

ABSTRAK

Irvan Yuda Pradipta, 2017: Pengaruh *Consumer Attitude*, *Consumer Value*, dan *Subjective Norms* Terhadap *Visit Intention* Situs Megalitik Gunung Padang Dengan *Consumer Motivation* Sebagai *Intervening* (Survey pada karyawan di Jalan Sudirman). Skripsi, Jakarta: Konsentrasi Manajemen Pemasaran, Program Studi Manajemen, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Usep Suhud, M.Si, Ph.D & Dra. Basrah Saidani, M.Si.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *consumer attitude* terhadap *consumer motivation*, *consumer value* terhadap *consumer motivation*, *subjective norms* terhadap *consumer motivation*, *consumer motivation* terhadap *visit intention*, *consumer attitude* terhadap *visit intention*, *consumer value* terhadap *visit intention* dan *subjective norms* terhadap *visit intention*. Metode pengumpulan data menggunakan metode survey dengan instrumen berupa kuesioner. Penelitian ini menggunakan jumlah sampel sebanyak 350 responden dengan kriteria karyawan yang berkerja di Jalan Sudirman, Jakarta Pusat. Teknik analisis data menggunakan SPSS versi 24 dan AMOS versi 22.

Hasil penelitian menunjukkan bahwa *consumer attitude* dan *subjective norms* berpengaruh positif terhadap *consumer motivation* dan *visit intention*. *Consumer motivation* berpengaruh positif terhadap *visit intention*. Namun, variabel *consumer value* tidak berpengaruh terhadap *consumer motivation*, tetapi berpengaruh positif terhadap *visit intention*.

Kata Kunci: *Consumer Attitude*, *Consumer Value*, *Subjective Norms*, *Consumer Motivation*, *Visit Intention*, *Tourism*, Situs Gunung Padang.

ABSTRACT

Irvan Yuda Pradipta, 2017; *The Impact of Consumer Attitude, Consumer Value, and Subjective Norms toward Visit Intention with Consumer Motivation as Intervening (Survey to Employee at Jalan Sudirman, Central Jakarta)*. Skripsi, Jakarta: Marketing Management Concentration, Management Study Program, Department of Management, Faculty of Economics, State University of Jakarta. Advisory: Usep Suhud, M.Si. Ph.D and Dra. Basrah Saidani, M.Si.

The purpose of this research are to determine whether consumer attitude affects to consumer motivation, consumer value affects consumer motivation, subjective norms affects consumer motivation, consumer motivation affects visit intention, consumer attitude affects visit intention, consumer value affects visit intention, and subjective norms affects visit intention. In order to collecting data, this study using survey with questionnaire as it's instrument. The sample of this study are 350 respondents who work at Jl. Sudirman, Central Jakarta. To analyze and process the data, this study using SPSS ver.24, and AMOS ver.22.

The results of this study are, consumer attitude and subjective norms are positively affects consumer motivation and visit intention. Consumer motivation positively affects visit intention. However, consumer value are didn't affects consumer motivation, but positively affects visit intention.

Keywords: *Consumer Attitude, Consumer Value, Subjective Norms, Consumer Motivation, Visit Intention, Tourism, Situs Gunung Padang.*