

Pengaruh consumption values street food khas Bali terhadap intention to revisit Bali dengan mediasi place attachment pada Gen Z di Indonesia = The impact of authentic Bali street food consumption values toward intention to revisit Bali with mediation of place attachment among Gen Z in Indonesia

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Abstrak

Penelitian ini bertujuan untuk memahami pengaruh yang dimiliki consumption values terhadap intention to revisit serta pengaruh mediasi yang dimiliki place attachment terhadap hubungan antara attitude dan intention to revisit dalam konteks konsumsi street food pada wisatawan domestik Gen Z yang mengunjungi Bali. Data didapatkan dari 287 responden menggunakan non-probability purposive sampling yang dianalisis menggunakan metode structural equation modelling (SEM) dengan software SmartPLS 3.3.7. Hasil analisis menunjukkan epistemic value sebagai pengaruh paling besar pada attitude yang dimiliki wisatawan domestik Gen Z yang diikuti oleh taste value. Place attachment juga ditemukan memiliki pengaruh mediasi komplementer pada hubungan attitude dan intention to revisit.

.....The purpose of this study is to understand the impact of consumption values on intention to revisit and mediation of place attachment on the connection of attitudes and intention to revisit. In context of street food consumption among domestic Gen Z travelers who visit Bali. Data gathered from 287 respondents using non-probability purposive sampling that is analyzed using structural equation modelling (SEM) using SmartPLS 3.3.7. Result shows epistemic value has primary impact on attitudes of domestic Gen Z travelers that is followed by taste value. Moreover, place attachment appear to complementary mediate the relationship between Attitude and intention to revisit.