

Pengaruh empowerment dan personal economic benefit terhadap resident attitudes pada pariwisata : studi kasus Kota Surakarta = Empowerment and personal economic benefit's effect of resident attitudes toward tourism : case study Surakarta Indonesia / Jessica Harsya Amalia

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Abstrak

ABSTRAK

Penelitian ini berisi tentang pengaruh dari empowerment (psychological, social, political) dan personal economic benefit terhadap resident attitudes pada pariwisata. Hipotesis yang diuji menggunakan data yang diambil dari 186 orang penduduk kota Surakarta melalui survei online dan survei secara langsung. Dengan menggunakan Structural Equation Modeling metode Maximum Likelihood Estimation, hasil yang didapat adalah terdapat pengaruh signifikan antara dampak negatif dan positif pariwisata terhadap dukungan masyarakat. Dimana personal economic benefit hanya mempengaruhi dukungan pada pariwisata, psychological empowerment mempengaruhi dampak positif dan dukungan terhadap pariwisata, social empowerment hanya mempengaruhi dampak positif pariwisata, sedangkan political empowerment tidak memberi pengaruh yang signifikan bagi dampak positif, negatif, maupun dukungan terhadap pariwisata.

ABSTRACT

This study contains the impact of empowerment (psychological, social, political) and personal economic benefit of resident attitudes toward tourism. The hypothesis was tested using data that taken from 186 Surakarta's resident through online and direct survey. By using Structural Equation Modeling, Maximum Likelihood Estimation method, the results obtained is that negative and positive impact of tourism having direct and significant effects on support for tourism. Whereas personal economic benefit only affects support for tourism, psychological empowerment affects positive impact and support for tourism, social empowerment affects positive impact of tourism, while political empowerment does not affect whether positive, negative impact and support for tourism.