

ABSTRACT

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2022

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Pengaruh Kredibilitas Sumber dan Citra Destinasi Terhadap Kepuasan Destinasi Serta Peran Mediasi Keterikatan Destinasi pada Wisatawan Orchid Forest Cikole Serta Tinjauannya Dalam Sudut Pandang Islam (Studi Kasus Wisatawan Domestik DKI Jakarta Periode Tahun 2022)

138 halaman + XIV halaman, 17 tabel, 7 gambar, 5 lampiran

Uraian Abstrack

Penelitian ini bertujuan untuk mengetahui pengaruh kredibilitas sumber destinasi dan citra destinasi terhadap kepuasan destinasi dengan peran mediasi keterikatan destinasi pada wisatawan Orchid Forest Cikole yang berdomisili di DKI Jakarta. Jenis Penelitian ini merupakan penelitian kuantitatif. Jenis data yang digunakan merupakan data primer dan data sekunder. Untuk metode pengumpulan data menggunakan kuesioner dengan sebanyak 108 sampel. Metode pada penelitian ini menggunakan *Partial Least Square* (PLS) WARPLS 7.0.

Hasil dalam penelitian ini menunjukkan bahwa: (1) kredibilitas sumber destinasi berpengaruh positif dan signifikan terhadap keterikatan destinasi. (2) citra destinasi berpengaruh positif dan signifikan terhadap keterikatan destinasi. (3) kredibilitas sumber destinasi berpengaruh positif dan signifikan terhadap kepuasan destinasi. (4) citra destinasi berpengaruh positif dan signifikan terhadap kepuasan destinasi (5) terdapat peran mediasi keterikatan destinasi pada kredibilitas sumber destinasi terhadap kepuasan destinasi (6) terdapat peran mediasi keterikatan destinasi pada citra destinasi terhadap kepuasan destinasi.

Tinjauan Islam mengenai kredibilitas sumber destinasi, citra destinasi, keterikatan destinasi dan kepuasan destinasi sudah memenuhi syariat Islam dengan menerapkan sifat *sidiq* dalam menyampaikan informasi, menerapkan ajaran islam dalam menjaga citra destinasi, mengingat ciptaan Allah dalam keterikatan destinasi serta menerapkan sifat pelayanan sesuai ajaran Rasulullah dalam menciptakan kepuasan wisatawan.

Kata Kunci: Kredibilitas Sumber Destinasi, Citra Merek, Keterikatan Destinasi, Kepuasan Wisatawan

ABSTRACT

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The Effect of Source Credibility and Destination Image on Destination Satisfaction and the Mediation Role of Destination Attachment to Orchid Forest Cikole Tourists and Its Review from an Islamic Perspective (Case Study of DKI Jakarta Domestic Tourists 2022 Period)

138 page + XIV page, 17 table, 7 pictures, 5 attachment

Abstract Description

This study aims to determine the effect of destination source credibility and destination image on tourist satisfaction with the mediating role of destination attachment on Orchid Forest Cikole tourists who live in DKI Jakarta. This type of research is quantitative research. The type of data used is primary data and secondary data. For the data collection method using a questionnaire with a total of 108 samples. The method in this study uses Partial Least Square (PLS) with WARPLS 7.0 software.

The results in this study indicate that: (1) the credibility of the destination source has a positive and significant effect on destination engagement. (2) the image of the destination has a positive and significant effect on destination attachment. (3) the credibility of the destination source has a positive and significant effect on destination satisfaction. (4) destination image has a positive and significant effect on destination satisfaction (5) there is a mediating role of destination attachment on destination source credibility on destination satisfaction (6) there is a mediating role of destination attachment on destination image on destination satisfaction.

An Islamic review of the credibility Of the destination source, destination image, destination attachment and destination satisfaction has fulfilled Islamic law by providing information credibility to tourists, applying Islamic teachings in maintaining the image of the destination, remembering God's creation in destination attachment and applying the nature of service according to the teachings of the Prophet in creating satisfaction. Traveler.

Keywords: Destination Source Credibility, Brand Image, Destination Engagement, Tourist Satisfaction