

## DAFTAR ISI

<b>ABSTRAK .....</b>	<b>iii</b>
<b>ABSTRACT .....</b>	<b>iv</b>
<b>LEMBAR PENGESAHAN SKRIPSI .....</b>	<b>v</b>
<b>PERNYATAAN ORISINALITAS .....</b>	<b>vi</b>
<b>KATA PENGANTAR.....</b>	<b>vii</b>
<b>DAFTAR ISI.....</b>	<b>x</b>
<b>DAFTAR TABEL .....</b>	<b>xii</b>
<b>DAFTAR GAMBAR.....</b>	<b>xiii</b>
<b>DAFTAR LAMPIRAN .....</b>	<b>xiv</b>
<b>BAB I PENDAHULUAN.....</b>	<b>1</b>
1.1 Latar Belakang .....	1
1.2 Rumusan Masalah .....	12
1.3 Tujuan Penelitian .....	13
1.4 Manfaat Penelitian .....	14
<b>BAB II KAJIAN TEORITIK .....</b>	<b>15</b>
<b>2.1 Deskripsi Konseptual.....</b>	<b>15</b>
2.1.1 <i>Revisit Intention</i> .....	15
2.1.2 <i>Travel Motivation</i> .....	16
2.1.3 <i>Destination Image</i> .....	17
2.1.4 <i>Memorable Tourism Experiences</i> .....	19
2.1.5 <i>Satisfaction</i> .....	20
<b>2.2 Review Penelitian Relevan .....</b>	<b>21</b>
<b>2.3 Kerangka Teoritik .....</b>	<b>32</b>
<b>2.4 Hipotesis.....</b>	<b>35</b>
<b>BAB III METODOLOGI PENELITIAN .....</b>	<b>37</b>
<b>3.1 Tempat dan Waktu Penelitian .....</b>	<b>37</b>
3.1.1 Tempat.....	37
3.1.2 Waktu .....	42
<b>3.2 Metode Penelitian.....</b>	<b>42</b>
<b>3.3 Variabel Penelitian dan Pengukurannya.....</b>	<b>43</b>
3.3.1 Variabel Independen.....	43
3.3.2 Variabel Dependen .....	44
3.3.3 Variabel <i>Intervening</i> .....	44
<b>3.4 Populasi dan Sampel.....</b>	<b>44</b>
3.4.1 Populasi .....	44
3.4.2 Sampel .....	45
<b>3.5 Metode Pengumpulan Data.....</b>	<b>47</b>
<b>3.6 Operasionalisasi Variabel Penelitian .....</b>	<b>48</b>

3.6.1 <i>Travel Motivation</i> .....	48
3.6.2 <i>Destination Image</i> .....	49
3.6.3 <i>Memorable Tourism Experiences</i> .....	50
3.6.4 <i>Satisfaction</i> .....	50
3.6.5 <i>Revisit Intention</i> .....	51
<b>3.7 Skala Pengukuran</b> .....	<b>52</b>
<b>3.8 Teknik Analisis Data</b> .....	<b>53</b>
3.8.1 Analisis Deskriptif .....	54
3.8.2 Uji Validitas .....	54
3.8.3 Uji Reliabilitas .....	54
3.8.4 Kesesuaian Model .....	55
3.8.5 Pengujian Hipotesis .....	58
<b>3.9 Model SEM</b> .....	<b>59</b>
<b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN</b> .....	<b>60</b>
<b>4.1 Deskripsi Data</b> .....	<b>60</b>
<b>4.2 Hasil Analisis Data</b> .....	<b>64</b>
4.2.1 Uji Validitas dan Reliabilitas .....	64
4.2.2 Analisis Deskriptif .....	67
4.2.3 <i>Confirmatory Factor Analysis</i> .....	74
4.2.4 <i>Full Model SEM</i> .....	81
4.2.5 <i>Fit Model SEM</i> .....	83
<b>4.3 Hasil Uji Hipotesis</b> .....	<b>86</b>
<b>BAB V KESIMPULAN DAN SARAN</b> .....	<b>91</b>
<b>5.1 Kesimpulan</b> .....	<b>91</b>
<b>5.2 Saran</b> .....	<b>94</b>
5.2.1 Saran Praktis .....	94
5.2.2 Saran Teoritis .....	98
<b>DAFTAR PUSTAKA</b> .....	<b>99</b>
<b>LAMPIRAN</b> .....	<b>107</b>
<b>RIWAYAT HIDUP PENULIS</b> .....	<b>134</b>

