

DAFTAR ISI

HALAMAN JUDUL	i
PERNYATAAN KEASLIAN KARYA TUGAS AKHIR	ii
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR	iii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR	iv
PERNYATAAN PUBLIKASI KARYA TUGAS AKHIR	v
ABSTRAK	viii
ABSTRACT	viii
KATA PENGANTAR	ix
DAFTAR ISI	xii
DAFTAR TABEL	xiv
DAFTAR GAMBAR	xv
DAFTAR LAMPIRAN	xvii
BAB I: PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Pertanyaan Penelitian.....	8
1.3 Tujuan Penelitian	9
1.4 Manfaat Penelitian	9
1.5 Sistematika Penelitian	10
BAB II: TINJAUAN PUSTAKA	12
2.1 Dasar Teori.....	13
2.1.1 Variabel <i>Attitude</i>	16
2.1.2 Variabel <i>Subjective Norm</i>	17
2.1.3 Variabel <i>Perceived Behavioral Control</i>	18
2.1.4 Variabel <i>Destination Image</i>	19
2.1.5 Variabel <i>Electronic Word of Mouth</i>	20
2.1.6 Variabel <i>Perceived Risk</i>	21
2.1.7 Variabel <i>Visit Intention</i>	22
2.2 Pengembangan Hipotesis	23
2.2.1 Kaitan antara <i>Attitude</i> dengan <i>Visit Intention</i>	23
2.2.2 Kaitan antara <i>Subjective Norm</i> dengan <i>Visit Intention</i>	23
2.2.3 Kaitan antara <i>Perceived Behavioral Control</i> dengan <i>Visit Intention</i>	24

2.2.4	Kaitan antara <i>Destination Image</i> dengan <i>Visit Intention</i>	25
2.2.5	Kaitan antara <i>Electronic Word of Mouth</i> dengan <i>Visit Intention</i>	26
2.2.6	Kaitan antara <i>Perceived Risk</i> dengan <i>Visit Intention</i>	27
2.3	Rerangka Konseptual Penelitian	28
BAB III: METODE PENELITIAN		31
3.1	Objek Penelitian	31
3.2	Unit Analisis	31
3.3	Tipe Penelitian	32
3.4	Pengukuran Variabel Penelitian	33
3.4.1	Skala Pengukuran Variabel	33
3.4.2	Definisi Konseptual dan Operasional Variabel	34
3.5	Populasi dan Sampel	37
3.5.1	Besar Sampel	38
3.5.2	Metode Pengambilan Sampel	39
3.6	Metode Pengumpulan Data	40
3.6.1	Data Primer	40
3.6.2	Data Sekunder	40
3.7	Metode Analisis Data	40
3.7.1	Analisis Model pada PLS-SEM	41
3.7.2	<i>Outer Model</i>	42
3.7.3	<i>Inner Model</i>	42
BAB IV: HASIL DAN PEMBAHASAN		45
4.1.	Profil Demografi Responden	45
4.2.	Profil Perilaku Responden	48
4.3.	Analisis Deskriptif	50
4.3.1.	Variabel <i>Attitude</i>	52
4.3.2.	Variabel <i>Subjective Norm</i>	54
4.3.3.	Variabel <i>Perceived Behavioral Control</i>	55
4.3.4.	Variabel <i>Destination Image</i>	57
4.3.5.	Variabel <i>Electronic Word of Mouth</i>	58
4.3.6.	Variabel <i>Perceived Risk</i>	60
4.3.7.	Variabel <i>Visit Intention</i>	62
4.4.	Analisis Inferensial	64

4.4.1.	Hasil <i>Outer Model</i>	64
4.4.2.	Hasil <i>Inner Model</i>	71
4.4.3.	Diskusi	92
BAB V: KESIMPULAN DAN SARAN.....		96
5.1	Kesimpulan Penelitian	96
5.2	Implikasi Manajerial	97
5.3	Keterbatasan dan Saran.....	99
DAFTAR PUSTAKA.....		102

