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**PENGARUH EXPERIENTIAL VALUE TERHADAP  
AUTHENTIC HAPPINESS MELALUI DESTINATION IMAGE**

**(Survei Pada Wisatawan Cozy Land, Green Grass dan Tangkal Pinus)**

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana  
Pariwisata Pada Program Studi Manajemen Pemasaran Pariwisata



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(Survei pada Wisatawan Cozy Land, Green Grass dan Tangkal Pinus)

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HAPPINESS MELALUI DESTINATION IMAGE**  
(Survei pada Wisatawan Cozy Land, Green Grass dan Tangkal Pinus)

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## ABSTRAK

Alika Suryadini, 2000989, “Pengaruh *Experiential Value* terhadap *Authentic Happiness* melalui *Destination Image* (Survei pada Wisatawan Cozy Land, Green Grass dan Tangkal Pinus)” di bawah bimbingan Ibu Yeni Yuniawati, S.Pd., MM dan Bapak Oce Ridwanudin, SE., MM.

Penelitian ini bertujuan untuk mengetahui bagaimana *experiential value* wisatawan berpengaruh terhadap *authentic happiness* dan *destination image* dan menyelidiki bagaimana destinasi berperan sebagai mediator. Dalam penelitian ini menggunakan variabel bebas yaitu *Experiential value* yang terdiri dari 4 dimensi: *aesthetic*, *playfulness*, *consumer return on investment (CROI)*, *social value*. *Destination image* sebagai variabel mediasi memiliki 3 dimensi: *cognitive image*, *affective image*, *unique image*, dan *authentic happiness* sebagai variabel terikat mencakup 3 dimensi: *pleasant life*, *engaged life*, dan *meaningful life*. Penelitian menggunakan metode *explanatory survey* dengan sampel 302 responden yang pernah *glamping* di ketiga destinasi wisata tersebut. Data dianalisis menggunakan *Structural Equation Modeling (SEM)* dan *Confirmatory Factor Analysis (CFA)* untuk memvalidasi kesesuaian item kuisioner, kesesuaian model dan hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa secara simultan tidak ada pengaruh signifikan, namun secara parsial *experiential value* berpengaruh signifikan terhadap *authentic happiness* dan *destination image*. Akan tetapi, *destination image* tidak berpengaruh signifikan terhadap *authentic happiness*, sehingga *destination image* tidak dapat berperan sebagai mediasi. Peneliti merekomendasikan peningkatan *experiential value* untuk meningkatkan *authentic happiness* wisatawan.

**Kata Kunci:** *Authentic Happiness, Experiential Value, Destination Image, Tourism Industry*

## **ABSTRACT**

Alika Suryadini, 2000989, “The Influence of *Experiential Value* on *Authentic Happiness* through *Destination Image* (Survey of Cozy Land, Green Grass and Tangkal Pinus tourists)”

This research aims to determine how the value of tourists' experiences influences *authentic happiness* and *destination image* and investigates how destinations participate as mediators. In this research, the independent variable is used *Experiential value* which consists of 4 dimensions: aesthetics, playfulness, consumer return on investment (CROI), and social value. *Destination image* as a mediating variable that has 3 dimensions: *cognitive image*, affective image, unique image, and *authentic happiness* as an independent variable that includes 3 dimensions: pleasant life, engaged life, and meaningful life. The research used an explanatory survey method with a sample of 302 respondents who had camped at Cozy Land, Green Grass and Tangkal Pinus. Data were analyzed using Structural Equation Modeling (SEM) and Confirmatory Factor Analysis (CFA) to validate the suitability of questionnaire items, model fit and hypotheses used. The research results show that simultaneously there is no significant influence, but partially the value of experience has a significant influence on *authentic happiness* and *destination image*. However, *destination image* does not have a significant effect on *authentic happiness*, so *destination image* cannot play a mediating role. Researchers recommend increasing the value of experiences to increase tourists' *authentic happiness*.

**Keywords:** *Authentic Happiness, Destination Image, Experiential Value, Tourism Industry*

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