## DAFTAR TABEL

<b>Tabel</b>	<b>Judul Tabel</b>	<b>Halaman</b>
I.1	Jumlah Kedatangan Wisatawan Mancanegara Tahun 2015 – 2018	3
I.2	Jumlah Wisatawan Saung Angklung Udjo Tahun 2014 – 2017	8
I.3	Data Kegiatan <i>Workshop</i> dan Pertunjukan 2017	10
II.1	<i>Review</i> Penelitian Relevan	31
II.2	Tabel Hipotesis	34
III.1	Harga Tiket Pengunjung Saung Angklung Udjo	38
III.2	Jadwal Pertunjukan <i>Bamboo Performance</i>	40
III.3	Rekapitulasi Penelitian Relevan	46
III.4	Operasionalisasi Variabel <i>Travel Motivation</i>	48
III.5	Operasionalisasi Variabel <i>Destination Image</i>	49
III.6	Operasionalisasi Variabel <i>Memorable Tourism Experiences</i>	50
III.7	Operasionalisasi Variabel <i>Satisfaction</i>	51
III.8	Operasionalisasi Variabel <i>Revisit Intention</i>	52
III.9	Kriteria Jawaban Skala Likert	53
III.10	<i>Goodness of Fit Indices</i>	58
IV.1	Usia Responden dan Jenis Kelamin	60
IV.2	Jenis Kelamin dan Domisili	61
IV.3	Pendidikan Terakhir dan Pekerjaan	62
IV.4	Status Pernikahan dan Pendapatan per bulan	63
IV.5	Pengeluaran per bulan dan Jenis Kelamin	64
IV.6	Hasil Uji Validitas	65
IV.7	<i>Hasil Uji Reliabilitas</i>	66
IV.8	Nilai Analisis Deskriptif Variabel <i>Travel Motivation (X1)</i>	67
IV.9	Nilai Analisis Deskriptif Variabel <i>Destination Image (X2)</i>	69
IV.10	Nilai Analisis Deskriptif Variabel <i>Memorable Tourism Experiences (X3)</i>	70
IV.11	Nilai Analisis Deskriptif Variabel <i>Satisfaction (Y)</i>	72
IV.12	Nilai Analisis Deskriptif Variabel <i>Revisit Intention (Z)</i>	73
IV.13	<i>First Order Construct Travel Motivation (X1)</i>	75
IV.14	<i>First Order Construct Destination Image (X2)</i>	76
IV.15	<i>First Order Construct Memorable Tourism Experiences (X3)</i>	77
IV.16	<i>First Order Construct Satisfaction (Y)</i>	78
IV.17	<i>First Order Construct Satisfaction (Y)</i>	79
IV.18	<i>Full Model's Goodness of Fit Indices</i>	82
IV.19	<i>Fit Model's Goodness of Fit Indices</i>	84
IV.20	Indikator <i>Fit Model</i>	84
IV.21	Model Persamaan Struktural	86

## DAFTAR GAMBAR

<b>Gambar</b>	<b>Judul Gambar</b>	<b>Halaman</b>
II.1	Kerangka Pemikiran	33
III.1	Logo Saung Angklung Udjo	37
III.2	Suasana Pertunjukan <i>Bamboo Performance</i>	40
III.3	Bazaar Souvenir	41
III.4	Diagram Konseptual <i>Full Model</i>	59
IV.1	Model <i>First Order Construct Travel Motivation (X1)</i>	75
IV.2	Model <i>First Order Construct Destination Image (X2)</i>	76
IV.3	Model <i>First Order Construct Memorable Tourism Experiences (X3)</i>	77
IV.4	Model <i>First Order Construct Satisfaction (X3)</i>	79
IV.5	Model <i>First Order Construct Revisit Intention (Z)</i>	80
IV.6	<i>Full Model SEM</i>	81
IV.7	<i>Fit Model SEM</i>	83
IV.8	<i>T-Values SEM</i>	86

## DAFTAR LAMPIRAN

<b>Lampiran</b>	<b>Judul Lampiran</b>	<b>Halaman</b>
1	Kuesioner Penelitian	108
2	Surat Permohonan Observasi	114
3	<i>Output Validitas Product Moment Pearson Correlation</i>	115
4	<i>Output Reliabilitas</i>	119
5	Validitas	120
6	Reliabilitas	121
7	<i>Output Goodness of Fit</i>	122
8	<i>Syntax Lisrel</i>	127
9	<i>Output Pengaruh Langsung dan Tidak Langsung</i>	129
10	<i>Standardized Total Effect</i>	130
11	<i>Structural Equation</i>	131
12	Tampilan Awal LISREL	132
13	Dokumentasi	133