

Antecedents and Consequences of Memorable Tourism Experiences in Stimulus Organism Response Framework = Anteseden dan Konsekuensi Pengalaman Pariwisata yang Berkesan dalam Kerangka Stimulus Organisme dan Respons

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Abstrak

Penelitian ini bertujuan mengkaji hubungan antara anteseden dan konsekuensi dari Pengalaman Pariwisata yang Berkesan / Memorable Tourism Experience (MTE), mencakup variabel: destination attributes, tourist personality, travel motivation, tourist-to-companion interaction, tourist-to-stranger interaction, emotions, MTE, destination personality, overall satisfaction, revisit intention, and electronic word-of-mouth (eWOM) intention dalam konteks pariwisata urban. Penelitian ini mengevaluasi penerapan teori stimulus-organisme-respons (SOR) yang direkonseptualisasi oleh Jacoby (2002) untuk menyelidiki bagaimana wisatawan merespons berbagai stimuli yang ditemui selama perjalanan wisata mereka. Menggunakan metodologi penelitian kuantitatif, responden merupakan wisatawan Indonesia yang mengunjungi destinasi kota baik secara domestik atau internasional dalam tiga bulan terakhir. Data dikumpulkan melalui kuesioner daring yang menilai semua variabel, menghasilkan 388 respons yang dianalisis menggunakan partial least squares equation modelling (PLS-SEM). Temuan menunjukkan bahwa lima dari enam variabel— destination attributes, travel motivation, tourist-to-companion interaction, tourist-to-stranger interaction, and emotions —terkonfirmasi sebagai anteseden MTE, berpengaruh positif pada MTE. Selain itu, tiga dari empat variabel hasil— destination personality, overall satisfaction, dan eWOM intention—dipengaruhi secara positif oleh MTE. Penelitian ini juga mengidentifikasi hubungan antar variabel. Penelitian ini berkontribusi pada literatur dengan memberikan bukti empiris dan pemahaman yang lebih mendalam tentang hubungan antara destination attributes, tourist personality, travel motivation, tourist-to-companion interaction, tourist-to-stranger interaction, emotions, MTE, destination personality, overall satisfaction, revisit intention, dan eWOM intention. Temuan ini memberikan implikasi bagi organisasi pengelola destinasi, praktisi pariwisata, dan pembuat kebijakan untuk meningkatkan pengalaman wisatawan dan mendorong perilaku positif berupa rekomendasi dan kunjungan kembali ke destinasi dalam industri pariwisata.

.....This study aims to comprehensively examine the interplay between the antecedents and consequences of Memorable Tourism Experience (MTE), incorporating variables: destination attributes, tourist personality, travel motivation, tourist-to-companion interaction, tourist-to-stranger interaction, emotions, MTE, destination personality, overall satisfaction, revisit intention, and electronic word-of-mouth (eWOM) intention within the context of urban tourism. Furthermore, it evaluates the applicability of Jacoby's (2002) reconceptualised stimulus-organism-response (SOR) theory to investigate how tourists respond to various stimuli encountered during their travel experiences. A quantitative research methodology was employed, collecting data from Indonesian tourists who visited domestic or international city destinations within the past three months. Data were collected via an online questionnaire assessing all variables, resulting in 388 responses analysed using partial least squares equation modelling (PLS-SEM). The findings indicate that five of the six variables—destination attributes, travel motivation, tourist-to-companion interaction, tourist-to-stranger interaction, and emotions—were confirmed as antecedents of MTE, exerting a positive influence.

Additionally, three of the four outcome variables—destination personality, overall satisfaction, and eWOM intention—were positively influenced by MTE. The study also identified interrelationships among variables. It contributes to the literature by providing empirical evidence and a deeper understanding of the interrelationships among destination attributes, tourist personality, travel motivation, tourist-to-companion interaction, tourist-to-stranger interaction, emotions, MTE, destination personality, overall satisfaction, revisit intention, and eWOM intention. The findings offer implications for destination management organisations, tourism practitioners, and policymakers to enhance tourists' experiences and promote positive behavioural outcomes in the tourism industry.