

ABSTRAK

PERAN MEDIASI KEPUASAN WISATAWAN PADA PENGARUH ELEMEN DESTINASI WISATA TERHADAP KEPUTUSAN BERKUNJUNG KEMBALI

Studi pada Rumah Betang Ensaid Panjang, Kabupaten Sintang

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Penelitian ini bertujuan untuk mengetahui apakah: 1) atraksi (*attraction*), aksesibilitas (*accessibility*), amenitas (*amenity*) dan pelayanan tambahan (*ancillary services*) masing-masing berpengaruh positif terhadap kepuasan wisatawan, 2) atraksi (*attraction*), aksesibilitas (*accessibility*), amenitas (*amenity*) dan pelayanan tambahan (*ancillary services*) masing-masing berpengaruh positif terhadap keputusan berkunjung kembali, 3) kepuasan wisatawan berpengaruh positif terhadap keputusan berkunjung kembali, 4) kepuasan memediasi masing-masing pengaruh atraksi (*attraction*), aksesibilitas (*accessibility*), amenitas (*amenity*) dan pelayanan tambahan (*ancillary services*) terhadap keputusan berkunjung kembali. Jenis penelitian yang digunakan adalah survei dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang atraksi, aksesibilitas, amenitas, pelayanan tambahan (*ancillary services*), kepuasan, dan keputusan berkunjung kembali kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 6.0.

Hasil penelitian ini menunjukkan bahwa: 1) Atraksi, aksesibilitas dan amenitas berpengaruh positif terhadap kepuasan wisatawan. 2) Atraksi dan *ancillary services* berpengaruh positif terhadap keputusan berkunjung kembali. 3) Kepuasan wisatawan berpengaruh terhadap keputusan berkunjung kembali, 4) Kepuasan memediasi pengaruh atraksi terhadap keputusan berkunjung kembali.

Kata kunci: Atraksi, Aksesibilitas, Amenitas, *Ancillary services*, Kepuasan, Keputusan Berkunjung Kembali.

ABSTRACT

THE ROLE OF TOURIST SATISFACTION IN MEDIATING THE INFLUENCE OF TOURISM DESTINATION ELEMENTS ON REVISIT DECISION

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This study aims to investigate whether: 1) attraction, accessibility, amenity, and ancillary services have positive influence on tourist satisfaction, 2) attraction, accessibility, amenity, and ancillary services have positive influence on the revisit decision, 3) tourist satisfaction have positive influence on the revisit decision, and 4) satisfaction mediates the influence of attraction, accessibility, amenity, and ancillary services towards the revisit decision. This study was survey through quantitative approach. Method of sampling used by the researcher was purposive sampling. The data were gathered from questionnaire of attraction, accessibility, amenity, ancillary services, satisfaction, and the revisit decision by 100 respondents. Data analysis technique was Partial Least Square using WarpPLS 6.0. application.

The results showed that: 1) attraction, accessibility and amenity had positive influence on tourist satisfaction, 2) attraction and ancillary services had positive influence on the revisit decision, 3) tourist satisfaction influenced revisit decision, 4) satisfaction mediated the influence of attraction towards the revisit decision.

Keywords: Attraction, Accessibility, Amenity, Ancillary Services, Satisfaction, Revisit Decision