

**THE EFFECTS OF HERITAGE EXPERIENTIAL QUALITY ON
CUSTOMERS' BEHAVIOURAL INTENTION AT HERITAGE HOTEL IN
YOGYAKARTA**

(Study on Royal Ambarrukmo Yogyakarta)

**PENGARUH PENGALAMAN KUALITAS WARISAN BUDAYA
TERHADAP NIAT PERILAKU PELANGGAN PADA HOTEL HERITAGE
DI YOGYAKARTA**

(Studi pada Royal Ambarrukmo Yogyakarta)

UNDERGRADUATE THESIS

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at the Faculty of Economics, Management Department,
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By:

NADYA PRAMUDITA PUTRI

20200410310

INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2024

DECLARATION

Name : Nadya Pramudita Putri

Student Number : 20200410310

I hereby declare that this thesis entitled: "**THE EFFECTS OF HERITAGE EXPERIENTIAL QUALITY ON CUSTOMERS' BEHAVIOURAL INTENTION AT HERITAGE HOTEL IN YOGYAKARTA**" does not contain any work submitted to obtain a bachelor's degree at a university, and to my knowledge, there are also no works or opinions that have been written or published by other people, except for those that are referred to in the manuscript and written in bibliography. If any violation of intellectual rights is later found in this manuscript, I agree to accept any relevant academic consequences.

Yogyakarta, 16 March 2024



Nadya Pramudita Putri

MOTTO

لا يكلف الله نفساً إلا وسعها

“Allah does not burden a soul beyond that it can bear.”

QS. Al-Baqarah: 286

“A strong believer is better and more loved by Allah than a weak believer.

Everything is better. Look at things that are beneficial to you and ask Allah for

help and do not be helpless.” (Muslim)

PREFACE

Praise be to Allah SWT for providing convenience, grace and mercy in writing the thesis entitled "The Effects of Heritage Experiential Quality on Customers' Behavioural Intention at Heritage Hotel in Yogyakarta". This thesis is prepared to fulfil one of the requirements for obtaining a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The author takes this topic with the hope of providing input for organizations in the use of influencing tactics in organizational decision-making and providing development ideas for further research.

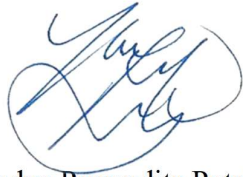
The completion of this thesis is inseparable from the guidance and support of various parties, therefore on this occasion, the authors would like to express our deepest gratitude to:

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The author realizes that there are still many shortcomings in this thesis. Therefore, criticism, suggestions, and further research development are indispensable for the depth of this topic.

Yogyakarta, 16 March 2024

A handwritten signature in blue ink, appearing to read 'Nadya Pramudita Putri', enclosed within a circular flourish.

Nadya Pramudita Putri

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