

ABSTRAK

PENGARUH MOTIVASI TERHADAP KEPUASAN DAN MINAT KUNJUNG ULANG PADA PENGUNJUNG STUDIO ALAM GAMPLONG

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Penelitian ini bertujuan untuk mengetahui apakah: 1) motivasi berpengaruh terhadap kepuasan, 2) motivasi berpengaruh terhadap minat kunjung ulang, 3) kepuasan berpengaruh terhadap minat kunjung ulang, 4) motivasi berpengaruh terhadap minat kunjung ulang dengan kepuasan sebagai mediasi, 5) ada perbedaan persepsi kepuasan berdasarkan variabel karakteristik psikografis. Populasi dalam penelitian ini adalah wisatawan yang sedang atau pernah berkunjung ke Studio Alam Gamplong, dengan sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *nonprobability sampling*. Teknik pengumpulan data menggunakan metode kepustakaan dan kuesioner. Analisis data menggunakan analisis jalur (*path analysis*), uji sobel dan *independent sample t-test*. Hasil penelitian menunjukkan bahwa: 1) motivasi berpengaruh terhadap kepuasan, 2) motivasi tidak berpengaruh terhadap minat kunjung ulang, 3) kepuasan berpengaruh terhadap minat kunjung ulang, 4) kepuasan memediasi pengaruh motivasi terhadap minat kunjung ulang, 5) ada perbedaan kepuasan berdasarkan karakteristik psikografis.

Kata kunci: motivasi, kepuasan dan minat kunjung ulang.

ABSTRACT

THE INFLUENCE OF MOTIVATION TOWARDS SATISFACTION AND INTEREST TO REVISIT TO STUDIO ALAM GAMPLONG VISITORS.

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This research was conducted to find out whether : 1) motivation influence satisfaction, 2) motivation has an influence towards the interest to revisit, 3) satisfaction has an influence towards the interest to revisit, 4) motivation has an influence towards the interest to revisit with satisfaction as mediation, 5) there is the difference in perception of satisfaction based on psychographic characteristic variables. The population in this research are tourists who are and have been visited Studio Alam Gamplong. The sampling technique uses nonprobability sampling. The data collection technique uses librarian media and questionnaires. Data analysis by using *Path Analysis*, *Sobel Test* and *Independent Sample T-Test*. The results of the research show that: 1) motivation had an influence towards satisfaction, 2) motivation had no an influence towards the interest to revisit, 3)satisfaction had an influence towards the interest to revisit, 4) satisfaction mediated the influence motivation towards the interest to revisit, 5) there was a difference in perception of satisfaction based on psychographic characteristic variables.

Keywords: motivation, satisfaction and interest to revisit.