

# Pengaruh destination image dan tourist expectation terhadap perceived value dan tourist satisfaction pada wisatawan di Kota Banjarmasin = The influence of destination images and tourist expectation in creating the perceived value and satisfaction of the tourists in Banjarmasin / Ilisa Fajriyati

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## Abstrak

### **ABSTRAK**

Tourist Satisfaction (kepuasan wisatawan) berperan penting dalam industri pariwisata. Penting bagi pemasar untuk mengetahui faktor-faktor yang menyebabkan terjadinya kepuasan wisatawan tersebut dan bagaimana konsekuensinya dimasa yang akan datang. Penelitian ini mencoba mengungkapkan faktor-faktor pembentuk kepuasan wisatawan terkait dengan destination image, tourist expectation, dan perceived value serta bagaimana kepuasan tersebut berpengaruh pada tourist complaint yang terjadi dan dampaknya terhadap tourist loyalty.

Fokus penelitian ini adalah untuk meneliti pengaruh faktor-faktor di atas terhadap wisatawan di Kota Banjarmasin. Sampel penelitian berjumlah 185 responden yang terdiri dari wisatawan domestik dan wisatawan asing.

### Metode

pengambilan sampel yang digunakan adalah nonprobability sampling dengan teknik judgement / purposive sampling. Instrumen penelitian yang digunakan adalah kuesioner dan dianalisis dengan software LISREL 8.8 untuk mengetahui pengaruh masing-masing variabel. Hasil penelitian menunjukkan adanya pengaruh positif antara destination image terhadap tourist expectation, destination image terhadap perceived value, tourist expectation terhadap perceived value, perceived value terhadap tourist satisfaction, serta tourist satisfaction terhadap tourist loyalty. Sedangkan tourist satisfaction berpengaruh secara negatif terhadap tourist complaints. Selebihnya, hasil menunjukkan tidak ada pengaruh diantara tourist expectation terhadap tourist satisfaction serta tourist complaints terhadap tourist loyalty.

### **ABSTRACT**

Tourist Satisfaction plays important roles in tourism industry. It is very important to clarify the factors affecting tourist satisfaction and what are the consequences in the future. This research tries to evaluate factors affecting tourist satisfaction related to destination image, tourist expectation, and perceived value and how satisfaction affecting tourist complaint and the impact to tourist loyalty.

The focus of this research investigates the effect of those factors for tourists in Banjarmasin. The samples comprise of 185 respondents, consist of domestic tourists and also foreign tourists. The samples collected using nonprobability sampling with judgement/ purposive sampling as its technique.

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research used questionnaire as reaserch instrument and analyze by using LISREL 8.8 to determine the effect of each variable. The result of this research showed positive effects between destination image to tourist expectation, destination image to perceived value, tourist expectation to perceived value, perceived value to tourist satisfaction, and tourist satisfaction to tourist loyalty. While tourist satisfaction negatively affecting tourist complaints. The rest of the result showed there's no effect between tourist expectation to tourist satisfaction and between tourist complaints to tourist loyalty.