

Pariwisata Halal Melalui Push and Pull Motivational Theory: Studi Kasus di Provinsi Daerah Istimewa Yogyakarta = Halal Tourism Through Push and Pull Motivational Theory: Case Study in Special Region of Yogyakarta

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Abstrak

Indonesia berhasil menduduki peringkat satu di Global Muslim Travel Index 2023. Dilaporkan pula pada laporan lanjutan GMTI, Provinsi Daerah Istimewa Yogyakarta masuk ke dalam 10 provinsi dengan nilai ACES (accessibility, communication, environment, dan services) tertinggi di laporan IMTI 2022. Provinsi DIY berkomitmen untuk menjadi destinasi pariwisata halal di Indonesia. Oleh karena itu, Provinsi DIY digunakan sebagai destinasi penelitian pariwisata halal ini. Tujuan dari penelitian ini ialah menganalisis motivasi pendorong dan penarik wisatawan muslim untuk berwisata ke Provinsi DIY. Penelitian ini melibatkan 480 responden dengan Push and Pull Motivational Theory dan Structural Equation Modeling (SEM) sebagai metode penelitian. Hasil penelitian menunjukkan travel satisfaction secara tidak signifikan dipengaruhi oleh push motivation tetapi dipengaruhi secara signifikan oleh pull motivation. Kemudian, word of mouth secara positif signifikan dipengaruhi oleh travel satisfaction. Efek moderasi dari Islamic practices ditemukan pengaruhnya secara signifikan negatif pada hubungan antara push-pull motives terhadap travel satisfaction.

.....Indonesia succeeds in ranking first in the 2023 Global Muslim Travel Index. It was also reported in the GMTI follow-up report that the Province of the Special Region of Yogyakarta was included in the 10 provinces with the highest ACES (accessibility, communication, environment, and services) scores in the 2022 IMTI report. The Special Region of Yogyakarta is committed to becoming a halal tourism destination in Indonesia. Therefore, DIY Province is used as a research destination for this halal tourism. The purpose of this research is to analyze the driving and pulling motivations of Muslim tourists to travel to Special Region of Yogyakarta. This study involved 480 respondents using the Push and Pull Motivational Theory and the Structural Equation Modeling (SEM) as the research methods. The results of the study show that travel satisfaction is not significantly influenced by push motivation but is significantly influenced by pull motivation. Then, word of mouth is positively and significantly influenced by travel satisfaction. The moderating effect of Islamic practices is found to have a significantly negative effect on the relationship between push-pull motives and travel satisfaction.