PENGARUH *MEMORABLE TOURISM EXPERIENCE* TERHADAP *BEHAVIORAL INTENTION* DENGAN *DESTINATION IMAGE* SEBAGAI VARIABEL MEDIATOR
(Survei Pada Wisatawan Yang Berkunjung Ke Destinasi Wisata Di Ciamis)

TESIS

Diajukan untuk memenuhi salah satu syarat untuk memperoleh gelar
Magister Pariwisata pada Program Studi Magister Pariwisata
Sekolah Pascasarjana Universitas Pendidikan Indonesia

Oleh

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PROGRAM STUDI MAGISTER PARIWISATA
SEKOLAH PASCASARJANA
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2024

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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister Pariwisata (M.Par) pada Sekolah Pascasarjana

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Agustus 2024

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(Survei Pada Wisatawan Yang Berkunjung Ke Destinasi Wisata Di Ciamis)

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KATA PENGANTAR

Puji syukur penulis panjatkan kepada Allah SWT karena dengan rahmat dan izinnya penulis dapat menyelesaikan tesis ini, yang merupakan salah satu syarat dalam perjalanan akademik penulis untuk meraih gelar Magister dalam Program Studi Magister Pariwisata di Sekolah Pascasarjana Universitas Pendidikan Indonesia.

Tesis ini merupakan hasil karya penulis untuk mengetahui pengaruh *destination image* terhadap *behavioral intention* dengan *destination image* sebagai variabel mediator di destinasi wisata Ciamis. Seiring dengan perjalanan tesis ini, penulis menyadari bahwa pengetahuan adalah harta yang tak terbatas, dan tesis ini adalah langkah awal untuk menggali kekayaan tersebut. Semoga tesis ini dapat memberikan manfaat yang berarti bagi praktisi pariwisata dan juga berkontribusi pada perkembangan ilmu pengetahuan, terutama dalam bidang kajian pariwisata. Penulis berharap tesis ini dapat menjadi referensi bagi peneliti dan penulis karya ilmiah lainnya.

Akhir kata, penulis dengan tulus berterima kasih kepada semua pembaca yang telah mendukung penulisan tesis ini. Penulis sangat menghargai setiap kritik dan saran yang dapat membantu perbaikan dalam proses penulisan dan penelitian di masa yang akan datang.

Bandung, 12 Agustus 2024

Penulis

HALAMAN UCAPAN TERIMA KASIH

Puji syukur penulis haturkan kepada Allah SWT karena dengan rahmat dan izinnya penulis dapat menyelesaikan tesis ini. Tesis yang berjudul "Pengaruh *Destination Image* Terhadap *Behavioral Intention* Dengan *Destination Image* Sebagai Variabel Mediator (Survei Pada Wisatawan Yang Berkunjung Ke Destinasi Wisata Di Ciamis)" ini, terselesaikan dengan tepat waktu untuk memenuhi salah satu syarat mendapatkan gelar Magister Pariwisata. Dalam penulisan tesis ini penulis menyadari telah melibatkan banyak pihak baik secara langsung maupun tidak langsung. Oleh karena itu, pada kesempatan ini, penulis mengucapkan terima kasih dengan segala kerendahan dan ketulusan hati, penuh rasa hormat dan penghargaan yang setinggi-tingginya kepada:

1. Dr. A.H. Galihkusumah, M.M., selaku ketua Program Studi Magister Pariwisata yang telah memberikan bimbingan, kemudahan dan kesempatan kepada penulis untuk menyelesaikan tesis ini. Semoga Allah SWT senantiasa membalas semua kebaikan Bapak.

2. Dr. Rini Andari, M.M., selaku pembimbing I yang telah memberikan motivasi, pengarahan dan bimbingan sekaligus tempat curhat penulis dalam menyelesaikan tesis ini. Semoga Allah SWT senantiasa membalas semua kebaikan Ibu.

3. Dr. Gita Siswhara, M.M., selaku pembimbing II yang telah memberikan bimbingan, pengarahan dan kemudahan dalam menyelesaikan tesis ini. Semoga Allah SWT senantiasa membalas semua kebaikan Bapak.

4. Prof. Dr. Juntika Nurihsan, M.Pd. selaku Direktur Sekolah Pascasarjana Universitas Pendidikan Indonesia beserta Wakil Direktur I, Wakil Direktur II, dan seluruh jajaran staf administrasi.

5. Keluarga besar Program Studi Magister Pariwisata, seluruh dosen dan staf, serta rekan-rekan seperjuangan angkatan 2021.

6. Keluarga besar penulis, khususnya suami dan anak-anak tercinta Ar-Rayyan dan Atharayhan yang tidak pernah habis memberikan dukungan serta menjadi motivasi terbesar penulis dalam menyelesaikan tesis ini.

ABSTRAK

Penelitian ini dilakukan untuk menjawab permasalahan rendahnya *behavioral intention* (BI) wisatawan yang mengunjungi destinasi wisata di Kabupaten Ciamis. Fluktuasi jumlah kunjungan wisatawan dalam lima tahun terakhir menunjukkan adanya celah dalam upaya menarik dan mempertahankan minat wisatawan. Situasi ini mengindikasikan pentingnya penelitian lebih lanjut untuk mengidentifikasi faktor-faktor yang mempengaruhi rendahnya BI, serta merumuskan strategi yang efektif untuk meningkatkan dan mempertahankan minat wisatawan terhadap destinasi wisata di Ciamis. Penelitian ini bertujuan untuk menganalisis pengaruh *memorable tourism experience* (MTE) terhadap BI, dengan *destination image* (DI) sebagai variabel mediator. Menggunakan metode survei dan analisis SEM PLS, penelitian ini melibatkan 200 responden yang pernah berkunjung ke destinasi wisata di Ciamis. Hasil penelitian menunjukkan bahwa MTE berpengaruh terhadap BI, baik secara langsung maupun melalui DI sebagai mediator. Temuan ini mendukung literatur sebelumnya dan memberikan pemahaman yang lebih mendalam tentang pentingnya DI dalam memediasi hubungan antara MTE dan BI. Penelitian ini juga menawarkan rekomendasi praktis bagi pengelola destinasi wisata untuk meningkatkan efektivitas strategi pemasaran mereka melalui peningkatan MTE dan DI.

Kata Kunci: *Memorable Tourism Experience*, *Behavioral Intention, Destination Image*

ABTRACT

This research was conducted to answer the problem of low behavioral intention (BI) of tourists visiting tourist destinations in Ciamis Regency. Fluctuations in the number of tourist visits in the last five years indicate gaps in efforts to attract and maintain tourist interest. This situation indicates the importance of further research to identify factors that influence low BI, as well as formulating effective strategies to increase and maintain tourist interest in tourist destinations in Ciamis. This research aims to analyze the influence of memorable tourism experience (MTE) on BI, with destination image (DI) as a mediator variable. Using survey methods and SEM PLS analysis, this research involved 200 respondents who had visited tourist destinations in Ciamis. The research results show that MTE influences BI, both directly and through DI as a mediator. These findings support previous literature and provide a deeper understanding of the importance of DI in mediating the relationship between MTE and BI. This research also offers practical recommendations for tourism destination managers to increase the effectiveness of their marketing strategies through increasing MTE and DI.

Keywords*: Memorable Tourism Experience, Behavioral Intention, Destination Image*

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