

DAFTAR ISI

| | |
|--|------|
| ABSTRAK | i |
| <i>ABSTRACT</i> | ii |
| LEMBAR PERSEMBAHAN | iii |
| LEMBAR PENGESAHAN | iv |
| PERNYATAAN ORISINALITAS | v |
| SURAT PERNYATAAN PERSETUJUAN PUBLIKASI | vi |
| KATA PENGANTAR | vii |
| DAFTAR ISI | ix |
| DAFTAR GAMBAR | xii |
| DAFTAR TABEL | xiii |
| DAFTAR LAMPIRAN | xiv |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Pertanyaan Penelitian | 8 |
| 1.3 Tujuan Penelitian | 8 |
| 1.4 Manfaat Penelitian | 9 |
| BAB II KAJIAN PUSTAKA | 10 |
| 2.1 Teori Pendukung | 10 |
| 2.1.1 <i>Grand Theory</i> | 10 |
| 2.1.2 <i>Revisit Intention</i> | 11 |
| 2.1.3 <i>Perceived Value</i> | 14 |
| 2.1.4 <i>Destination Image</i> | 16 |
| 2.1.5 <i>Tourist Satisfaction</i> | 18 |
| 2.2 Telaah Pustaka Penelitian Terdahulu | 21 |
| 2.3 Hubungan Antar Variabel dan Pengembangan Hipotesis | 33 |
| 2.3.1 Pengaruh <i>Perceived Value</i> terhadap <i>Tourist Satisfaction</i> | 33 |
| 2.3.2 Pengaruh <i>Destination Image</i> terhadap <i>Tourist Satisfaction</i> | 34 |

| | |
|--|-----------|
| 2.3.3 Pengaruh <i>Perceived Value</i> terhadap <i>Revisit Intention</i> | 35 |
| 2.3.4 Pengaruh <i>Destination Image</i> terhadap <i>Revisit Intention</i> | 36 |
| 2.3.5 Pengaruh <i>Tourist Satisfaction</i> terhadap <i>Revisit Intention</i> | 37 |
| 2.3.6 Pengaruh <i>Perceived Value</i> terhadap <i>Revisit Intention</i> melalui <i>Tourist Satisfaction</i> sebagai Variabel Mediasi | 39 |
| 2.3.7 Pengaruh <i>Destination Image</i> terhadap <i>Revisit Intention</i> melalui <i>Tourist Satisfaction</i> sebagai Variabel Mediasi | 40 |
| 2.4 Konstelasi Penelitian..... | 42 |
| BAB III METODE PENELITIAN | 43 |
| 3.1 Waktu dan Tempat Penelitian | 43 |
| 3.1.1 Waktu Penelitian | 43 |
| 3.1.2 Tempat Penelitian..... | 43 |
| 3.2 Desain Penelitian..... | 44 |
| 3.3 Populasi dan Sampel | 44 |
| 3.3.1 Populasi..... | 44 |
| 3.3.2 Sampel..... | 44 |
| 3.4 Pengembangan Instrumen | 45 |
| 3.4.1 <i>Revisit Intention</i> | 45 |
| 3.4.2 <i>Perceived Value</i> | 47 |
| 3.4.3 <i>Destination Image</i> | 49 |
| 3.4.4 <i>Tourist Satisfaction</i> | 50 |
| 3.5 Teknik Pengumpulan Data..... | 52 |
| 3.6 Teknik Analisis Data..... | 53 |
| 3.6.1 Uji Validitas | 53 |
| 3.6.2 Uji Reliabilitas | 53 |
| 3.6.3 Uji Kelayakan Model | 53 |
| 3.6.4 Uji Hipotesis | 54 |
| BAB IV HASIL DAN PEMBAHASAN | 56 |
| 4.1 Deskripsi Data..... | 56 |
| 4.1.1 Profil Responden..... | 56 |
| 4.1.2 Profil Data | 61 |
| 4.2 Hasil | 67 |

