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**PENGARUH *STORYTELLING* TERHADAP *TRAVEL INTENTION* DENGAN *SOCIAL MEDIA ENGAGEMENT* SEBAGAI VARIABEL MEDIASI
(Survei terhadap *Followers* Instagram Siliwangi Holiday)**

SKRIPSI

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



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UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana Pendidikan pada Program Studi Pendidikan Bisnis

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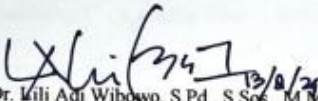
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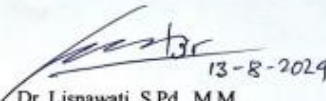
LEMBAR PENGESAHAN**PENGARUH *STORYTELLING* TERHADAP *TRAVEL INTENTION*
DENGAN *SOCIAL MEDIA ENGAGEMENT*
SEBAGAI VARIABEL MEDIASI
(Survei terhadap *Followers Instagram Siliwangi Holiday*)**

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ABSTRAK

Hana Zahrani Nabilla (2006300) “**Pengaruh *Storytelling* terhadap *Travel Intention* dengan *Social Media Engagement* sebagai Variabel Mediasi (Survei terhadap *Followers Instagram Siliwangi Holiday*)**” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Dr. Lisnawati, S.Pd., M.M

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *storytelling* terhadap *travel intention* melalui *social media engagement* sebagai variabel mediasi pada *followers* Instagram Siliwangi Holiday. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan pendekatan kuantitatif. Metode yang digunakan pada penelitian ini adalah *simple random sampling* dengan ukuran sampel sebanyak 270 responden. Data diolah secara statistik menggunakan metode *Structural Equation Modelling* (SEM). Hasil penelitian ini menemukan bahwa gambaran *storytelling*, *social media engagement*, dan *travel intention* berada pada kategori sangat tinggi. *Storytelling* memiliki pengaruh positif dan signifikan terhadap *travel intention* melalui *social media engagement*. Temuan ini menunjukkan bahwa pengaruh tidak langsung *storytelling* memperoleh besaran pengaruh yang lebih rendah terhadap *travel intention*, dibandingkan pengaruh langsung. Implikasi penelitian menunjukkan bahwa *storytelling* akan mempengaruhi persepsi *followers* tentang Siliwangi Holiday sehingga *travel intention* yang positif akan mampu meningkatkan *social media engagement*.

Kata kunci: *Storytelling*, *social media engagement*, *travel intention*

ABSTRACT

Hana Zahrani Nabilla (2006300) *“The Influence of Storytelling on Travel Intention with Social Media Engagement as a Mediating Variable (Survey on Instagram Followers of Siliwangi Holiday)”* under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. and Dr. Lisnawati, S.Pd., M.M

This research aims to obtain an overview and influence of storytelling on travel intention through social media engagement as a mediating variable on Instagram followers of Siliwangi Holiday. This research uses descriptive and verification research types with a quantitative approach. The method used in this study is simple random sampling with a sample size of 270 respondents. The data was processed statistically using the Structural Equation Modeling (SEM). The results of this research found that the description of storytelling, social media engagement, and travel intention are in the very high category. Storytelling has a positive and significant influence on travel intention through social media engagement. This finding shows that the indirect influence of storytelling has a lower magnitude of influence on travel intention, compared to the direct influence. The research implications indicate that storytelling will affect followers perceptions about Siliwangi Holiday so that positive travel intention will be able to enhance social media engagement.

Keyword : Storytelling, social media engagement, travel intention

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Puji dan syukur penulis panjatkan ke hadirat Tuhan Yang Maha Esa karena atas rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi dengan judul “Pengaruh *Storytelling* Terhadap *Travel Intention* Dengan *Social Media Engagement* Sebagai Variabel Mediasi (Survei terhadap *Followers* Instagram Siliwangi Holiday)” sebagai salah satu syarat menempuh ujian sidang Sarjana Pendidikan, Program Studi Pendidikan Bisnis, Universitas Pendidikan Indonesia. Penyusunan skripsi ini dilakukan untuk memperoleh temuan mengenai gambaran *storytelling*, *social media engagement*, dan *travel intention* serta pengaruh *storytelling* terhadap *travel intention* melalui *social media engagement*, pengaruh *storytelling* terhadap *travel intention*, pengaruh *social media engagement* terhadap *travel intention*, dan pengaruh *social media engagement* terhadap *travel intention*.

Skripsi ini dikerjakan dengan sebaik dan seoptimal mungkin dengan harapan dapat memberikan manfaat serta sumbangasih yang berarti bagi kemajuan dunia pemasaran digital. Penulis menyadari masih terdapat kekurangan dan kesalahan pada skripsi ini, sehingga dengan segala kerendahan hati penulis mengharapkan kritik dan saran yang membangun untuk dijadikan landasan perbaikan yang berguna bagi pengembangan dan pengetahuan.

