

ABSTRAK

Toar Pungus (1619210029)

ANALISA FAKTOR YANG MEMPENGARUHI INTENTION TO REVISIT PADA VT HOUSE BILLIARD

(xiv + 72 halaman: 4 gambar; 19 tabel; 3 lampiran)

Industri olahraga saat ini tumbuh secara konsisten dan memiliki kontribusi pada perekonomian terutama ketika adanya perlombaan pada suatu daerah. Untuk mengembangkan talenta tersebut, diperlukan fasilitas bermain untuk berlatih tidak terkecuali pada industri olahraga billiard. Penelitian ini bertujuan untuk menguji pengaruh dari *perceived price*, *service quality*, *positive emotional experience* dan *store atmosphere* terhadap *customer satisfaction* dan dampaknya pada *electronic word of mouth* serta *intention to revisit* pada pengunjung VT House Billiard. Penelitian dilakukan pada 259 pengunjung VT House Billiard dengan teknik analisa yang digunakan adalah PLS-SEM. Hasil analisa menunjukkan bahwa seluruh hipotesis didukung, artinya *perceived price*, *service quality*, *positive emotional experience* dan *store atmosphere* berpengaruh positif terhadap *customer satisfaction*, begitu juga pengaruh *customer satisfaction* terhadap *electronic word of mouth* dan *intention to revisit*.

Kata Kunci: *Intention To Revisit, Electronic Word of mouth, Billiard*

Referensi: 74 (1988-2025)

ABSTRACT

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ANALYSIS OF FACTORS INFLUENCING INTENTION TO REVISIT AT VT HOUSE BILLIARD

(xiv + 72 pages: 4 figures; 19 tables; 3 appendices)

The sports industry is currently growing consistently and has contributed to the economy, especially when there is a competition in an area. To develop these talents, playing facilities are needed to practice, including in the billiard sports industry. This study aims to test the effect of perceived price, service quality, positive emotional experience and store atmosphere on customer satisfaction and its impact on electronic word of mouth and intention to revisit on VT House Billiard visitors. The study was conducted on 259 VT House Billiard visitors with the analysis technique used was PLS-SEM. The results of the analysis showed that all hypotheses were supported, meaning that perceived price, service quality, positive emotional experience and store atmosphere had a positive effect on customer satisfaction, as well as the effect of customer satisfaction on electronic word of mouth and intention to revisit.

Keywords: *Intention To Revisit, Electronic Word of mouth, Billiard*

References: 74 (1988-2025)