

Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan antara kualitas pelayanan, citra, dan komunikasi pemasaran berpengaruh terhadap minat berkunjung kembali dimediasi oleh kepuasan pengunjung (survei pada kebun binatang Gembira Loka Yogyakarta). Hasil penelitian menunjukkan hanya satu variabel independent yang berpengaruh terhadap minat berkunjung kembali dimediasi oleh kepuasan pengunjung, yaitu kualitas pelayanan, sedangkan dua variabel independent citra dan komunikasi pemasaran berpengaruh terhadap minat berkunjung kembali tanpa mediasi kepuasan pengunjung.

Kata kunci: kualitas pelayanan, citra, komunikasi pemasaran, minat berkunjung kembali, dan kepuasan pengunjung

Abstract

This study aimed to determine the relationship between service quality, image, and marketing communication affect to interest to come back visit by mediation of customer satisfaction (survey at Gembira Loka Zoo, Yogyakarta). The results showed there was only one independent variable, service quality affect to interest to come back visit by mediation of customer satisfaction. And two independent variable, image and marketing communication affect to interest to come back visit without mediation of customer satisfaction.

Keywords: Service quality, image, marketing communication, interest to come back visit, and customer satisfaction