

## DAFTAR ISI

<b>ABSTRAK .....</b>	<b>Error! Bookmark not defined.</b>
<b>LEMBAR PENGESAHAN.....</b>	<b>Error! Bookmark not defined.v</b>
<b>LEMBAR ORISINALITAS.....</b>	<b>v</b>
<b>LEMBAR PUBLIKASI .....</b>	<b>vi</b>
<b>KATA PENGANTAR.....</b>	<b>viError! Bookmark not defined.</b>
<b>DAFTAR ISI.....</b>	<b>ix</b>
<b>DAFTAR GAMBAR.....</b>	<b>xi</b>
<b>DAFTAR TABEL .....</b>	<b>xii</b>
<b>BAB I PENDAHULUAN.....</b>	<b>Error! Bookmark not defined.</b>
<b>A. Latar belakang .....</b>	<b>Error! Bookmark not defined.</b>
<b>B. Pertanyaan Penelitian .....</b>	<b>Error! Bookmark not defined.</b>
<b>C. Tujuan Penelitian .....</b>	<b>Error! Bookmark not defined.</b>
<b>D. Kebaruan Penelitian.....</b>	<b>Error! Bookmark not defined.</b>
<b>BAB II TINJAUAN PUSTAKA .....</b>	<b>Error! Bookmark not defined.</b>
<b>A. Latar Belakang Teori.....</b>	<b>Error! Bookmark not defined.</b>
<b>a. Revisit intention.....</b>	<b>Error! Bookmark not defined.</b>
<b>b. Service quality .....</b>	<b>Error! Bookmark not defined.</b>
<b>c. Perceived value.....</b>	<b>Error! Bookmark not defined.</b>
<b>d. Trust .....</b>	<b>Error! Bookmark not defined.</b>
<b>e. Customer satisfaction.....</b>	<b>Error! Bookmark not defined.</b>
<b>B. Kerangka Pemikiran.....</b>	<b>Error! Bookmark not defined.</b>
<b>a. Service quality dan Trust.....</b>	<b>Error! Bookmark not defined.</b>
<b>b. Service quality dan Revisit intention .....</b>	<b>Error! Bookmark not defined.</b>
<b>c. Service quality dan Customer satisfaction .....</b>	<b>Error! Bookmark not defined.</b>

d.	<b>Service quality dan Perceived value .....</b>	Error! Bookmark not defined.
e.	<b>Perceived value dan Revisit intention.....</b>	Error! Bookmark not defined.
f.	<b>Perceived value dan Customer satisfaction .....</b>	Error! Bookmark not defined.
g.	<b>Trust dan Customer satisfaction.....</b>	Error! Bookmark not defined.
h.	<b>Trust dan Revisit intention .....</b>	Error! Bookmark not defined.
i.	<b>Customer satisfaction dan Revisit intention.....</b>	Error! Bookmark not defined.
	<b>HIPOTESIS .....</b>	Error! Bookmark not defined.
	<b>BAB III METODE PENELITIAN .....</b>	Error! Bookmark not defined.
A.	<b>Tempat dan Waktu Penelitian .....</b>	Error! Bookmark not defined.
B.	<b>Pendekatan Penelitian.....</b>	Error! Bookmark not defined.
C.	<b>Populasi dan Sampel .....</b>	Error! Bookmark not defined.
D.	<b>Penyusunan Instrumen .....</b>	Error! Bookmark not defined.
	a. <b>Operasional Variabel .....</b>	Error! Bookmark not defined.
	b. <b>Skala Pengukuran .....</b>	Error! Bookmark not defined.
E.	<b>Teknik Pengumpulan Data .....</b>	Error! Bookmark not defined.
F.	<b>Teknik Analisis Data .....</b>	Error! Bookmark not defined.
	<b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN.</b>	Error! Bookmark not defined.
A.	<b>Analisis Deskriptif.....</b>	Error! Bookmark not defined.
B.	<b>Hasil Analisis Data .....</b>	Error! Bookmark not defined.
	a. <b>Variabel Kualitas Pelayanan .....</b>	Error! Bookmark not defined.
	b. <b>Variabel Nilai Keuntungan.....</b>	Error! Bookmark not defined.
	c. <b>Variabel Kepercayaan.....</b>	Error! Bookmark not defined.
	d. <b>Variabel Kepuasan Pelanggan.....</b>	Error! Bookmark not defined.
	e. <b>Variabel Niat Berkunjung Kembali .....</b>	Error! Bookmark not defined.
C.	<b>Confirmatory Factor Analysis .....</b>	Error! Bookmark not defined.
	a). <b>Variabel Kualitas Pelayanan .....</b>	Error! Bookmark not defined.

b). Variabel Nilai Keuntungan.....	Error! Bookmark not defined.
c). Variabel Kepercayaan.....	Error! Bookmark not defined.
d). Variabel Kepuasan Pelanggan.....	Error! Bookmark not defined.
e). Variabel Niat Berkunjung Kembali.....	Error! Bookmark not defined.
<b>BAB V_KESIMPULAN DAN SARAN.....</b>	Error! Bookmark not defined.
<b>1. KESIMPULAN.....</b>	Error! Bookmark not defined.
<b>A. IMPLIKASI.....</b>	Error! Bookmark not defined.
<b>B. KETERBATASAN PENULIS .....</b>	Error! Bookmark not defined.
<b>C. REKOMENDASI BAGI PENELITIAN SELANJUTNYA ..</b>	Error! Bookmark not defined.
not defined.	
<b>DAFTAR PUSTAKA.....</b>	Error! Bookmark not defined.
<b>LAMPIRAN.....</b>	Error! Bookmark not defined.
<b>1. KUESIONER PENELITIAN PENGUNJUNG TAMAN MINI</b>	
<b>INDONESIA INDAH, JAKARTA .....</b>	Error! Bookmark not defined.
<b>A. Petunjuk Pengisian Kuisisioner .....</b>	Error! Bookmark not defined.
<b>B. Daftar Pertanyaan.....</b>	Error! Bookmark not defined.
<b>RIWAYAT HIDUD PENULIS.....</b>	Error! Bookmark not defined.14