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Hana Zahrani Nabilla

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DAFTAR ISI

ABSTRAK	i
ABSTRACT	ii
KATA PENGANTAR	iii
UCAPAN TERIMA KASIH	iv
DAFTAR ISI	vii
DAFTAR TABEL	x
DAFTAR GAMBAR	xii
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Penelitian.....	14
1.3 Tujuan Penelitian	15
1.4 Kegunaan Penelitian.....	15
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	14
2.1 Kajian Pustaka.....	14
2.1.1 Pendekatan Teori yang Digunakan	14
2.1.2 <i>Travel Intention</i> dalam Perspektif <i>Customer Behaviour</i>	16
2.1.2.1 Pengukuran <i>Travel Intention</i>	18
2.1.2.2 Model <i>Travel Intention</i>	20
2.1.3 Konsep <i>Social Media Engagement</i> dalam Perspektif <i>Customer Behaviour</i> ..	23
2.1.3.1 Pengukuran <i>Social Media Engagement</i>	25
2.1.3.2 Model <i>Social Media Engagement</i>	27
2.1.4 Konsep <i>Storytelling</i> dalam Perspektif <i>Customer Behaviour</i>	32
2.1.4.1 Pengukuran <i>Storytelling</i>	34
2.1.4.2 Model <i>Storytelling</i>	36
2.2 Kerangka Pemikiran.....	38
2.3 Hipotesis.....	44
BAB III OBJEK DAN METODOLOGI PENELITIAN	47
3.1 Objek Penelitian.....	47
3.2 Metode Penelitian.....	47
3.2.1 Jenis Penelitian dan Metode yang Digunakan	47

3.2.2	Operasionalisasi Variabel	48
3.2.3	Jenis dan Sumber Data.....	55
3.2.4	Populasi, Sampel dan Teknik Sampling	57
3.2.4.1	Populasi	57
3.2.4.2	Sampel.....	57
3.2.4.3	Teknik Sampling	59
3.2.5	Teknik Pengumpulan Data.....	60
3.2.6	Hasil Pengujian Validitas dan Reliabilitas.....	61
3.2.6.1	Hasil Pengujian Validitas	62
3.2.6.2	Hasil Pengujian Reliabilitas	68
3.2.7	Teknik Analisis Data.....	70
3.2.7.1	Rancangan Analisis Deskriptif.....	71
3.2.7.2	Rancangan Analisis Verifikatif	75
3.2.7.3	Spesifikasi Model dalam SEM.....	76
3.2.7.4	Pengujian Hipotesis.....	88
BAB IV HASIL PENELITIAN DAN PEMBAHASAN		91
4.1	Hasil Penelitian	91
4.1.1	Profil Perusahaan, Karakteristik, dan Pengalaman	91
4.1.1.1	Profil Perusahaan.....	91
4.1.1.2	Karakteristik <i>Followers</i> Instagram Siliwangi Holiday.....	92
4.1.1.3	Pengalaman <i>Followers</i> Instagram Siliwangi Holiday	95
4.1.1.4	Karakteristik Dikaitkan dengan <i>Storytelling</i> pada <i>Followers</i> Siliwangi Holiday.....	106
4.1.2	Hasil Penelitian	116
4.1.2.1	Hasil Penelitian Deskriptif	116
4.1.2.2	Hasil Penelitian Verifikatif.....	158
4.2	Pembahasan Penelitian.....	181
4.2.1	Pembahasan Hasil Penelitian Deskriptif	181
4.2.2	Pembahasan Pengujian Hipotesis.....	192
4.2.3	Implikasi Hasil Temuan Penelitian	197
4.2.3.1	Temuan Penelitian Bersifat Teoritis.....	197
4.2.3.2	Temuan Penelitian Bersifat Empiris	203

4.2.4 Implikasi Hasil Penelitian terhadap Konsentrasi Pemasaran Digital pada Program Studi Pendidikan Bisnis	207
BAB V KESIMPULAN DAN REKOMENDASI.....	211
5.1 Kesimpulan	211
5.2 Rekomendasi.....	213
DAFTAR PUSTAKA	217
LAMPIRAN	233

