

Analisis pengaruh destination image terhadap persepsi konsumen mengenai destination's domestic product studi kasus buah durian Thailand = The influence of destination image on destination's domestic product perception study case the Thailand's king of fruit

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Abstrak

Skripsi ini membahas mengenai pengaruh dari destination image negara Thailand terhadap persepsi konsumen Indonesia terhadap produk domestik Thailand, yaitu buah durian Thailand. Dengan menggunakan metode analisis statistik structural equation model menginvestigasi pengaruh destination image terhadap persepsi dan preferensi konsumen mengenai destination's domestic product, dimana terdapat pengaruh destination familiarity pada hubungan antara destination image dan persepsi konsumen.

Hasil penelitian menunjukkan bahwa destination image negara Thailand mempengaruhi persepsi konsumen mengenai destination's domestic product secara signifikan dan positif, dimana destination familiarity tidak dapat memoderasi hubungan antara destination image dan persepsi konsumen. Pada akhirnya hubungan antara destination image dan preferensi konsumen akan dimediasi secara penuh oleh persepsi konsumen mengenai destination's domestic product. Penelitian ini akan berguna bagi pembuat kebijakan (pemerintah) untuk memanfaatkan destination image dalam membantu meningkatkan ekspor negara.

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This undergraduate thesis discusses the influence of destination image of Thailand to the Indonesian consumer perception for domestic products of Thailand, Thailand's king of fruit. Using methods of statistical analysis of structural equation modeling to investigate the influence of destination image on destination's domestic product perception and preference, where there is a influence of destination familiarity on the relationship between destination image and destination's domestic product perception. The results indicate that the destination image of Thailand significantly and positively influence destination's domestic product perception, where destination familiarity can not moderate the relationship between destination image and product perception. In the end the relationship between destination image and product preference will be fully mediated by destination's domestic product perception. This study will be useful for policy makers (government) to take advantage of the destination image to increase country's exports.