

Pengaruh city branding dan halal branding terhadap intensi berkunjung wisatawan muslim Indonesia = Influence of city branding and halal branding toward visiting intention of Indonesian muslim travelers.

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Abstrak

Dalam dekade terakhir kunjungan wisatawan muslim mengalami peningkatan yang drastis. Skripsi ini membahas tentang factor-faktor yang menyebabkan intensi berkunjung wisatawan muslim Indonesia dengan menggunakan variabel-variabel yang dibuat berdasarkan theory of planned behavior yaitu Attitude, Subjective Norm dan Perceived Behavioral Control, juga disertai variabel lain yaitu City Branding dan Halal Branding. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan kuesioner sebagai media pengumpulan datanya. Hasil dari penelitian ini membuktikan bahwa secara signifikan city branding dan halal branding mempengaruhi intensi berkunjung secara tidak langsung yaitu melalui attitude individu; serta halal branding hanya signifikan pengaruhnya terhadap intensi mengunjungi saat termediasi oleh attitude individu.

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In the last decade the total of muslim travelers going on travel had drastically increased. In this study will be talking about factors that causing visiting intention's Indonesian muslim travellers using variables from theory of planned behaviour, which are Attitude, Subjective Norm and Perceived Behavioral Control, and also other variables which are City Branding and Halal Branding. This study is using quantitative approach using questioner as the data collecting media. The result of the research which include that significantly city branding and halal branding affecting visiting intention indirectly by individual attitude; and halal branding only significantly influence toward visiting intention after mediation of individual attitude.