

**MODEL *TOURIST EXPERIENCED-GENERATED* DAN
NLP-BASED CHATBOT RECOMMENDATION DALAM
MENINGKATKAN *TOURIST VISIT DECISION*
(Survei pada Wisatawan Nusantara 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 DOKTOR MANAJEMEN
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2025**

**MODEL *TOURIST EXPERIENCED-GENERATED* DAN
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Januari 2025

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LEMBAR PENGESAHAN
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Dengan ini saya menyatakan bahwa disertasi dengan judul “**Model Tourist Experienced-generated dan NLP-based Chatbot Recommendation Dalam Meningkatkan Tourist Visit Decision (Survei pada Wisatawan Nusantara di Jawa Barat)**” 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 di kemudian hari ditemukan adanya etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Demikian pernyataan ini dibuat dengan sebenar-benarnya dan apabila dikemudian hari ditemukan adanya bukti ketidakbenaran dalam pernyataan tersebut di atas, maka saya bersedia menerima sanksi akademis berupa pembatalan gelar yang saya peroleh melalui pengajuan karya ilmiah ini.

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KATA PENGANTAR

Puji syukur kami panjatkan kehadirat Allah SWT, karena dengan rahmat dan karunia-Nya, peneliti dapat menyelesaikan disertasi ini dengan judul "*Model Tourist Experienced-generated dan NLP-based Chatbot Recommendation dalam Meningkatkan Tourist Visit Decision (Survei pada Wisatawan Nusantara di Jawa Barat)*". Penelitian ini merupakan langkah kontributif dalam upaya memajukan industri pariwisata, khususnya dalam konteks perilaku wisatawan dan pengambilan keputusan wisatawan.

Dalam era digitalisasi ini, pariwisata mengalami perubahan dinamis yang signifikan. Wisatawan modern cenderung mengandalkan teknologi informasi untuk merencanakan perjalanan wisata mereka. Oleh karena itu, penelitian ini bertujuan untuk merancang dan mengimplementasikan model yang dapat meningkatkan pengalaman wisatawan dan membantu mereka dalam pengambilan keputusan perjalanan wisata. Model yang diusulkan mencakup lima aspek utama, yaitu *Tourist Experienced-generated Recommendation*, *NLP-based Chatbot Recommendation*, *Tourist Perceived Value*, *Tourist Perceived Trust* dan *Tourist Visit Decision*.

Penulis menyadari bahwa disertasi ini masih penuh keterbatasan dan atau kekurangan. Oleh sebab, itu penulis mempersilahkan untuk melakukan kritik dan saran untuk lebih meminimalkan keterbatasan dan kekurangan dari disertasi ini, untuk menghasilkan ilmu pengetahuan yang lebih baik lagi.

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ABSTRAK

Nurdin Hidayah (2208547), “**Model *Tourist Experienced-generated* dan NLP-based Chatbot Recommendation dalam Meningkatkan Tourist Visit Decision (Survei pada Wisatawan Nusantara di Jawa Barat)**”. Dibawah bimbingan Prof. Dr. Vanessa Gaffar, SE.Ak., MBA., Dr. Heny Hendrayati, S.IP., M.M., dan Dr. Mokh. Adib Sultan, ST., MT.

Penelitian ini bertujuan untuk menyelidiki pengaruh langsung *tourist experienced-generated recommendation* dan *NLP-based chatbot recommendation* terhadap *tourist visit decision*, serta peran mediasi *tourist perceived value* dan *tourist perceived trust* dalam pengaruh tersebut, dengan menggunakan kerangka model *stimulus-organism-response* (S-O-R). Dalam perspektif teori *informational social influence*, *tourist visit decision* seringkali dipengaruhi oleh rekomendasi dari orang lain. Namun, dengan meningkatnya peran *NLP-based chatbot* sebagai agen pemberi rekomendasi, muncul kebutuhan untuk mengevaluasi ulang teori ini, terutama terkait dengan jenis rekomendasi yang didasarkan pada pengalaman langsung wisatawan, karena penelitian terdahulu belum ada yang secara eksplisit menjelaskan bahwa destinasi pariwisata yang direkomendasikan kepada orang lain itu apakah destinasi yang pernah dikunjungi atau yang belum pernah dikunjungi pemberi rekomendasi. Penelitian ini melibatkan 530 responden melalui teknik *sampling* purposif kepada wisatawan domestik yang telah berkunjung ke Jawa Barat, telah menggunakan *NLP-based chatbot* sebagai sumber informasi dan sebagai penentu keputusan. Analisis dilakukan menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan SmartPLS versi 4.0. Hasil penelitian menunjukkan bahwa *tourist experienced-generated recommendation* dan *NLP-based chatbot recommendation* tidak terbukti memiliki pengaruh langsung terhadap *tourist visit decision*. Namun, *tourist perceived value* dan *tourist perceived trust* berperan sebagai mediator yang kuat dalam memperkuat pengaruh kedua jenis rekomendasi terhadap *tourist visit decision*. Implikasi penelitian ini menunjukkan bahwa rekomendasi saja tidak cukup dalam mendorong keputusan wisatawan untuk berkunjung ke destinasi pariwisata, sehingga pendekatan yang dapat meningkatkan persepsi nilai dan kepercayaan wisatawan terhadap destinasi pariwisata menjadi krusial dalam strategi pemasaran pariwisata.

Kata Kunci: *tourist visit decision, tourist perceived value, tourist perceived trust, recommendation, chatbot, artificial intelligence, natural language processing*

ABSTRACT

Nurdin Hidayah (2208547), “***Tourist Experienced-generated and NLP-based Chatbot Recommendation Model in Improving Tourist Visit Decision***”. Under the guidance of Prof. Dr. Vanessa Gaffar, SE.Ak., MBA., Dr. Heny Hendrayati, S.IP., M.M., and Dr. Mokh. Adib Sultan, ST., MT.

This study aims to investigate the direct influence of tourist experienced-generated recommendation and NLP-based chatbot recommendation on tourist visit decision, as well as the mediating role of tourist perceived value and tourist perceived trust in this influence, using the stimulus-organism-response (S-O-R) model framework. In the perspective of informational social influence theory, tourist visit decision are often influenced by recommendations from others. However, with the increasing role of NLP-based chatbots as recommendation agents, there is a need to re-evaluate this theory, especially related to the type of recommendations based on tourists' direct experiences, because previous studies have not explicitly explained whether the tourist destinations recommended to others are destinations that have been visited or have not been visited by the recommender. This study involved 530 respondents through purposive sampling techniques to domestic tourists who had visited West Java, had used NLP-based chatbots as a source of information and as a decision maker. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.0. The results showed that tourist experienced-generated recommendations and NLP-based chatbot recommendations did not have a significant direct effect on tourist visit decision. However, tourist perceived value and tourist perceived trust acted as strong mediators in strengthening the influence of both types of recommendations on tourist visit decision. The implications of this study indicate that recommendations alone are not enough to encourage tourists' decision to visit, so that approaches that increase tourist perceived value and tourist perceived trust in tourist destinations are important in tourism marketing strategies.

Keywords: tourist visit decision, tourist perceived value, tourist perceived trust, recommendation, chatbot, artificial intelligence, natural language processing

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