

Pengaruh Information Quality dalam User-Generated Content (UGC) terhadap Behavioral Intention to Revisit: Peran Mediasi Destination Image (Studi pada Lampung Sebagai Objek Wisata) = The Influence of Information Quality in User-Generated Content (UGC) Behavioral Intention to Revisit: The Mediating Role of Destination Image (A Study on Lampung as a Tourism Object)

Muhammad Cyril Hadrian, author

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Abstrak

Penelitian ini bertujuan untuk menyelidiki efek mediasi dari perceived destination image terhadap hubungan antara kualitas informasi dalam konten buatan pengguna (User-Generated Content/UGC) terhadap behavioral intention, dengan fokus pada niat untuk berkunjung kembali ke destinasi Lampung serta mengacu pada perluasan model stimulus-organisme-respons (SOR) dari Mehrabian dan Russel. Berdasarkan konteks pariwisata di Lampung, sebanyak 283 respon valid dari wisatawan domestik berhasil dikumpulkan dan dianalisis menggunakan metode Partial Least Square-Structural Equation Modeling (PLS-SEM) untuk menguji hipotesis penelitian. Hasil analisis jalur tidak langsung menunjukkan bahwa cognitive image secara signifikan memediasi hubungan antara representational information quality dan social information quality terhadap behavioral intention to revisit, sedangkan affective image berperan sebagai mediator yang signifikan dalam hubungan antara representational information quality dan contextual information quality terhadap behavioral intention to revisit. Menariknya, penelitian ini juga menemukan bahwa intrinsic information quality dapat memberikan direct effect secara signifikan terhadap behavioral intention to revisit. Temuan ini memberikan kontribusi penting dalam memahami bagaimana destination image memengaruhi persepsi wisatawan terhadap kualitas informasi yang berbeda dalam membentuk behavioral intention to revisit, sekaligus menggambarkan kompleksitas hubungan antara manusia dan teknologi dalam konteks pariwisata.

.....This study aims to investigate the mediating effect of perceived destination image on the relationship between information quality in user-generated content (UGC) and behavioral intention, with a focus on the intention to revisit Lampung as a tourist destination, while extending the Stimulus-Organism-Response (SOR) model by Mehrabian and Russel. Based on the tourism context in Lampung, a total of 283 valid responses from domestic tourists were collected and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the research hypotheses. The indirect path analysis results show that cognitive image significantly mediates the relationship between representational information quality and social information quality on behavioral intention to revisit, while affective image serves as a significant mediator in the relationship between representational information quality and contextual information quality on behavioral intention to revisit. Interestingly, this study also found that intrinsic information quality has a significant direct effect on behavioral intention to revisit. These findings contribute significantly to understanding how destination image influences tourists' perceptions of different types of information quality in shaping their intention to revisit, while also highlighting the complex interplay between humans and technology in the context of tourism.