Perceived Costs, Monetary Costs, Non-monetary Costs, Perceived Value, Satisfaction, Revisit Intention, Museum Angkut