**ARTIKEL**

**PENGARUH PENGALAMAN PELAYANAN DAN CITRA MEREK**

**TERHADAP NILAI PELANGGAN SERTA IMPLIKASINYAPADAKEPERCAYAANPADA PENGUNJUNG HERITAGE DI WILAYAH BANDUNG METROPOLITAN**

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**Abstrak**

Penelitianinimengkajitentangkepercayaanpengujungdalampengelolaangedung-gedungbersejarah*(Heritage)* di Wilayah Bandung Metropolis denganmenilaikinerjapengalamanpelayanan, citramerekdan nilaipelanggan.Tujuanpenelitianadalahuntukmenganalisis,mengkaji dan mengetahui: (1) PengalamanPelayananyang diterimapengunjung, (2) Citra Merekmenurutpengunjung, (3) Nilai Pelanggan, (4) KepercayaanPengunjung, (5)BesarnyapengaruhPengalamanPelayanan dan Citra Merekterhadap Nilai PelangganbaiksecaraSimultanmaupunparsial, (6) BesarnyapengaruhNilai PelangganterhadapKepercayaanPengunjung.

Penelitianinimenggunakanmetode*Descriptive Survey* dan *Explanatory Survey.*Sifatpenelitiandeskriptif dan verifikatif. Data primer diambilmelaluikuesioner yang disebarkankepadasampelsebanyak 375 responden. Respondenadalahpengunjung yang datangmengunjungigedungHeritage. Analisisdeskriptifdilakukandenganmelakukantabulasi data untukpenetapankategorinilai rata-rata, untukanalisisverifikatifmenggunakan*Structural Equation Modeling (SEM)* dan pengolahanmenggunakanLisrel 8.7. Kelayakan model diujidilakukanmelaluikriteriakesesuaiandenganlogikateori, Keakuratan estimasi parameter, Kemampuan penjelasan, dan Kemampuan meramalkan.

Hasil penelitianmenujukanbahwa : (1) PengalamanPelayananyang diterimapengunjunggedung*Heritage*memiliki rata-rata jawaban3,221termasukkategoricukupbaik, (2) Citra Merek Heritage menurutpengunjungmemiliki rata-rata 3,201 dinyatakantermasukkategoricukupbaik. (3) Nilai Pelangganmemiliki rata-rata 3,349 dinyatakantermasukkategoricukupbaik, (4) KepercayaanPengunjung Heritage memiliki rata-rata 3,222 termasukkategoricukupbaik, (5) PengalamanPelayanan dan Citra Merekberpengaruhsecarasignifikanterhadap Nilai Pelanggan pada pengunjungbaiksecarasimultanmaupunparsial dan PengalamanPelayananmemberikanpengaruh yang lebihbesardibandingkandengan Citra Merekterhadap Nilai Pelanggan, (6) Nilai PelangganberpengaruhsignifikanterhadapKepercayaanPengunjung.

Kata Kunci : PengalamanPelayanan, Citra Merek, Nilai Pelanggan, dan KepercayaanPengunjung.

***Abstract***

*This study examines the trustworthiness of the end in the management of historic buildings (Heritage) in the Bandung metropolis by assessing the performance of service experience, brand image and customer value. The purpose of the research is to analyze, examine and find out: (1) Service Experience received by visitors, (2) Brand Image according to visitors, (3) Customer Value, (4) Visitor Trust, (5) The amount of influence Brand Experience and Service Image has on Customer Value either Simultaneously or partially, (6) The amount of influence Customer Value has on Visitor Trust.*

*This study uses descriptive survey and explanatory survey methods. The nature of descriptive and verification research. Primary data is taken through a questionnaire distributed to a sample of 375 respondents. Respondents were visitors who came to visit the heritage building. Descriptive analysis is done by tabulating data for determining the average value category, for verification analysis using Structural Equation Modeling (SEM) and processing using Lisrel 8.7. The feasibility of the tested model is carried out through conformity criteria with theoretical logic, accuracy of parameter estimates, explanatory abilities, and predictability.*

*The results show that: (1) the Service Experience received by visitors to the Heritage building has an average answer of 3.221 including a fairly good category, (2) Heritage Brand Image according to visitors has an average of 3.201 stated to be quite good. (3) Customer Value has an average of 3.349 stated to belong to a fairly good category, (4) Heritage Visitor Trust has an average of 3.222 including a fairly good category, (5) Brand Service and Image Experience significantly influences Customer Value on visitors both simultaneous or partial and Service Experience gives a greater influence than the Brand Image of Customer Value, (6) Customer Value has a significant effect on Visitor Trust.*

Keywords: Service Experience, Brand Image, Customer Value, and Trust

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