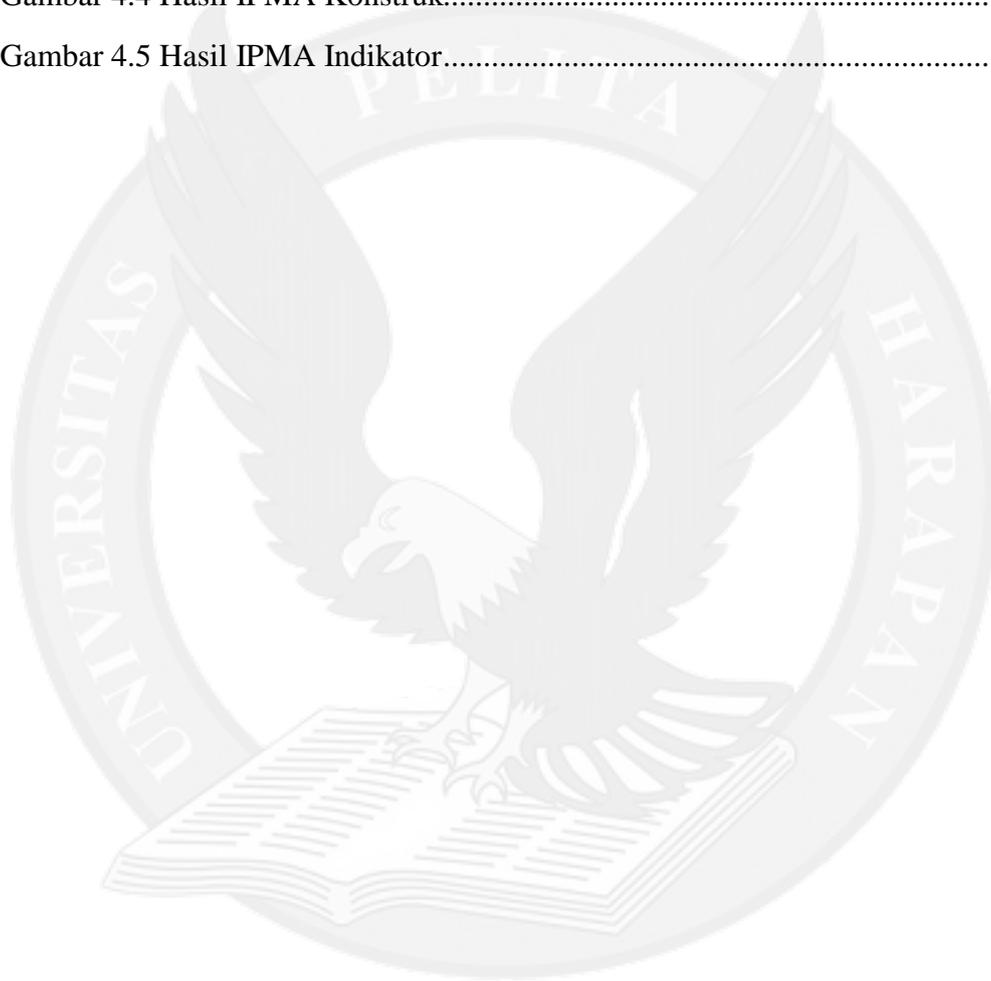


DAFTAR TABEL

Tabel 3.1 Definisi Konseptual dan Operasionalisasi Variabel.....	34
Tabel 4.1 Profil Demografi Responden	45
Tabel 4.2 Profil Perilaku Responden.....	48
Tabel 4.3 Kategori Jawaban	51
Tabel 4.4 Analisis Deskriptif Variabel <i>Attitude</i>	52
Tabel 4.5 Analisis Deskriptif Variabel <i>Subjective Norm</i>	54
Tabel 4.6 Analisis Deskriptif Variabel <i>Perceived Behavioral Control</i>	55
Tabel 4.7 Analisis Deskriptif Variabel <i>Destination Image</i>	57
Tabel 4.8 Analisis Deskriptif Variabel <i>Electronic Word of Mouth</i>	58
Tabel 4.9 Analisis Deskriptif Variabel <i>Perceived Risk</i>	60
Tabel 4.10 Analisis Deskriptif Variabel <i>Visit Intention</i>	62
Tabel 4.11 <i>Indicator Reliability</i>	66
Tabel 4.12 <i>Construct Reliability</i>	68
Tabel 4.13 <i>Construct Validity</i>	69
Tabel 4.14 <i>Discriminant Validity</i>	70
Tabel 4.15 <i>Multikolinearitas</i>	73
Tabel 4.16 Nilai <i>R-Squared</i>	74
Tabel 4.17 Nilai Uji <i>f-Squared</i>	75
Tabel 4.18 Nilai Uji <i>Q-Squared</i>	78
Tabel 4.19 Nilai <i>Q-Squared Predict Indikator</i>	78
Tabel 4.20 Hasil Uji Hipotesis	79
Tabel 4.21 Nilai <i>Importance</i> dan <i>Performance</i> Konstruk.....	88
Tabel 4.22 Nilai <i>Importance</i> dan <i>Performance</i> Indikator.....	90

DAFTAR GAMBAR

Gambar 2.1 Model Penelitian	29
Gambar 4.1 Hasil Outer Model.....	65
Gambar 4.2 Hasil Inner Model.....	72
Gambar 4.3 Hasil <i>Q-Squared</i> Penelitian	77
Gambar 4.4 Hasil IPMA Konstruk.....	89
Gambar 4.5 Hasil IPMA Indikator.....	92



DAFTAR LAMPIRAN

Lampiran A Kuesioner Penelitian	A-1
Lampiran B Outer Model	B-1
Lampiran C Inner Model.....	C-1
Lampiran D PLS Algorithm Setting	D-1
Lampiran E Outer Loading	E-1
Lampiran F Construct & Discriminant Validity	F-1
Lampiran G Bootstrapping Setting	G-1
Lampiran H Path Coefficient	H-1
Lampiran I Hasil Turnitin	I-1