## DAFTAR GAMBAR

<b>Gambar 1. 1 Data Kunjungan Wisatawan Mancanegara Bulanan Tahun 2019 .....</b>	Error!
Bookmark not defined.	
<b><u>Gambar 2. 1 Kerangka Pemikiran.....</u></b>	Error! Bookmark not defined.
<b>Gambar 4. 1 Variabel Kualitas Pelayanan .....</b>	Error! Bookmark not defined.
<b>Gambar 4. 2 Variabel Nilai Keuntungan.....</b>	Error! Bookmark not defined.
<b>Gambar 4. 3 Variabel Kepercayaan .....</b>	Error! Bookmark not defined.
<b>Gambar 4. 4 Variabel Kepuasan Pelanggan.....</b>	Error! Bookmark not defined.

Gambar 4. 5 Variabel Niat Berkunjung Kembali ..... Error! Bookmark not defined.  
 Gambar 4. 6 FULL MODEL..... Error! Bookmark not defined.  
 Gambar 4. 7 Fit Model ..... Error! Bookmark not defined.

## DAFTAR TABEL

**Tabel 1. 1 Jumlah Kedatangan Wisatawan Mancanegara Tahun 2015 s/d 2018.....**Error!  
 Bookmark not defined.

**Tabel 1. 2 Wisatawan Mancanegara Yang Datang Ke DKI Jakarta 2018.....**Error!  
 Bookmark not defined.

**Tabel 1. 3 Jumlah Kunjungan Wisatawan ke Obyek Wisata Unggulan Menurut Lokasi di DKI Jakarta, 2014-2018 (Kunjungan).....** Error! Bookmark not defined.

**Tabel 1. 4 Kebaruan Penelitian.....** Error! Bookmark not defined.

**Tabel 2. 1 Tabel Hipotesis .....** Error! Bookmark not defined.

**Tabel 3. 1 Skala Pengukuran .....** Error! Bookmark not defined.

**Tabel 3. 2 Kriteria Jawaban Skala Likert .....** Error! Bookmark not defined.

**Tabel 3. 3 Goodness of Fit Indices .....** Error! Bookmark not defined.

**Tabel 4. 1 Screening.....** Error! Bookmark not defined.

**Tabel 4. 2 Jenis kelamin .....** Error! Bookmark not defined.

**Tabel 4. 3 Umur .....** Error! Bookmark not defined.

**Tabel 4. 4 Pendidikan .....** Error! Bookmark not defined.

**Tabel 4. 5 Domisili .....** Error! Bookmark not defined.

**Tabel 4. 6 Analisis Deskriptif Variabel Kualitas Pelayanan**Error! Bookmark not defined.

**Tabel 4. 7 Analisis Deskriptif Variabel Nilai keuntungan.....** Error! Bookmark not defined.

**Tabel 4. 8 Analisis Deskriptif Variabel Kepercayaan .....** Error! Bookmark not defined.

**Tabel 4. 9 Analisis Deskriptif Variabel Kepuasan Pelanggan.....**Error! Bookmark not defined.

- Tabel 4. 10 Deskriptif Variabel Niat Berkunjung Kembali** Error! Bookmark not defined.
- Tabel 4. 11 KMO dan Barlett's Test Variabel Service Quality .....**Error! Bookmark not defined.
- Tabel 4. 12 Exploratory Factor Analysis dan Realibilitas Variabel** .Error! Bookmark not defined.
- Tabel 4. 13 KMO Nilai Keuntungan .....** Error! Bookmark not defined.
- Tabel 4. 14 Exploratory Factor Analysis dan Realibilitas Variabel Nilai Keuntungan .....** Error! Bookmark not defined.
- Tabel 4. 15 KMO Kepercayaan.....** Error! Bookmark not defined.
- Tabel 4. 16 Exploratory Factor Analysis dan Realibilitas Variabel Kepercayaan** .Error! Bookmark not defined.
- Tabel 4. 17 KMO Kepuasan Pelanggan .....** Error! Bookmark not defined.
- Tabel 4. 18 Exploratory Factor Analysis dan Realibilitas Variabel Kepuasan Pelanggan.....** Error! Bookmark not defined.
- Tabel 4. 19 KMO Niat Berkunjung Kembali.....** Error! Bookmark not defined.
- Tabel 4. 20 Exploratory Factor Analysis dan Realibilitas Variabel Niat berkunjung Kembali.....** Error! Bookmark not defined.
- Tabel 4. 21 Model First Order Construct Variabel Kualitas Pelayanan** Error! Bookmark not defined.
- Tabel 4. 22 Model First Order Construct Variabel Nilai Keuntungan** ..Error! Bookmark not defined.
- Tabel 4. 23 Model First Order Construct Variabel Kepercayaan ....**Error! Bookmark not defined.
- Tabel 4. 24 Model First Order Construct Variabel Kepuasan Pelanggan .....**Error! Bookmark not defined.
- Tabel 4. 25 Model First Order Construct Variabel Niat Berkunjung Kembali .....**Error! Bookmark not defined.
- Tabel 4. 26 Full Model.....** Error! Bookmark not defined.
- Tabel 4. 27 Fit Model.....** Error! Bookmark not defined.
- Tabel 4. 28 Estimasi Parameter Regression Weights Model**Error! Bookmark not defined.
- Tabel 4. 29 Hasil Estimasi .....** Error! Bookmark not defined.

