

Peran Attribute Destination dan Flow Experience terhadap tourist satisfaction, destination loyalty dan intensi penulisan E-wom pada wisatawan domestik Bali = The Role of Destination Attributes and Flow Experience on tourist satisfaction, destination loyalty and E-WOM writing intentions among Bali domestic tourists

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Abstrak

Pariwisata di Indonesia sudah mengalami perbaikan pasca Covid-19. Pemerintah lewat Kemenparekraf sudah melakukan upaya untuk membantu destinasi wisata agar dapat mengembalikan jumlah wisatawan. Bali merupakan destinasi wisata yang didukung untuk pemulihan karena jumlah wisatawan yang kembali mengunjungi Bali belum kembali seperti sebelumnya. Wisatawan domestik merupakan potensi besar untuk wilayah Bali karena angka kunjungan yang tinggi untuk wisatawan domestik. Penelitian ini bertujuan untuk menganalisis peran dan hubungan Destination Attribute Perception, Flow Experience, Satisfaction, Destination Loyalty, dan eWOM generation intention. Metode yang digunakan pada penelitian ini adalah kuantitatif melalui survei menggunakan kuesioner pada 209 responden secara langsung kemudian dianalisis menggunakan SPSS dan PLS-SEM. Hasil penelitian menunjukkan dimensi loss of self-consciousness dan goal clarity berpengaruh secara positif terhadap kepuasan turis. Sedangkan dimensi focus attention dan time distortion tidak mempengaruhi kepuasan turis di Bali. Penelitian berkontribusi pada teori flow experience pada lingkup pariwisata di suatu destinasi wisata terutama dalam penggunaan atribut destinasi wisata dan dimensi lain dari flow experience.

.....Tourism in Indonesia has experienced improvements after Covid-19. The government, through the Ministry of Tourism and Creative Economy, has made efforts to help tourist destinations to restore the number of tourists. Bali is a tourist destination that is supported for recovery because the number of tourists returning to visit Bali has not returned to what it was before. Domestic tourists have great potential for the Bali region because of the high number of visits for domestic tourists. This research aims to analyze the role and relationship of Destination Attribute Perception, Flow Experience, Satisfaction, Destination Loyalty, and eWOM generation intention. The method used in this research is quantitative through a survey using a questionnaire on 209 respondents directly and then analyzed using SPSS and PLS-SEM. The research results show that the dimensions of loss of self-consciousness and goal clarity have a positive effect on tourist satisfaction. Meanwhile, the dimensions of focus attention and time distortion do not affect tourist satisfaction in Bali. The research contributes to flow experience theory in the tourism sphere in a tourist destination, especially in the use of tourist destination attributes and other dimensions of flow experience.