

Analisis pengaruh place image dan perceived tourism impacts terhadap dukungan yang diberikan untuk pengembangan pariwisata dari sudut pandang penduduk lokal studi kasus pariwisata Kota Jakarta = the effect of residents place image and perceived tourism impacts toward residents support for tourism development case study Jakarta's tourism

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Abstrak

Penelitian ini bertujuan untuk menganalisa pengaruh place image dan perceived tourism impacts terhadap dukungan yang diberikan penduduk lokal pada pengembangan pariwisata dari sudut pandang penduduk lokal. Sampel penelitian ini adalah individu yang berusia 17-55 tahun dan pernah atau sedang tinggal di Kota Jakarta selama 10 tahun. Total responden yang digunakan dalam penelitian ini berjumlah 181 responden. Data diolah dengan menggunakan metode Structural Equation Modelling.. Hasil penelitian menunjukkan bahwa residents' place image berpengaruh positif secara langsung terhadap residents' perceived tourism impacts dari segi ekonomi dan sociocultural, namun tidak berpengaruh positif secara langsung terhadap residents' perceived tourism impacts dari segi environmental. Selain itu, hanya residents' perceived tourism impacts dari segi sociocultural yang terbukti memediasi secara full hubungan antara residents' place image dan residents' support for tourism development.

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This study is aimed to analyze the effect of residents' place image and perceived tourism impacts towards residents' support for tourism development. Data for this research were collected from respondent who has 17-55 years old and lived in Jakarta for 10 years. The number of respondents were 181 respondents. They were then analyzed using Structural Equation Modelling method. The results of this research shows that residents' place image has positive effect on residents' perceived tourism impacts (economic and sociocultural) but has no positive effect on residents' perceived tourism impacts (environmental). However, residents' place image are not shown to have a direct significant effect on resident support for tourism development meanwhile, residents' perceived tourism impacts (sociocultural) proved to mediate the relationship between residents' place image and resident support for tourism development.