

Pengaruh pre-visit destination image terhadap intention to visit para flashpacker (studi kasus Wakatobi, Indonesia) = The effect of pre visit destination image towards intention to visit on flashpacker (case study Wakatobi, Indonesia) / Dian Cahayani Rahayu

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Abstrak

[ABSTRAK

Penelitian ini fokus pada pengaruh Pre-visit Destination Image terhadap Intention to Visit pada Flashpacker. Destination image adalah citra yang dirasakan seseorang tentang sebuah destinasi dan yang diukur dalam penelitian ini adalah pre-visit image atau image yang dirasakan sebelum melakukan kunjungan yang sebenarnya. Destination image berasal dari evaluasi afeksi yang dipengaruhi evaluasi kognisi, dan evaluasi kognisi dibentuk oleh motivasi wisata dan sumber informasi (Baloglu dan McCleary, 1999) yang didominasi oleh penggunaan jejaring dan media sosial (Govers dan Go, 2003). Penelitian sebelumnya telah menunjukkan hubungan positif antar variabel yang diteliti, namun karena penelitian tersebut dilakukan di Amerika, maka peneliti hendak membuktikan model yang digunakan dan melihat pengaruh antar variabel di Indonesia dengan membatasi subjek penelitian terhadap flashpacker yang didefinisikan sebagai traveler yang tech savvy, telah bekerja dan mapan namun tetap memiliki semangat berpetualangan layaknya seorang backpacker (Caniago, 2010, Paris, 2010). Alat ukur yang digunakan adalah model yang digunakan oleh Baloglu dan McCleary (1999) dengan responden sebanyak 235 yang menggunakan metode judgemental sampling dan snowball sampling. Setelah itu data diolah menggunakan Structural Equation Modeling (SEM) dengan aplikasi LISREL 8.7. Hasil penelitian ini menunjukkan bahwa Pre-visit Destination Image secara positif mempengaruhi Intention to Visit, yang berarti semakin tinggi image yang terpapar dan dirasakan oleh flashpacker akan menaikkan keinginan mereka untuk datang ke Destinasi Wisata. Maka dari itu, pemasar destinasi wisata dapat melakukan promosi kepada segmen flashpacker dengan cara menimbulkan citra yang sesuai dengan motivasi wisata melalui sumber informasi yang dekat dengan target, yaitu jejaring dan media sosial.

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ABSTRACT

This research is focused on the effect of Pre-visit Destination Image towards Intention to Visit on Flashpacker. Destination image is an image that a traveler is perceived about a destination and this research is using a pre-visit image which is an image perceived before the actual visit. Destination image is made from Affective Evaluation and influenced by Cognitive Evaluation which is derived from Travel Motivation and Information (Baloglu dan McCleary, 1999) dominated by the usage of Media and Social Network (Govers dan Go, 2003). The previous research has shown that there is a positive correlation among the variables yet the research was conducted in United States. Hence, the researcher is trying to prove the model in Indonesia and using a smaller segment as the subject. The subject used is Flashpacker, which is defined as a tech-savvy traveler with a bigger budget because they had a good job but still with a passion to explore and adventure like a backpacker (Caniago, 2010, Paris, 2010). This paper is using the model that was used by Baloglu and McCleary (1999). A survey is conducted involving 235 participants using judgmental

sampling and snowball sampling via media and social network. Afterwards, the data is processed with Structural Equation Modeling (SEM) using LISREL 8.7. The research finding shows that Pre-visit Destination Image is affecting Intention to Visit positively, which means if there is a raise in pre-visit destination image perceived by flashpacker, the more they willing to visit the destination. Henceforth, Destination Marketing Organization should put efforts in increasing the destination image in the flashpacker segment by juxtaposing the destination image with their motivation and using the information source they're using, which is the media and social network.;

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