

Pengaruh Destination Brand Authenticity dan Destination Brand Self-Congruence terhadap Destination Brand Engagement (Studi pada Wisata Religi Masjid Istiqlal) = The Effect of Destination Brand Authenticity and Destination Brand Self-Congruence on Destination Brand Engagement (Study on Istiqlal Mosque Religious Tourism)

Ryando Raditya Widodo Putra, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920517971&lokasi=lokal>

Abstrak

Tujuan dari penelitian ini adalah untuk membahas mengenai pengaruh antara Destination Brand Authenticity dan Destination Brand Self-Congruence terhadap Destination Brand Engagement pada wisatawan Masjid Istiqlal. Penelitian ini menggunakan pendekatan kuantitatif, melalui teknik purposive-sampling yang dilakukan pada sebanyak 208 responden melalui penyebaran kuesioner secara online. Data yang didapatkan diolah menggunakan SPSS dan SmartPLS melalui analisis statistik deskriptif dan analisis statistik inferensial menggunakan SEM dengan pendekatan PLS-SEM. Hasil dari penelitian ini menunjukkan bahwa Destination Brand Authenticity dan Destination Brand Self-Congruence memiliki pengaruh positif terhadap Destination Brand Engagement pada wisatawan Masjid Istiqlal.

.....The purpose of this study is to discuss the effect of Destination Brand Authenticity and Destination Brand Self-Congruence on Destination Brand Engagement on Istiqlal Mosque tourists. This study uses a quantitative approach, done through a purposive-sampling technique which was carried out on as many as 208 respondents through an online questionnaire. The data obtained was processed using SPSS and SmartPLS through descriptive statistical analysis and inferential statistical analysis using SEM with PLS-SEM approach. The result of this study indicates that Destination Brand Authenticity and Destination Brand Self-Congruence have a positive influence on Destination Brand Engagement on Istiqlal Mosque tourists.