

## DAFTAR ISI

BAB I PENDAHULUAN .....	8
1.1    Latar Belakang .....	8
1.2    Rumusan Masalah .....	17
1.3    Tujuan Penelitian.....	18
1.4    Manfaat Penelitian.....	19
BAB II TINJAUAN PENELITIAN.....	21
2.1    Rerangka Teoritis .....	21
2.2    Penelitian Terdahulu.....	45
Pengembangan Hipotesis.....	47
BAB III METODOLOGI PENELITIAN.....	58
3.1    Metode Penelitian.....	58
3.2    Metode Pengambilan Sampel.....	60
3.3    Jenis dan Sumber Data .....	61
3.4    Teknik Pengumpulan Data .....	62
3.5    Variabel Penelitian dan Definisi Operasional Variabel .....	64
3.6    Metode Analisis Data .....	70
3.7    Pengujian Hipotesis.....	76
BAB IV HASIL DAN PEMBAHASAN .....	78
4.1    Deskripsi Objek Penelitian.....	78
4.2    Penyajian Data.....	79
4.3    Statistik Deskriptif.....	84
4.4    Perancangan Inner Model.....	87

4.5	Perancangan Outer Model .....	88
4.6	Model pengukuran outer model .....	89
4.6.1	Convergent validity.....	90
4.6.2	Fornell criterion .....	92
4.6.3	Cross loading .....	93
4.6.4	CR (Composite reliability).....	95
6.4.4	Cronbach's Alpha .....	96
4.7	Model pengukuran inner model .....	97
4.7.1	R-SQUARE .....	97
4.7.2	Model FIT (Goodness of fit).....	98
4.7.3	Q-SQUARE .....	99
4.7.4	VIF (Variance Inflation Factor).....	100
4.8	Uji model fit .....	101
4.9	Uji Hipotesis.....	104
BAB V KESIMPULAN .....	127	
5.1	Kesimpulan.....	127
5.2	Saran.....	129
5.3	Keterbatasan Penelitian .....	130

## **DAFTAR GAMBAR**

TABEL 1.1 DATA JUMLAH KUNJUNGAN WISATAWAN .....	15
Tabel 2.1 Penelitian Terdahulu.....	45
Tabel 3.1 Penilaian Skala Likert.....	64
TABEL 3.2 OPERASIONALISASI VARIABEL PENELITIAN.....	68
Tabel 4.1 Jumlah Responden dalam Penelitian.....	78
TABEL 4.2 KARAKTERISTIK RESPONDEN .....	79
TABEL 4.3 TABEL FREKUENSI PENILAIAN RESPONDEN .....	81
TABEL 4.4 TABEL STATISTIK DESKRIPTIF ITEM PENYUSUN VARIABEL LATENT .....	84
TABEL 4.5 NILAI LOADING FACTOR .....	91
TABEL 4.6 NILAI DISCRIMINANT VALIDITY (FORNELL-LARCKER CRITERION) DAN AKAR AVERAGE VARIANCE EXTRACTED .....	93
TABEL 4.7 NILAI CROSS LOADING .....	94
TABEL 4.8 NILAI COMPOSITE RELIABILITY.....	95
TABEL 4.9 NILAI CRONBACH'S ALPHA .....	96
TABEL 4.10 NILAI R-SQUARE .....	97
TABEL 4.11 NILAI R-SQUARE DAN F-SQUARE SERTA GOF .....	98
TABEL 4.12 PENGUJIAN Q-SQUARE .....	99
TABEL 4.13 COLLINEARITY STATISTICS (INNER VIF VALUES) .....	100
TABEL 4.14 UJI MODEL FIT .....	102
TABEL 4.15 HASIL UJI HIPOTESIS PENGARUH LANGSUNG.....	105

## **DAFTAR TABEL**

GAMBAR 2.1 KERANGKA KONSEPTUAL PENELITIIAN.....	48
GAMBAR 4.1 PERANCANGAN INNER MODEL.....	87
GAMBAR 4.2 PERANCANGAN OUTER MODEL .....	88
GAMBAR 4.3 HASIL LOADING FACTOR .....	90
GAMBAR 4.4 HASIL Q-SQUARE .....	99
GAMBAR 4.5 HASIL ANALISIS BOOTSTRAPPING PLS.....	105

