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PENGARUH *SMART TOURISM TECHNOLOGY* TERHADAP *TOURIST HAPPINESS* MELALUI *TRAVEL EXPERIENCE SATISFACTION*

(Survei terhadap Wisatawan Nusantara yang Berkunjung ke Kota Yogyakarta)

SKRIPSI

Diajukan sebagai salah satu syarat untuk memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata



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Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat dalam memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

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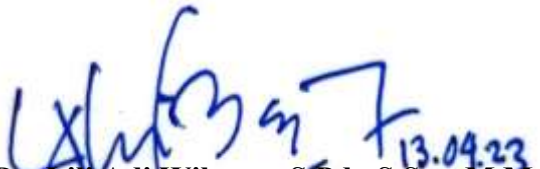
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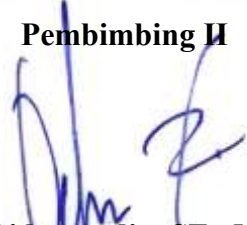
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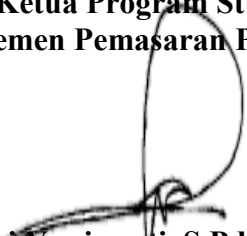

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ABSTRAK

Wida Fitria 1902062 “Pengaruh *Smart Tourism Technology* Terhadap *Tourist Happiness* melalui *Travel Experience Satisfaction*” dibawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Oce Ridwanudin, SE., MM.

Kebahagiaan wisatawan dinilai sebagai amatan penting dalam memahami persepsi terhadap rasa senang, kepuasan, serta pengalaman selama melakukan perjalanan. Pemahaman mengenai kebahagiaan wisatawan tidak tereksplorasi secara luas, sedangkan permasalahan tingkat kebahagiaan tersebut mampu mempengaruhi keberlanjutan suatu destinasi. Kajian ini telah menjadikan kebahagiaan wisatawan sebagai urgensi dalam penelitian. Tujuan dari penelitian ini ialah memperoleh gambaran dan pengaruh dari dimensi *smart tourism technology* terhadap kebahagiaan wisatawan berdasarkan kepuasan pengalaman perjalanan wisatawan nusantara yang berkunjung ke Kota Yogyakarta. Metode penelitian yang digunakan ialah metode kuantitatif dengan jenis penelitian deskriptif dan verifikatif. Penelitian dilakukan dengan menetapkan sampel sejumlah 262 wisatawan melalui kuesioner sebagai pengumpulan data. Penelitian menggunakan teknik analisis SEM (*Structural Equation Model*) dengan *software* AMOS 20.0 dan SPSS *for windows* versi 25.0. Pengujian yang telah dilakukan mengemukakan bahwa *smart tourism technology* memiliki pengaruh signifikan secara simultan terhadap *tourist happiness* melalui *travel experience satisfaction*.

Kata Kunci: *Smart Tourism Technology*, Kebahagiaan Wisatawan, Kepuasan Pengalaman Perjalanan, Kota Yogyakarta.

ABSTRACT

Wida Fitria 1902062 "The Influence of Smart Tourism Technology on Tourist Happiness through Travel Experience Satisfaction" under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. and Oce Ridwanudin, SE., MM.

Tourist happiness is considered an important observation in understanding perceptions of pleasure, satisfaction, and experience during a trip. The understanding of tourist happiness has not been extensively explored, while the problem of the level of happiness can affect the sustainability of a destination. This study has made tourist happiness an urgency in research. The purpose of this study is to obtain an overview and influence of the dimensions of smart tourism technology on tourist happiness based on the satisfaction of the travel experience of domestic tourists visiting the city of Yogyakarta. The research method used is a quantitative method with descriptive and verification research types. The research was conducted by setting a sample of 262 tourists through a questionnaire as data collection. The study used the SEM (Structural Equation Model) analysis technique of AMOS 20.0 and SPSS for Windows version 25.0 software. Tests that have been carried out suggest that smart tourism technology has a significant effect simultaneously on tourist happiness through travel experience satisfaction.

Keywords: *Smart Tourism Technology, Tourist Happiness, Travel Experience Satisfaction, Yogyakarta City.*

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