DAFTAR TABEL

Tabel	Judul	Hal
1.1	Jumlah Wisatawan Jawa Barat.....	7
1.2	Tempat Wisata Kota Bandung.....	8
1.3	Daftar Kompetitor <i>Travel Agent</i> di Kota Bandung.....	8
1.4	<i>Social Media Engagement</i> Instagram <i>Travel Agent</i> Kota Bandung.....	9
2.1	Konsep <i>Travel Intention</i> menurut Ahli.....	17
2.2	Pengukuran Variabel <i>Travel Intention</i>	18
2.3	Konsep <i>Social Media Engagement</i> menurut Ahli.....	23
2.4	Pengukuran Variabel <i>Social Media Engagement</i>	25
2.5	Konsep <i>Storytelling</i> menurut Ahli.....	32
2.6	Pengukuran Variabel <i>Storytelling</i>	34
3.1	Operasionalisasi Tabel.....	46
3.2	Jenis dan Sumber Data.....	52
3.3	Tabel Isaac dan Michael.....	54
3.4	Hasil Pengujian Validitas Variabel X (<i>Storytelling</i>).....	59
3.5	Hasil Pengujian Validitas Variabel Y1 (<i>Social Media Engagement</i>).....	60
3.6	Hasil Pengujian Validitas Variabel Y2 (<i>Travel Intention</i>).....	60
3.7	Hasil Pengujian Realibilitas Variabel <i>Storytelling</i> , <i>Social Media Engagement</i> dan <i>Travel Intention</i>	64
3.8	Skor Alternatif.....	65
3.9	Kriteria Penafsiran Hasil Perhitungan Responden.....	65
3.10	Tabulasi Silang (<i>Cross Tabulation</i>).....	66
3.11	Analisis Deskriptif.....	67
3.12	Indikator Pengujian Kesesuaian Model	78
4.1	Karakteristik <i>Followers</i> Instagram Siliwangi Holiday.....	83
4.2	Klasifikasi Tingkat <i>Storytelling Followers</i> Siliwangi Holiday.....	96
4.3	Keterikatan Tingkat <i>Storytelling</i> dengan Usia dan Jenis Kelamin.....	97
4.4	Keterikatan Tingkat <i>Storytelling</i> dengan Pendidikan Terakhir.....	99
4.5	Keterikatan Tingkat <i>Storytelling</i> dengan Pekerjaan Pendapatan atau Uang Saku.....	101
4.6	Skor Kontribusi Item Pertanyaan Variabel <i>Storytelling</i>	121
4.7	Skor Kontribusi Item Pertanyaan Variabel <i>Social Media Engagement</i>	131
4.8	Skor Kontribusi Item Pertanyaan Variabel <i>Travel Intention</i>	140
4.9	Hasil Uji Normalitas Data.....	143
4.10	Hasil Pengujian <i>Outliers</i> Data.....	144
4.11	Hasil Uji Estimasi <i>Measurement Model</i>	148
4.12	Validitas dan Reliabilitas Model Pengukuran Konstruk Eksogen <i>Storytelling</i>	149
4.13	Hasil Evaluasi <i>Goodnes of Fit</i> Model CFA Konstruk Eksogen <i>Storytelling</i>	150
4.14	Validitas dan Reliabilitas Model Pengukuran Konstruk Endogen <i>Social Media Engagement</i>	152
4.15	Hasil Evaluasi <i>Goodnes of Fit</i> Model CFA Konstruk Endogen <i>Social Media Engagement</i>	152
4.16	Validitas dan Reliabilitas Model Pengukuran Konstruk Endogen <i>Travel Intention</i>	154
4.17	Hasil Evaluasi <i>Goodness of Fit</i> Mode CFA Konstruk Endogen <i>Travel Intention</i>	154

4.18	Hasil Estimasi full model Pengaruh <i>Storytelling</i> terhadap <i>Travel Intention</i> dengan <i>Social Media Engagement</i> sebagai variabel mediasi.....	156
4.19	Hasil Evaluasi <i>Goodness of Fit</i> Model Pengukuran Pengaruh <i>Storytelling</i> terhadap <i>Travel Intention</i> dengan <i>Social Media Engagement</i> sebagai variabel mediasi.....	157
4.20	Analisis Uji Hipotesis <i>Full Model</i>	158
4.21	<i>Standardized Indirect Effect</i>	159
4.35	<i>Implied Correlation of All Variables</i>	166

