

Analisis Hubungan Social Comparison, Self Presentation, Constraints, Travel Envy Terhadap Intention To Visit Destination = Analysis Relationship Social Comparison, Self Presentation, Constraints, Travel Envy to Intention To Visit Destination

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Abstrak

Penelitian ini bertujuan untuk mengetahui Hubungan Social Comparison, Self Presentation, Constraints, Travel Envy Terhadap Intention To Visit Destination. Pengumpulan data dilakukan dengan kuesioner disebar menggunakan teknik snowball sampling dengan menggunakan googleforms. Kuesioner dibuat secara online pada link berikut: <http://bit.ly/risettravelenvy> Kemudian tautan kuesioner ini disebar melalui berbagai aplikasi instant messaging seperti LINE, WhatsApp, dan Instagram Message. Total kuesioner yang tersebar dan terkumpul adalah sejumlah 229 dengan jumlah responden yang lolos dalam kualifikasi sejumlah 229 responden. Sampel penelitian yang telah terkumpul sebanyak 229 tersebut merupakan representatif dari pengguna Social Network Site Instagram terdiri dari jenis kelamin pria sebanyak 103 (44,7%) dan wanita sebanyak 126 (55,3%). Metode statistik menggunakan Structural Equation Model dengan software AMOS 24.0. Hasil dari penelitian ini menunjukkan bahwa seluruh hipotesis diterima dan berpengaruh signifikan, hal ini sejalan dengan penelitian sebelumnya yang dilakukan oleh Nick Hajli, Yichuan Wang, Mina Tajvidi (2018).

.....This study aims to determine the relationship of Social Comparison, Self Presentation, Constraints, Travel Envy to Intention to Visit Destination. Data collection was done by questionnaire distributed using the snowball sampling technique using googleforms. The questionnaire was made online at the following link: <http://bit.ly/risettravelenvy> Then the link to this questionnaire was disseminated through various instant messaging applications such as LINE, WhatsApp, and Instagram Message. Total questionnaires spread and collected were 229 with the number of respondents who passed the qualifications of 229 respondents. 229 research samples that have been collected are representative of Instagram Social Network Site users consisting of 103 (44.7%) male and 126 (55.3%) women. The statistical method uses the Structural Equation Model with AMOS 24.0 software. The results of this study indicate that all hypotheses are accepted and have a significant effect, this is in line with previous research conducted by Nick Hajli, Yichuan Wang, Mina Tajvidi (2018).