

ABSTRAK

Penelitian ini bertujuan untuk mengetahui *perceived value* pembelian produk paket wisata oleh wisatawan di Dwidaya Tour Cabang Pontianak. Terdapat 6 dimensi pada *perceived value* pembelian produk paket wisata yang terdiri dari nilai fungsional instalasi bangunan *travel agent*, personil *travel agent*, kualitas paket wisata, harga, nilai emosional, dan nilai sosial. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dan teknik penarikan sampel menggunakan *purposive sampling*. Pengumpulan data dilakukan dengan menyebarkan kuesioner daring kepada 79 responden wisatawan yang pernah membeli paket wisata di Dwidaya Tour Pontianak. Hasil penelitian menunjukkan bahwa tanggapan wisatawan terhadap keseluruhan *perceived value* pembelian paket wisata di Dwidaya Tour Pontianak baik. Seluruh enam dimensi mendapatkan nilai rata-rata sangat tinggi. Kemudian, dari seluruh 31 item pernyataan, ditemukan item dengan rata-rata terendah sebesar 3,06 mengenai ruang kantor Dwidaya Tour Pontianak terasa lapang yang termasuk dalam kategori tinggi. Selanjutnya, item dengan rata-rata tertinggi sebesar 3,69 mengenai lokasi kantor Dwidaya Tour Pontianak mudah dijangkau yang termasuk dalam kategori sangat tinggi.

Kata kunci: *Perceived value*, Produk paket wisata, *Travel agent*, Dwidaya Tour Pontianak

ABSTRACT

The aim of this research is to find out the post purchase perceived value of tour package product by tourist in travel agent Dwidaya Tour Pontianak branch. There are six dimensions of post purchase perceived value of tour package product which consists of functional value of the travel agency (installations), contact personnel of the travel agency (professionalism), tourism package purchased (quality), price, emotional value, and social value. The method used in this research is quantitative methods and the sampling technique used is purposive sampling. The data were collected by distributing online questionnaires to 79 tourist respondents who had bought tour package in Dwidaya Tour Pontianak. The result showed that the tourists' responses to overall post purchase perceived value of tour package in Dwidaya Tour Pontianak are good. All six dimensions obtained very high scores. Then, from all 31 items, it was found an item with the lowest score is 3,06 regarding Dwidaya Tour Pontianak office room feels spacious which included in high category. Next, an item with the highest score is 3,69 regarding Dwidaya Tour Pontianak office location is easy to be reached which included in very high category.

Key words: Post purchase perceived value, Tour package product, Travel agent, Dwidaya Tour Pontianak