

**EFEK MEDIASI *DESTINATION IMAGE* PADA PENGARUH
MEMORABLE TOURISM EXPERIENCE TERHADAP
*BEHAVIORAL INTENTION***

(Survei terhadap Wisatawan Nusantara yang berkunjung ke
Taman Nasional Komodo)

TESIS

Diajukan untuk Memenuhi Sebagian Syarat untuk Memperoleh Gelar Magister
Manajemen Konsentrasi Manajemen Pemasaran



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2023**

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Sebuah tesis yang diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Magister Manajemen pada Program Studi Manajemen Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia

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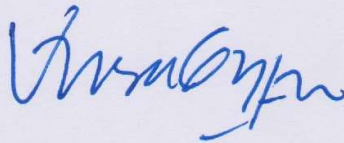
LEMBAR PENGESAHAN

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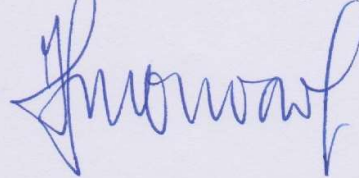
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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa tesis dengan judul **Efek Mediasi *Destination Image* pada Pengaruh *Memorable Tourism Experience* terhadap *Behavioral Intention*** (Survei terhadap Wisatawan Nusantara yang Berkunjung ke Taman Nasional Komodo) ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.



ABSTRAK

Gamma Bhakti Pradana, 2105329, “Efek Mediasi *Destination Image* pada Pengaruh *Memorable Tourism Experience* terhadap *Behavioral Intention* (Survei terhadap Wisatawan Nusantara yang Berkunjung ke Taman Nasional Komodo) di bawah bimbingan Prof. Dr. Vanessa Gaffar, S.E., Ak., MBA., dan Dr. Hilda Monoarfa, S.E., M.Si.

Penelitian ini bertujuan untuk menganalisis efek mediasi *destination image* pada pengaruh *memorable tourism experience* terhadap *behavioral intention* pada wisatawan nusantara yang berkunjung ke Taman Nasional Komodo. Penelitian ini menggunakan pendekatan kuantitatif. Jenis penelitian yang digunakan yaitu deskriptif dan verifikatif. Teknik analisis data menggunakan Structural Equation Modeling dengan sampel 200 responden dari wisatawan nusantara yang berkunjung ke Taman Nasional Komodo. Penelitian ini dilakukan pada bulan Juli – September 2023 dengan menyebarkan kuesioner melalui google form dan dibagikan melalui media sosial. Hasil penelitian menunjukkan bahwa *memorable tourism experience* memiliki pengaruh positif dan signifikan terhadap *behavioral intention*, *memorable tourism experience* juga memiliki pengaruh positif dan signifikan terhadap *destination image*, selanjutnya *destination image* berpengaruh positif dan signifikan terhadap *behavioral intention*. *Destination image* memediasi pengaruh *memorable tourism experience* terhadap *behavioral intention*. Diharapkan, penelitian ini dapat menjadi acuan bagi Balai Taman Nasional Komodo untuk menciptakan keseimbangan antara pengembangan pariwisata dan pelestarian keindahan alam Taman Nasional Komodo. Serta dapat berinovasi dalam program pengelolaan wisata, program pendidikan dan kesadaran lingkungan yang dapat meningkatkan pengalaman wisatawan dan menciptakan kesan positif bagi wisatawan.

Kata Kunci: *Memorable Tourism Experience*, *Destination image*, *Behavioral Intention*, Taman Nasional Komodo.

ABSTRACT

Gamma Bhakti Pradana, 2105329, “The Mediating Effect of Destination Image on The Effect of Memorable Tourism Experience on Behavioral Intention (Survey of Domestic Tourists Visiting Komodo National Park) under supervision of Prof. Dr. Vanessa Gaffar, S.E., Ak., MBA., and Dr. Hilda Monoarfa, S.E., M.Si.

This study aims to analyze the effect of destination image mediation on the influence of memorable tourism experience on behavioral intention in domestic tourists visiting Komodo National Park. The analysis technique used is Structural Equation Modeling with a sample of 200 respondents from domestic tourists visiting Komodo National Park. This research was conducted in July – September 2023 by distributing questionnaires through google forms and shared via social media. The results showed that memorable tourism experience has a positive and significant influence on behavioral intention, memorable tourism experience also has a positive and significant influence on destination image, then destination image has a positive and significant effect on behavioral intention. Destination image mediates the influence of memorable tourism experience on behavioral intention. It is hoped that this research can be a reference for the Komodo National Park to create a balance between tourism development and preservation of the natural beauty of Komodo National Park. As well as being able to innovate in tourism management programs, educational programs and environmental awareness that can improve the tourist experience and create a positive impression for tourists.

Keywords: Memorable Tourism Experience, Destination image, Behavioral Intention, Komodo National Park.

KATA PENGANTAR

Penulis dapat menyelesaikan tesis yang berjudul Efek Mediasi *Destination Image* pada Pengaruh *Memorable Tourism Experience* terhadap *Behavioral Intention* (Survei terhadap Wisatawan Nusantara yang Berkunjung ke Taman Nasional Komodo) yang digunakan sebagai salah satu syarat kelulusan pada Program Studi Magister Manajemen. Tesis ini disusun untuk memperoleh temuan mengenai gambaran *memorable tourism experience*, *destination image* dan *behavioral intention* pada wisatawan nusantara yang berkunjung ke Taman Nasional Komodo, serta memperoleh temuan mengenai efek mediasi *destination image* pada pengaruh *memorable tourism experience* terhadap *behavioral intention* di Taman Nasional Komodo.

Penulis mengucapkan terima kasih kepada pihak-pihak yang telah membantu baik dalam proses penelitian maupun dalam proses penyusunan hasil penelitian ini, Penulis tidak menutup kemungkinan bahwa dalam penulisan ini terdapat kekurangan atau kesalahan sehingga masih jauh dari sempurna. Penulis mengharapkan adanya kritik dan saran dari pembaca demi perbaikan dan evaluasi untuk penelitian yang semakin baik di masa mendatang.

Bandung, 10 November 2023

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