

Analisis efek perceived relevance yang dirasakan pada konten travel blog terhadap behavioral intention mengunjungi tujuan wisata = Analysis effects of perceived relevance of travel blogs content on the behavioral intention to visit a tourist destination

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Abstrak

Peluang bisnis yang cerah dari sektor pariwisata mengakibatkan persaingan di hampir setiap sektor industri ini semakin meningkat. Sebelum memilih destinasi wisata, wisatawan biasanya mencari informasi untuk mendukung pengambilan keputusan mereka. Saat ini banyak sarana yang bisa digunakan dalam pencarian informasi mengenai destinasi wisata. Salah satu media informasi modern yang sedang diminati saat ini adalah penyebaran e-WOM dengan media Travel Blog. Konten blog merupakan faktor penting untuk diketahui dan dipelajari agar dapat diketahui sifat konten seperti apa yang akan memberikan kenyamanan bagi pembaca. Sifat-sifat yang mengarahkan kepada kenyamanan dalam membaca blog berasal dari novelty, reliability, understandability, dan interestingness yang terdapat pada konten blog tersebut. Penelitian ini didesain untuk melihat bagaimana pengaruh sifat-sifat yang mengarahkan kepada kenyamanan dalam membaca blog yang berasal dari novelty, reliability, understandability, dan interestingness yang terdapat pada konten blog tersebut. Penelitian dilakukan dengan sampel 105 responden yang pernah membaca travel blog. Survey dilakukan secara offline dan online selama bulan April hingga Juni 2015. Metode analisis data yang digunakan adalah analisis multivariate dengan metode Partial Least Square (PLS). Dan hasil analisis diperoleh hasil bahwa understandability dan interestingness memiliki pengaruh positif terhadap blog usage enjoyment dan blog usage enjoyment memiliki pengaruh positif terhadap behavioral intention.

.....Bright opportunity from tourism sector affects competition in most of every sector in this industry increase. Before selecting destination, most of tourists find information for support their decision-making process. Today there are many channels that can be used to find information about travel destinations; one of them is Travel Blog. Blog contents are important factors to be known and learned so that what kind of blog that can give enjoyment to their readers can be identified. That blog content factor that can drive their readers to the enjoyment when reading blogs are novelty, reliability, understandability, and interestingness from their blogs. This study was designed to see the influence of blog usage enjoyment that came from novelty, reliability, understandability, and interestingness from that blog's content. The study was designed to see how blog content factors can influence their readers' enjoyment that come from novelty, reliability, understandability, and interestingness from that blog content. The study was conducted with a sample of 105 respondents of people that have experience using travel blogs. The survey was conducted offline and online during the month of April to June 2015. Data analysis methods used are the multivariate analysis by Partial Least Square method. And analytical results obtained results that understandability and interestingness have a significant positive effect on blog usage enjoyment and blog usage enjoyment has a significant positive effect on behavioral intention. K.