Analisis pengaruh motivasi, pemilihan destinasi dan akomodasi syariah terhadap kepuasan berkunjung dan loyalitas wisatawan muslim = Analysis of the influence of motivation the selection of destination and the sharia accommodations toward satisfaction and loyalty of muslim s tourist

Lia Estika Sari, author

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengungkap pengaruh motivasi wisatawan Muslim terhadap pemilihan destinasi dan pemenuhan akomodasi syariah, pengaruh destinasi dan akomodasi syariah terhadap kepuasan wisatawan Muslim dan pengaruh kepuasan terhadap loyalitas wisatawan Muslim. Penelitian ini menggunakan pendekatan kuantitatif. Sampel yang digunakan 250 responden wisatawan Muslim di Indonesia. Teknik pengumpulan data menggunakan kuesioner dengan pertanyaan tertutup untuk menilai hubungan antara Motivasi, Destinasi Syariah, Akomodasi, Kepuasan dan Loyalitas. Metode analisis menggunakan analisis PLS-SEM Partial Least Square - Structural Equation Modeling dengan menggunakan software smart PLS 3.0 Hasil penelitian ini menunjukkan bahwa motivasi memiliki hubungan atau pengaruh positif terhadap pemilihan destinasi syariah dan pemenuhan akomodasi syariah. Pemilihan destinasi syariah memiliki pengaruh positif dan signifikan terhadap kepuasan wisatawan Muslim. Pemenuhan akomodasi tidak memiliki pengaruh positif dan signifikan terhadap kepuasan wisatawan Muslim. Kepuasan memiliki pengaruh positif dan signifikan terhadap loyalitas wisatawan Muslim.

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ABSTRACT

The aim of this research is to reveal the influence of Muslim rsquo s tourist motivation toward the selection of their sharia destination and the fulfilment of sharia accommodation, to know the influence of the destination and the sharia accommodation toward Muslim rsquo s tourist satisfaction and also the influence of the satisfaction toward Muslim rsquo s tourist loyalty. This research uses a quantitative approach, 250 respondents of Muslim rsquo s tourist in Indonesia participate in this research. Questionnaires with closed questions has been used as data collection techniques to assess the relationship between motivation, sharia destination, accommodation, satisfaction, and loyalty of Muslim rsquo s tourist. The analytical method PLS SEM Partial Least Square Structural Equation Modeling of software smart PLS 3.0 used to process the analysis. The result of this study indicates that motivation has a positive relationship with the selection of sharia destinations and the fulfillment of the sharia accommodation. The selection of sharia destinations significantly has a positive influence toward the loyalty of Muslim rsquo s tourist. The fulfillment of the accommodation does not have a positive and significant influence toward Muslim rsquo s tourist satisfaction. Satisfaction significantly has a positive influence toward the loyalty of Muslim rsquo s tourist.