

DAFTAR ISI

ABTRAK	i
ABSTRACK	ii
LEMBAR PENGESAHAN SKRIPSI	Error! Bookmark not defined.
PERNYATAAN ORISINALITAS	iv
KATA PENGANTAR	v
DAFTAR ISI	vi
DAFTAR TABEL	viii
DAFTAR GAMBAR	xi
DAFTAR LAMPIRAN	xii
BAB I	1
1.1. Latar Belakang	1
1.2. Identifikasi Masalah	9
1.3. Pembatasan Masalah	11
1.4. Perumusan Masalah	11
1.5. Kegunaan Penelitian	12
BAB II	14
2.1. Deskripsi Konseptual	14
2.1.1. <i>Visit Intention</i>	14
2.1.2. <i>Consumer Motivation</i>	16
2.1.3. <i>Consumer Atitude</i>	Error! Bookmark not defined.
2.1.4. <i>Consumer Value</i>	22
2.1.5. <i>Subjective Norms</i>	Error! Bookmark not defined.
2.2. Hasil Penelitian yang Relevan	27
2.3. Kerangka Teoretik	37
2.4. Perumusan Hipotesis Penelitian	40
BAB III	41
3.1. Tujuan Penelitian	41
3.2. Tempat dan Waktu Penelitian	42

3.3.	Metode Penelitian	42
3.4.	<i>Sampling</i>	44
3.4.1.	<i>Populasi</i>	44
3.4.2.	<i>Sampel</i>	44
3.5.	Teknik Pengumpulan Data	49
3.6.	Operasionalisasi Variabel	49
3.7.	Skala Pengukuran	58
3.8.	Teknik Analisis Data	59
BAB IV		66
HASIL PENELITIAN DAN PEMBAHASAN		66
4.1.	Deskripsi Data	66
4.2.	Hasil Analisis Data	68
4.3.	Uji Hipotesis	108
BAB V		123
KESIMPULAN DAN SARAN		123
5.1.	Kesimpulan	123
5.2.	Implikasi	124
5.3.	Saran	127
DAFTAR PUSTAKA		129
LAMPIRAN-LAMPIRAN		134
RIWAYAT HIDUP PENULIS		152

DAFTAR TABEL

Tabel	Judul	Halaman
Tabel I.1	Ranking Devisa Pariwisata Terhadap 11 Ekspor Barang Terbesar (2013-2015).....	3
Tabel I.2	10 Destinasi Wisata Nasional.....	4
Tabel I.3	Data Pra-riset Pernah Mengunjungi Situs Gunung Padang.....	7
Tabel I.4	Pertanyaan Niat Mengunjungi Situs Gunung Padang.....	7
Tabel II.1	<i>Review</i> Penelitian Terdahulu.....	35
Tabel II.2	Tabel Hipotesis.....	38
Tabel III.1	Sampel yang Digunakan Dalam Riset.....	46
Tabel III.2	Tabel Jumlah Responden Penelitian Terdahulu.....	47
Tabel III.3	Operasionalisasi Variabel <i>Consumer attitude</i>	50
Tabel III.4	Operasionalisasi Variabel <i>Value</i>	51
Tabel III.5	Operasionalisasi Variabel <i>Subjective Norms</i>	53
Tabel III.6	Operasionalisasi Variabel <i>Visit Intention</i>	54
Tabel III.7	Operasionalisasi Variabel <i>Consumer Motivation</i>	57
Tabel III.8	Penggunaan Skala Likert.....	58
Tabel III.9	<i>Goodness of Fit Indices</i>	64
Tabel IV.1	Jenis Kelamin dan Usia Responden.....	66
Tabel IV.2	Jenis Kelamin dan Pekerjaan Responden.....	67
Tabel IV.3	Jenis Kelamin dan Domisili Responden.....	68
Tabel IV.4	Nilai Analisis Deskriptif Variabel <i>Consumer Attitude</i>	69
Tabel IV.5	Nilai Analisis Deskriptif Variabel <i>Consumer Value</i>	72
Tabel IV.6	Nilai Analisis Deskriptif Variabel <i>Subjective Norms</i>	74
Tabel IV.7	Nilai Analisis Deskriptif Variabel <i>Consumer Motivation</i>	76
Tabel IV.8	Nilai Analisis Deskriptif Variabel <i>Visit Intention</i>	82