DAFTAR GAMBAR

Gambar	Judul	Hal
1.1	<i>Online Travel Agent</i> Terpopuler di Indonesia per Juni 2023.....	5
1.2	Proyeksi Nilai Transaksi OTA Tahun 2019 dan 2025.....	6
1.3	Nilai <i>Online Booking</i> Pariwisata dan Proyeksinya 2017-2027.....	6
2.1	Model of <i>Consumer Decision Making</i>	15
2.2	Model <i>Travel Intention</i>	20
2.3	Model <i>Travel Intention</i>	21
2.4	Model <i>Travel Intention</i>	21
2.5	Model Tahapan <i>Social Media Engagement</i>	27
2.6	Model <i>Social Media Engagement Context</i>	28
2.7	Model Siklus <i>Customer Engagement</i>	29
2.8	Model <i>Storytelling</i>	36
2.9	Model <i>Storytelling</i>	37
2.10	Model <i>Storytelling Freytag's Pyramide</i>	37
2.11	Kerangka Pemikiran Pengaruh <i>Storytelling</i> terhadap <i>Travel Intention</i> dengan <i>Social Media Engagement</i> sebagai variabel mediasi.....	41
2.12	Paradigma Penelitian Pengaruh <i>Storytelling</i> terhadap <i>Travel Intention</i> dengan <i>Social Media Engagement</i> sebagai variabel mediasi.....	42
3.1	Garis Kontinum Penelitian <i>Storytelling, Social Media Engagement</i> dan <i>Travel Intention</i>	68
3.2	Model Pengukuran <i>Storytelling</i>	70
3.3	Model Pengukuran <i>Social Media Engagement</i>	71
3.4	Model Pengukuran <i>Travel Intention</i>	71
3.5	Model Struktural Pengaruh <i>Storytelling</i> terhadap <i>Travel Intention</i> dengan <i>Social Media Engagement</i> sebagai variabel mediasi	72
4.1	Logo Siliwangi Holiday.....	82
4.2	Pengalaman <i>Followers</i> berdasarkan Durasi Penggunaan <i>Social Media</i>	86
4.3	Pengalaman <i>Followers</i> berdasarkan Durasi <i>Memfollow</i> Instagram Siliwangi Holiday.....	88
4.4	Pengalaman <i>Followers</i> berdasarkan Frekuensi <i>me-like, share</i> dan <i>comment</i> Instagram Siliwangi Holiday.....	89
4.5	Pengalaman <i>Followers</i> berdasarkan Frekuensi Penggunaan Jasa Siliwangi Holiday.....	88
4.6	Pengalaman <i>Followers</i> berdasarkan Hobi <i>Followers</i> Instagram Siliwangi Holiday.....	91
4.7	Alasan <i>Followers</i> Menggunakan <i>Social Media</i>	92
4.8	Alasan <i>Followers</i> Menggunakan Jasa Travel.....	94
4.9	Garis Kontinum Penilaian Variabel <i>Storytelling</i>	105
4.10	Tanggapan <i>Followers</i> mengenai <i>Storytelling</i>	107
4.11	Tanggapan <i>Followers</i> terhadap Dimensi <i>Audience</i>	109
4.12	Tanggapan <i>Followers</i> terhadap Dimensi <i>Personalization</i>	111
4.13	Tanggapan <i>Followers</i> terhadap Dimensi <i>Media</i>	113
4.14	Tanggapan <i>Followers</i> terhadap Dimensi <i>Technology</i>	115
4.15	Tanggapan <i>Followers</i> terhadap Dimensi <i>Conversation</i>	117
4.16	Tanggapan <i>Followers</i> terhadap Dimensi <i>Interaction</i>	120
4.17	Tanggapan <i>Followers</i> terhadap Dimensi <i>Experience</i>	122
4.18	Garis Kontinum Penilaian Variabel <i>Social Media Engagement</i>	125

4.19	Tanggapan <i>Followers</i> mengenai <i>Social Media Engagement</i>	127
4.20	Tanggapan <i>Followers</i> terhadap Dimensi <i>Utility</i>	129
4.21	Tanggapan <i>Followers</i> terhadap Dimensi <i>Creation</i>	132
4.22	Tanggapan <i>Followers</i> terhadap Dimensi <i>Hedonisme</i>	134
4.23	Garis Kontinum Penilaian Variabel <i>Travel Intention</i>	137
4.24	Tanggapan <i>Followers</i> mengenai <i>Travel Intention</i>	138
4.25	Tanggapan <i>Followers</i> terhadap Dimensi <i>Destination Attractiveness</i>	140
4.26	Tanggapan <i>Followers</i> terhadap Dimensi <i>Motivation</i>	143
4.27	Tanggapan <i>Followers</i> terhadap Dimensi <i>E-WOM</i>	145
4.28	<i>Sample Correlation Matrix</i>	150
4.29	Spesifikasi Model.....	151
4.30	Model CFA Konstruk Eksogen <i>Storytelling</i>	154
4.31	Model CFA Konstruk Endogen <i>Social Media Engagement</i>	157
4.32	Model CFA Konstruk Endogen <i>Travel Intention</i>	159
4.33	Full Model Pengaruh <i>Storytelling</i> terhadap <i>Travel Intention</i> dengan <i>Social Media Engagement</i> sebagai variabel mediasi.....	161

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