

**ABSTRAK**

**ANALISIS VARIABEL YANG BERPENGARUH TERHADAP  
PEMBENTUKAN CITRA DAERAH TUJUAN WISATA**

Studi Kasus pada Wisatawan Nusantara yang Berwisata ke DIY

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Penelitian ini bertujuan untuk mengetahui variabel yang mempengaruhi pembentukan citra daerah tujuan wisata dengan mengambil studi kasus wisatawan nusantara yang berwisata ke Daerah Istimewa Yogyakarta pada periode 2012-2013. Penelitian ini menggunakan desain penelitian deskriptif. Peneliti menggunakan sampel 400 orang wisatawan nusantara yang terbagi menjadi 5 wilayah yaitu Kabupaten Bantul, Kabupaten Gunungkidul, Kabupaten Kulonprogo, Kabupaten Sleman, Kota Yogyakarta pada tahun 2012-2013 dengan metode *non probability sampling* dan teknik *incidental sampling dan purposive sampling*. Metode analisis data yang digunakan adalah uji reliabilitas, validitas, distribusi frekuensi dan analisis regresi linier sederhana. Hasil penelitian untuk kelima wilayah di DIY menunjukkan bahwa evaluasi kognitif berpengaruh signifikan pada citra keseluruhan daerah tujuan wisata di Kab. Bantul, Kab. Gunungkidul, Kab. Kulonprogo, Kab. Sleman, Kota Yogyakarta, evaluasi afektif berpengaruh signifikan pada citra keseluruhan daerah tujuan wisata di Kab. Bantul, Kab. Gunungkidul, Kab. Kulonprogo, Kota Yogyakarta, evaluasi kognitif berpengaruh signifikan pada evaluasi afektif daerah tujuan wisata di Kab. Bantul, Kota Yogyakarta, tipe sumber informasi berpengaruh signifikan pada evaluasi kognitif daerah tujuan wisata di Kab. Bantul, Kab. Kulonprogo, Kota Yogyakarta, motivasi sosial-psikologis berpengaruh signifikan pada evaluasi afektif daerah tujuan wisata di Kabupaten Sleman.

**ABSTRACT**

**ANALYSIS ON VARIABLES INFLUENCING THE FORMATION OF  
TOURIST DESTINATION IMAGE**

A Case Study on Domestic Tourists Travelling to Yogyakarta Special Region

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This research aims to recognize the variable which influence the formation of the image of tourist destination area. In doing this study, the researcher took a case study of domestic tourists who travelled to Yogyakarta Special Region in the period of 2012 – 2013. This research was descriptive research. The researcher took samples of 400 domestic tourists in the period of 2012 – 2013 which were divided into five districts. Those districts were Bantul, Gunung Kidul, Kulonprogo, Sleman, and Yogyakarta City. The sampling method used was the non probability sampling with incidental and purposive sampling technique. This study used the analysis method which consisted of reliability, validity, frequency distribution, and simple linear regression. The result of the research on the five districts of Yogyakarta Special Region showed that the cognitive evaluation had a significant influence on the image of all tourist destination area in districts of Bantul, Gunung Kidul, Kulonprogo, Sleman, and Yogyakarta City, the affective evaluation had a significant influence on the image of all tourist destination area in districts of Bantul, Gunung Kidul, Kulonprogo, and Yogyakarta City. The cognitive evaluation had a significant influence on the affective evaluation of the tourist destination in the district of Bantul and Yogyakarta City. Moreover, the type of information sources had a significant influence on the cognitive evaluation of the tourist destination in the district of Bantul, Kulonprogo, and Yogyakarta City. On the other hand, the social – psychologist motivation had a significant influence on the affective evaluation of the tourist destination in the district of Sleman.