| | |
|--|-----|
| 4.2.1 Uji Validitas | 67 |
| 4.2.2 Uji Reliabilitas | 68 |
| 4.2.3 Uji Kelayakan Model | 69 |
| 4.2.4 Uji Hipotesis | 72 |
| 4.3 Pembahasan..... | 73 |
| 4.3.1 Pengaruh <i>Perceived Value</i> terhadap <i>Tourist Satisfaction</i> | 73 |
| 4.3.2 Pengaruh <i>Destination Image</i> terhadap <i>Tourist Satisfaction</i> | 74 |
| 4.3.3 Pengaruh <i>Perceived Value</i> terhadap <i>Revisit Intention</i> | 75 |
| 4.3.4 Pengaruh <i>Destination Image</i> terhadap <i>Revisit Intention</i> | 75 |
| 4.3.5 Pengaruh <i>Tourist Satisfaction</i> terhadap <i>Revisit Intention</i> | 76 |
| 4.3.6 Pengaruh <i>Perceived Value</i> terhadap <i>Revisit Intention</i> melalui <i>Tourist Satisfaction</i> sebagai Variabel Mediasi | 77 |
| 4.3.7 Pengaruh <i>Destination Image</i> terhadap <i>Revisit Intention</i> melalui <i>Tourist Satisfaction</i> sebagai Variabel Mediasi | 78 |
| BAB V PENUTUP..... | 79 |
| 5.1 Kesimpulan | 79 |
| 5.2 Implikasi..... | 80 |
| 5.2.1 Implikasi Teoritis | 80 |
| 5.2.2 Implikasi Praktis | 81 |
| 5.3 Keterbatasan Penelitian..... | 83 |
| 5.4 Rekomendasi Bagi Penelitian Selanjutnya..... | 84 |
| DAFTAR PUSTAKA | 85 |
| LAMPIRAN..... | 95 |
| 1. <i>Revisit Intention</i> (RI)..... | 97 |
| 2. <i>Perceived Value</i> (PV)..... | 98 |
| 3. <i>Destination Image</i> (DI) | 98 |
| 4. <i>Tourist Satisfaction</i> (TS)..... | 99 |
| DAFTAR RIWAYAT HIDUP..... | 118 |

DAFTAR GAMBAR

| | |
|--|----|
| Gambar 2. 1 Kerangka Teori..... | 42 |
| Gambar 4. 1 Model Penelitian Sebelum Modifikasi..... | 70 |
| Gambar 4. 2 Hasil Uji Kelayakan Model..... | 70 |



DAFTAR TABEL

| | |
|---|----|
| Tabel 1. 1 Statistik Jumlah Wisatawan Mancanegara dan Nusantara..... | 2 |
| Tabel 3. 1 Instrumen Variabel <i>Revisit Intention</i> | 46 |
| Tabel 3. 2 Instrumen Variabel <i>Perceived Value</i> | 47 |
| Tabel 3. 3 Instrumen Variabel <i>Destination Image</i> | 49 |
| Tabel 3. 4 Instrumen Variabel <i>Tourist Satisfaction</i> | 51 |
| Tabel 3. 5 Skala Penilaian Instrumen..... | 52 |
| Tabel 3. 6 <i>Goodness of Fit Indices</i> | 54 |
| Tabel 4. 1 Sebaran Usia Responden..... | 56 |
| Tabel 4. 2 Sebaran Jenis Kelamin Responden | 57 |
| Tabel 4. 3 Sebaran Domisili Responden..... | 58 |
| Tabel 4. 4 Sebaran Status Pendidikan Responden | 58 |
| Tabel 4. 5 Sebaran Status Pekerjaan Responden | 59 |
| Tabel 4. 6 Sebaran Pendapatan Responden..... | 60 |
| Tabel 4. 7 Sebaran Jumlah Pengeluaran Responden..... | 60 |
| Tabel 4. 8 Karakteristik Data <i>Revisit Intention</i> | 61 |
| Tabel 4. 9 Karakteristik Data <i>Perceived Value</i> | 63 |
| Tabel 4. 10 Karakteristik Data <i>Destination Image</i> | 64 |
| Tabel 4. 11 Karakteristik Data <i>Tourist Satisfaction</i> | 66 |
| Tabel 4. 12 Hasil Uji Validitas..... | 67 |
| Tabel 4. 13 Hasil Uji Reliabilitas | 69 |
| Tabel 4. 14 Hasil Uji Kelayakan Model..... | 71 |
| Tabel 4. 15 Hasil Uji Hipotesis | 72 |
| Tabel 4. 16 <i>Standardized Indirect Effects</i> | 72 |
| Tabel 4. 17 <i>Standardized Indirect Effects – Two Tailed Significance (BC)</i> | 73 |

DAFTAR LAMPIRAN

| | |
|--|-----|
| Lampiran 1 – Kuesioner Penelitian..... | 95 |
| Lampiran 2 – Kartu Konsultasi Skripsi..... | 103 |
| Lampiran 3 – Format Saran dan Perbaikan Skripsi | 105 |
| Lampiran 4 – Persetujuan Hasil Perbaikan Setelah Sidang Skripsi..... | 107 |
| Lampiran 5 – Hasil Turnitin..... | 108 |
| Lampiran 6 – Hasil Statistik Deskriptif | 109 |
| Lampiran 7 – Hasil <i>Output</i> Uji Validitas | 110 |
| Lampiran 8 – Hasil <i>Output</i> Uji Reliabilitas | 113 |
| Lampiran 9 – Hasil <i>Output Fitted Model</i> SEM..... | 114 |
| Lampiran 10 – Hasil <i>Output</i> Uji Hipotesis | 116 |
| Lampiran 11 – Hasil <i>Output Intervening</i> | 117 |

