

Analisis pengaruh celebrity involvement dan destination perceptions (affective image, cognitive image, dan familiarity) terhadap intention to visit Korea Selatan : studi kasus: fans Hallyu (Korean Wave) di Indonesia = Analysis the impacts of celebrity involvement and destination perceptions (affective image, cognitive image, and familiarity) on intention to visit South Korea : case study fans of Korean Wave in Indonesia

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Abstrak

Penelitian ini dilakukan untuk memahami area penelitian khususnya bidang leisure dan tourism. Dikatakan dalam studi ini bahwa suatu fandom selebriti merupakan bentuk baru dari kegiatan leisure. Pengolahan data dalam penelitian ini menggunakan Structural Equation Modeling dengan program LISREL 8.8. Hasil menguatkan hubungan beberapa hipotesis dalam model yang diajukan. Tingkat keterlibatan selebriti positif berpengaruh pada keakraban dengan destinasi dan keinginan untuk mengunjungi destinasi. Citra dan keakraban dari destinasi juga positif terkait dengan keinginan untuk berkunjung. Hubungan positif antara citra afektif dan kognitif secara empiris mendukung. Namun, bertentangan dengan harapan, hubungan antara keterlibatan selebriti dan citra dari destinasi tidak didukung secara empiris.

*This research was conducted to help understand this under-researched area particularly in the field of leisure and tourism. It is argued in this study that the celebrity fandom is a novel form of leisure/tourism activity, which should be understood in relation to other leisure and tourism constructs. Structural Equation Modeling with LISREL 8.8 program has been used to process the data. The results corroborated several hypothesized relationships within the proposed model. The level of celebrity involvement positively affected destination familiarity and visitation intention. Destination images and familiarity were also positively related to visitation intentions. The positive association between affective images and cognitive images was empirically supported as well. However, contrary to the expectation, the posited relationship between celebrity involvement and destination images was not empirically supported.*