

Analisis Faktor-Faktor yang Mempengaruhi Electronic Word-of-Mouth Wisatawan Museum di DKI Jakarta = The Analysis of Factors Influencing Electronic Word-of-Mouth Museum Tourists in DKI Jakarta

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Abstrak

Dengan semakin pulih dan berkembangnya sektor pariwisata di Indonesia, termasuk diantaranya heritage tourism, museum telah muncul sebagai salah satu atraksi utama yang menawarkan pengalaman budaya dan sejarah yang unik bagi wisatawan. DKI Jakarta menjadi salah satu wilayah di Indonesia yang memiliki beragam museum sebagai daya tarik pariwisata. Penelitian ini bertujuan untuk mengeksplorasi hubungan antara pengalaman wisatawan akan service quality yang dialami saat mengunjungi museum di DKI Jakarta, destination attachment yang dirasakan terhadap museum tersebut, dan intention mereka untuk terlibat dalam electronic word-of-mouth (eWOM). Data pada penelitian ini dianalisis menggunakan Partial Least Squares Structural Equation Modelling (PLS-SEM). Hasil penelitian menunjukkan bahwa service quality dengan ketiga dimensinya serta destination attachment berpengaruh positif terhadap eWOM intention wisatawan museum. Selain itu, ditemukan bahwa dimensi service quality yang paling berpengaruh terhadap eWOM intention adalah outcome quality.

.....The recovery and development of the tourism sector in Indonesia, including heritage tourism, has made the museum emerge as one of the main attractions that offers a unique cultural and historical experience for tourists. DKI Jakarta is one of the regions in Indonesia that has a variety of museums as a tourism attraction. This study aims to explore the relationship between tourist experiences of service quality experienced when visiting the museum in DKI Jakarta, a destination attachment felt to the museum, and their intention to be involved in electronic word-of-mouth (eWOM). The data in this study were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results showed that service quality with all three dimensions along with destination attachment positively affected the eWOM intention of museum tourists. In addition, it was found that the most influential dimension of service quality on eWOM intention is outcome quality.