

Analisis hubungan tourist relationship perceptions, relationship quality, dan destination loyalty wisatawan nusantara terhadap kawasan Taman Nasional Komodo = Analysis of the relationship between tourist relationship perceptions, relationship quality, and destination loyalty Indonesian tourists toward Komodo National Park area

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Abstrak

Dalam konsep pemasaran relasional, menjaga hubungan yang baik dan kuat dengan wisatawan dianggap sebagai determinan utama dalam membangun loyalitas wisatawan terhadap suatu destinasi wisata. Tourist relationship perceptions yang terdiri dari service fairness, destination image, dan service quality merupakan faktor-faktor yang dianggap dapat memengaruhi relationship quality wisatawan dengan destinasi wisata dan selanjutnya memengaruhi loyalitas wisatawan terhadap destinasi wisata.

Penelitian kuantitatif ini bertujuan untuk menganalisis hubungan antara tourist relationship perceptions, relationship quality, dan destination loyalty. Sebanyak 140 responden yang pernah berkunjung ke Kawasan Taman Nasional Komodo dalam kurun waktu satu tahun terakhir berhasil dikumpulkan dan data kemudian diolah menggunakan metode Structural Equation Modelling SEM.

Hasil penelitian menunjukkan bahwa destination image dan service quality merupakan faktor-faktor penting yang memengaruhi destination satisfaction dan trust toward destination service providers. Selanjutnya, destination satisfaction memainkan peran yang sangat vital dalam menentukan dan memengaruhi loyalitas wisatawan.

.....In the relationship marketing concept, maintaining a good and strong relationship with tourists is considered as a key determinant to build tourists destination loyalty. Tourist relationship perceptions, which consisting of service fairness, destination image, and service quality are considered as factors that can affect tourists rsquo relationship quality with a destination and further affect tourists rsquo destination loyalty. This quantitative research aims to analyze the relationship between tourist relationship perceptions, relationship quality, and destination loyalty. A total of 140 respondents who have visited the Komodo National Park Area within the last one year were collected and the data then processed using Structural Equation Modelling SEM method.

The result shows that destination image and service quality are important factors affecting destination satisfaction and trust toward destination service providers. Furthermore, destination satisfaction plays a vital role in determining and affecting tourists destination loyalty.