

Pengaruh kredibilitas informasi citra destinasi dan keterikatan destinasi terhadap kepuasan berwisata: studi kasus wisata Pulau Tidung = The effects of information credibility destination image and destination attachment toward satisfaction: case Tidung Island

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Abstrak

[Membangun keterikatan destinasi adalah kunci dalam pemasaran kepariwisataan saat ini Sebuah studi menjelaskan bahwa secara teori model untuk membangun kepuasan dalam berwisata dapat didasari oleh rasa keterikatan pada destinasi yang rasa keterikatan tersebut dapat diciptakan dari kredibilitas suatu informasi dan citra destinasi itu sendiri. Hubungan keempat variabel tersebut diuji pada 187 responden yang mengunjungi Pulau Tidung Hasil olahan data dengan SEM mengindikasikan bahwa kredibilitas informasi dan citra suatu destinasi dengan melalui mediasi keterikatan destinasi dapat mempengaruhi kepuasan berwisata. Studi ini dapat memberikan implikasi manajerial terhadap praktek kepariwisataan.

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