

ABSTRACT

This study is aimed to understand how monetary cost, natural environment, and religious atmosphere toward satisfaction through perceived value of the destination and emotion of awe of Mount Bromo toward tourist from Surabaya.

The sample used in this study is Mount Bromo visitor who live in Surabaya and within the past year had visited Mount Bromo with the total sample of 108 respondents. Data processing and analyzing of this research will be done by implementing Structural Equation modeling (SEM) with AMOS 22.0 as data processing software. Analysis result shows that Monetary Cost, Natural Environment, Religious Atmosphere, Perceived Value of Destination, and Emotion of awe have positively significant effect toward Satisfaction.

The empirical findings indicate Monetary Cost variable has positively significant effect toward Perceived Value of Destination with coefficient regression of 0.551, Natural Environment variable has positively significant effect toward Perceived Value of Destination with coefficient regression of 0.385, Religious Atmosphere variable has positively significant effect toward Perceived Value of Destination with coefficient regression of 0.356, Religious Atmosphere variable has positively significant effect toward Emotion of Awe with coefficient regression of 0.337, Natural Environment variable has positively significant effect toward Emotion of Awe with coefficient regression of 0.293, Perceived Value of Destination variable has positively significant effect toward Satisfaction with coefficient regression of 0.426, Emotion of Awe has positively significant effect toward Emotion of Awe with coefficient regression of 0.276, Perceived Value of Destination variable has positively significant effect toward Emotion of Awe with coefficient regression of 0.451.

Keywords: Monetary Cost, Natural Environment, Religious Atmosphere, Perceived Value of Destination, Emotion of awe, and Satisfaction