Tabel IV.9 Hasil KMO & Bartlett's Test Variabel Consumer Attitude	84
Tabel IV.10 Exploratory Factor Analysis Variabel Consumer Attitude	84
Tabel IV.11 Hasil KMO & Bartlett's Test Variabel Consumer Value	85
Tabel IV.12 Exploratory Factor Analysis Variabel Consumer Value	85
Tabel IV.13 Hasil KMO & Bartlett's Test Variabel Subjective Norms	87
Tabel IV.14 Exploratory Factor Analysis Variabel Subjective Norms	87
Tabel IV.15 Hasil KMO & Bartlett's Test Variabel Consumer Motivation	88
Tabel IV.16 Exploratory Factor Analysis Variabel Consumer Motivation	88
Tabel IV.17 Hasil KMO & Bartlett's Test Variabel Visit Intention	92
Tabel IV.18 Exploratory Factor Analysis Variabel Visit Intention	93
Tabel IV.19 Hasil UjiReliabilitas	93
Tabel IV.20 Second Order Construct Variabel Consumer Attitude	95
Tabel IV.21 Nilai Second Order Construct Variabel Consumer Value	97
Tabel IV.22 Nilai Second Order Construct Variabel Subjective Norms	98
Tabel IV.23 Nilai Second Order Construct Variabel Consumer Motivation	99
Tabel IV.24 Nilai Second Order Construct Variabel Visit Intention	100
Tabel IV.25 Nilai Full Model SEM	102
Tabel IV.26 Fit Model Goodness of Fit Indices	104
Tabel IV.27 Indikator Fit Model	104
Tabel IV.28 Fit Model SEM 2 Goodness of Fit Indices	106
Tabel IV.29 Fit Model SEM 3 Goodness of Fit Indices	107
Tabel IV.30 Fit Model SEM 4 Goodness of Fit Indices	108
Tabel IV.31 Estimasi Parameter Regression Weights Model	108
Tabel IV.32 Hasil Fitted Model SEM 1	109
Tabel IV.33 Estimasi Parameter Regression Weights Model	113
Tabel IV.34 Hasil Fitted Model SEM 3	114
Tabel IV.35 Estimasi Parameter Regression Weights Model	116

Tabel IV.36 Hasil <i>Fitted Model</i> SEM 3	117
Tabel IV.37 Estimasi Parameter <i>Regression Weights Model</i>	119
Tabel IV.38 Hasil <i>Fitted Model</i> SEM 4	120
Tabel V.1 Hasil Hipotesis	124

DAFTAR GAMBAR

Gambar	Judul	Halaman
Gambar I.1	Kunjungan Bulanan Wisatawan Mancanegara 2016 vs 2015	2
Gambar II.1	Kerangka Teoretik	39
Gambar IV.1	<i>Model Second Order Construct Variabel Consumer Attitude</i>	95
Gambar IV.2	<i>Model Second Order Construct Variabel Consumer Value</i>	96
Gambar IV.3	<i>Model Second Order Construct Variabel Subjective Norms</i>	97
Gambar IV.4	<i>Model Second Order Construct Variabel Consumer Motivation</i>	98
Gambar IV.5	<i>Model Second Order Construct Variabel Visit Intention</i>	99
Gambar IV.6	<i>Full Model SEM</i>	101
Gambar IV.7	<i>Fit Model SEM</i>	103
Gambar IV.8	<i>Fit Model SEM 2</i>	105
Gambar IV.9	<i>Fit Model SEM 3</i>	106
Gambar IV.10	<i>Fit Model SEM 4</i>	107

DAFTAR LAMPIRAN

No.	Judul	Halaman
Lampiran 1	Kuesioner.....	134
Lampiran 2	<i>Output Validitas</i>	140
Lampiran 3	<i>Output Reliabilitas</i>	143
Lampiran 4	<i>Output Goodness of Fit Indices</i>	144
Lampiran 5	<i>Window Awal AMOS 22</i>	151