

Analisis pengaruh experience self congruity, perceived social value, dan experience satisfaction terhadap intensity of using digital social network pada wisatawan nusantara generasi y: studi kasus: Lombok = The influence of experience self congruity, perceived social value, and experience satisfaction toward intensity of using digital social network on generation y of Indonesian tourist: case: study Lombok

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Abstrak

**ABSTRAK**

Penelitian deskriptif-kuantitatif ini bertujuan untuk melihat pengaruh experience self congruity, perceived social value, experience satisfaction, terhadap intensity of using digital social network yang dilakukan wisatawan untuk memperkuat identitas dirinya. Penelitian ini melibatkan 214 orang responden yang sebelumnya telah mengunjungi destinasi wisata di Lombok dan menggunakan digital social network untuk menyebarkan informasi mengenai perjalanan wisata mereka. Data diolah menggunakan metode Structural Equation Modeling SEM. Hasil penelitian ini menunjukkan adanya pengaruh langsung dan positif antara perceived social value terhadap intensity of using digital social network, namun tidak menunjukkan pengaruh antara self congruity dan experience satisfaction terhadap intensity of using digital social network.

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**ABSTRACT**

This descriptive quantitative research aims to see the effect of experience self congruity, perceived social value, experience satisfaction, toward the intensity of using digital social network to reinforce their identity. This research involved 214 respondents who is previously have visited Lombok for leisure and thus used digital social network to inform others about their tourism experience. This study used Structural Equation Modeling SEM as data processor and the result shows that there is a direct and positive effect between perceived social value and the intensity of using digital social network, but no direct and positive effect between experience self congruity and experience satisfaction toward the intensity of using digital social network.