

Anteseden Halal Destination Brand Equity dan Pengaruhnya Terhadap Tourist Motivation dan Travel Revisit Intention pada Pariwisata Halal di Indonesia = The Effect of Halal Destination Brand Equity's Antecedents to Tourist Motivation and Travel Revisit Intention On Indonesia's Halal Tourism

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Abstrak

Penelitian ini bertujuan untuk menemukan anteseden-anteseden halal destination brand equity dan pengaruhnya terhadap tourist motivation dan travel revisit intention pada 10 destinasi pariwisata halal yang dipilih Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia berdasarkan Indonesian Muslim Travel Index 2019. Data penelitian didapatkan dari 413 wisatawan nusantara pada generasi X dan Y yang pernah mengunjungi salah satu dari destinasi halal tersebut selama 5 tahun terakhir dan metode structural equation modeling (SEM) digunakan untuk mengolah. Hasil penelitian menunjukkan bahwa 2 dari 5 anteseden halal destination brand equity tidak berpengaruh signifikan, yaitu halal destination awareness dan halal destination image. Selain itu, ditemukan bahwa halal destination brand equity berpengaruh positif dan signifikan terhadap tourist motivation dan travel revisit intention pada pariwisata halal di Indonesia.

.....This research aims to find the effect of halal destination brand equity's antecedents on tourist motivation and travel revisit intention on Indonesia's 10 halal tourism destinations. The research data was collected from 413 domestic tourists from X and Y generations who visited one of those halal tourism destinations for the last 5 years and analyzed by structural equation modeling (SEM) technique. This research revealed that 2 of 5 antecedents, halal destination awareness and halal destination image, do not have a significant effect to halal destination brand equity. Rather than that, this also revealed that there was a positive and significant effect between halal destination brand equity to tourist motivation and travel revisit intention on Indonesia's halal tourism destinations.