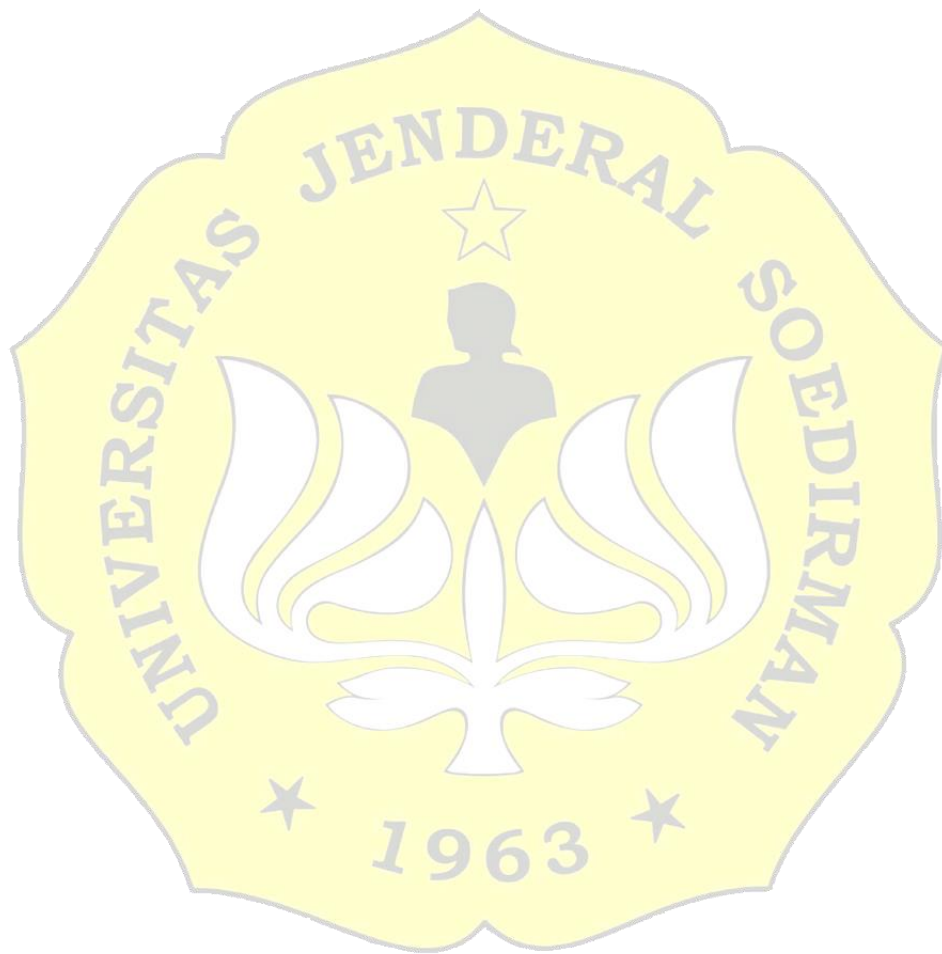


RINGKASAN

Penelitian ini merupakan studi empiris dengan judul **“Pengaruh *Servicescape* Terhadap Niat Perilaku Melalui Variabel Mediasi Pengalaman Pengunjung pada Pengunjung Wisata Kampong Nopia Mino”**. Penelitian ini memiliki tujuan untuk menganalisis pengaruh dari *substantive staging* dan *communicative staging* dari *sustainable servicescape* dengan memperhatikan pengalaman pelanggan dalam memunculkan niat perilaku pada sektor layanan pariwisata, serta melengkapi kesenjangan literatur mengenai *servicescape* dan niat perilaku dengan menggunakan pengalaman pelanggan sebagai variabel mediasi. Populasi dalam penelitian ini adalah responden yang pernah mengunjungi Kampong Nopia Mino, serta berumur minimal 17 tahun. Sampel penelitian ini sebanyak 100 responden yang diambil menggunakan metode *purposive sampling*.

Berdasarkan hasil penelitian menggunakan alat analisis *Structural Equation Modelling* (SEM) PLS, hasil penelitian ini menunjukkan bahwa : (1) *Substantive Staging* memiliki pengaruh positif terhadap Pengalaman Pengunjung. (2) *Communicative Staging* memiliki pengaruh positif terhadap Pengalaman Pengunjung. (3) *Substantive Staging* tidak berpengaruh terhadap Niat Perilaku. (4) *Communicative Staging* memiliki pengaruh positif terhadap Niat Perilaku. (5) Pengalaman Pengunjung memiliki pengaruh positif terhadap Niat Perilaku. Dan (6) Pengalaman Pengunjung memediasi pengaruh *Substantive Staging* dan *Communicative Staging* terhadap Niat Perilaku.

**Kata Kunci : *Servicescape, Substantive Staging, Communicative Staging,*
Pengalaman Pengunjung, Niat Perilaku.**



SUMMARY

This research is an empirical study with the title "The Influence of Servicescape on Behavioral Intentions Through Customer Experience as Mediating Variable among Visitors in Kampong Nopia Mino Tourism". This research aims to analyze the influence of substantive staging and communicative staging of sustainable servicescapes by paying attention to customer experience in generating behavioral intentions in the tourism service sector, as well as complementing the literature on servicescapes and behavioral intentions by using customer experience as a mediating variable. The population in this study were respondents who had visited Kampong Nopia Mino, and were at least 17 years old. The sample for this research was 100 respondents taken using the purposive sampling method.

Based on the results of research using the PLS Structural Equation Modeling (SEM) analysis tool, the results of this research show that: (1) Substantive Staging has a positive influence on the Customer Experience. (2) Communicative Staging has a positive influence on the Customer Experience. (3) Substantive Staging has no effect on Behavioral Intentions. (4) Communicative Performance has a positive influence on Behavioral Intentions. (5) Customer Experience has a positive influence on Behavioral Intentions. And (6) Customer Experience mediates the influence of Substantive Staging and Communicative Staging on Behavioral Intentions.

Keywords : *Servicescape, Substantive Staging, Communicative Staging,*
Customer Experience, Behavioral Intention.

