

**MODEL *HISTORICAL TOURIST ENGAGEMENT* DALAM
MENINGKATKAN *TOURIST LOYALTY***
(Survey Pada Wisatawan Hotel Bersejarah di Jawa Barat)

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelar Doktor pada Program Studi Doktor Manajemen
Konsentrasi Manajemen Pemasaran



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**PROGRAM STUDI S3 MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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DISERTASI

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**MODEL HISTORICAL TOURIST ENGAGEMENT DALAM
MENINGKATKAN TOURIST LOYALTY**
(Survey Pada Wisatawan Hotel Bersejarah di Jawa Barat)

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Tuti Anggraeni

ABSTRAK

Tuti Anggraeni, 2104928 “**MODEL HISTORICAL TOURIST ENGAGEMENT DALAM MENINGKATKAN TOURIST LOYALTY** (Survey Pada Wisatawan Hotel Bersejarah di Jawa Barat)” dibawah bimbingan tim promotor Prof. Dr, Vanessa Gaffar, SE., Ak., MBA (Ketua Tim Promotor), Prof. Dr. H. Disman. M.S (Ko Promotor), Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM (Anggota Promotor).

Penelitian ini bertujuan untuk memperoleh temuan tentang model *historical tourist engagement* dalam meningkatkan *tourist loyalty* pada wisatawan hotel bersejarah di Jawa Barat. Deskripsi dari variabel *technology service innovation* yang terjadi dalam bisnis hotel bersejarah, berdasarkan kesan pengalaman yang diterima wisatawan, dapat menimbulkan kenyamanan. Kenyamanan ini akan menjadi salah satu keterikatan wisatawan, sehingga dalam penelitian ini menjadi pengembangan variabel baru yang dinamai dengan istilah *Historical Tourist Engagement*. Metoda penelitian menggunakan pendekatan kuantitatif dengan teknik pengumpulan data menggunakan penelitian sampling jenuh. Penyebaran kuesioner dilakukan dengan *explanatory survey* terhadap 382 responden wisatawan yang merupakan anggota ROC/member hotel bersejarah di Jawa Barat. Objek penelitian melibatkan *technology service innovation, human service innovation, historical tourist engagement, tourist satisfaction* dan *tourist loyalty*. Teknik analisa data menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa pengaruh *Technology Service Innovation* terhadap *Tourist Loyalty* melalui *Human Service Innovation, Historical Tourist Engagement* dan *Tourist Satisfaction* wisatawan yang menginap di hotel bersejarah di Jawa Barat secara full mediasi serial memberikan nilai kontribusi yang paling besar dalam penelitian ini. Untuk meningkatkan loyalitas pelanggan yang berbasis pada kualitas layanan inovasi teknologi harus menggunakan full mediasi serial dengan strategi jaminan kualitas pelayanan inovasi pegawai, nilai keaslian suatu bangunan bersejarah hal tersebut dapat menimbulkan kepuasan secara keseluruhan sehingga wisatawan mau dengan sukarela memberikan informasi-informasi yang positif mengenai hotel bersejarah di Provinsi Jawa Barat secara sukarela kepada lingkungan luar tanpa paksaan dari pihak manapun.

Kata Kunci: *Technology service innovation, Human service innovation, Historical tourist engagement, Tourist satisfaction, Tourist loyalty, Hotel bersejarah.*

ABSTRACT

Tuti Anggraeni, 2104928 "MODEL OF HISTORICAL TOURIST ENGAGEMENT IN ENHANCING TOURIST LOYALTY (Survey on Tourists at Historical Hotels in West Java)" under the guidance of the promoter team Prof. Dr. Vanessa Gaffar, SE., Ak., MBA (Team Leader), Prof. Dr. H. Disman, M.S (Co-Promoter), Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM (Promoter Member).

This research aims to find the model of historical tourist engagement in enhancing tourist loyalty among tourists of historical hotels in West Java. The description of the variable technology service innovation occurring in the business of historical hotels, is based on the impressions of the experience received by tourists, can create comfort. This comfort will become one of the tourist attachments, thus in this study it becomes the development of a new variable named Historical Tourist Engagement. The research method used a quantitative approach with data collection techniques using saturated sampling. The distribution of questionnaires were carried out with an explanatory survey to 382 respondent tourists who are ROC (Repeater Order Customer)/members of historical hotels in West Java. The research objective involves technology service innovation, human service innovation, historical tourist engagement, tourist satisfaction, and tourist loyalty. Data analysis technique used Structural Equation Modeling (SEM). The results indicate that the influence of Technology Service Innovation on Tourist Loyalty through Human Service Innovation, Historical Tourist Engagement, and Tourist Satisfaction of tourists staying at historical hotels in West Java in full serial mediation provides the greatest contribution value in this study. To enhance customer loyalty based on the quality of technology innovation services, full serial mediation with quality assurance strategies of employee service innovation, the authenticity value of a historical building can generate overall satisfaction, thus tourists are willing to voluntarily provide positive information about historical hotels in the West Java Province voluntarily to the external environment without coercion from any party.

Keywords: Technology service innovation, Human service innovation, Historical tourist engagement, Tourist satisfaction, Tourist loyalty, Historical hotel.

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