

## RINGKASAN EKSEKUTIF

Perumusan nilai ekonomi berbasiskan pengalaman penting untuk dikaji mengingat industri pariwisata Indonesia memiliki potensi yang besar dalam meningkatkan ekonomi Indonesia secara luas. Salah satu destinasi wisata di Indonesia yang memiliki kontribusi yang tinggi adalah Taman Safari I Cisarua Bogor, yang berkontribusi sebesar 0,02% dari total devisa Negara.

Studi ini berusaha untuk meneliti bagaimana pengaruh motivasi terhadap pengalaman konsumen yang berdampak pada loyalitas pengunjung Taman Safari I Cisarua Bogor. Setelah diteliti menggunakan *Structural Equation Modeling (SEM)* ditemukan bahwa variabel *Principle Benefit* dan *Thrill Rides* memiliki pengaruh positif terhadap *Participation*. Sedangkan variabel *Entertainment & Hospitality* tidak terbukti memiliki pengaruh terhadap *Participation*. Hal ini menunjukkan bahwa *Entertainment & Hospitality* yang terdapat di Taman Safari I Cisarua Bogor belum mampu mendorong terjadinya partisipasi aktif dari pengunjung.

Selanjutnya melalui analisis SEM, ditemukan pula bahwa *Participation* berpengaruh positif pada *Immersion* dan kemudian *Immersion* mempengaruhi *Emotional Intensity*. Disamping itu *Emotional Intensity* terbukti berpengaruh positif terhadap *Satisfaction* dan *Loyalty*, dimana *Satisfaction* pun memiliki pengaruh positif terhadap *Loyalty*,

Hal ini menegaskan bahwa untuk terciptanya kepuasan dan loyalitas dibutuhkan pengalaman yang memberikan emosi positif yang intens (*emotional intensity*) yang didorong dari perasaan lebur (*immersion*), dimana perasaan tersebut didorong dengan adanya partisipasi aktif (*participation*) dari pengunjung Taman Safari I Cisarua Bogor.

## EXECUTIVE SUMMARY

Nowadays more consumers are asking for experiences, and businesses are responding by designing and promoting them. This changes on consumer behavior related experience influence many industries in the market, particularly tourism industry. One of the tourist destinations in Indonesia, which has a high contribution to the Indonesian economic, is Taman Safari I Cisarua, Bogor. Taman Safari I has contribute for at least of 0.02% of total foreign state.

Referring to the phenomenon stated above, this study examines how the influence of motivation on consumer experiences that impact on the vistors' loyalty on Taman Safari I Cisarua, Bogor's visitors. This study was employing Structural Equation Modeling (SEM) as an analysis tool. The result suggested that **Principle Benefit** motivation and **Thrill Rides** motivation have a positive influence on **Participation**, meanwhile the **Entertainment & Hospitality** motivation does not have a positive influence on **Participation**.

The result shows that the Entertainment & Hospitality program in Taman Safari I Cisarua Bogor have not been able to encourage the active participation from the visitors. In fact, after going through SEM analysis, it was found that **Participation** has a positive effect on **Immersion**, then **Immersion** has a positive effect on **Emotional Intensity**. The positive effects were also found from **Emotional Intensity** to **Satisfaction** and **Loyalty**, and lastly, **Satisfaction** has a positive effect on **Loyalty**. This confirms that experiences are needed to create customer satisfaction and loyalty. The experience will give an intense positive emotion. The positive emotion itself is driven from the feeling of immerse (immersion), and the immersion feeling is boosted by the active participation (participation) of Taman Safari I Cisarua Bogor's visitors.