

ABSTRAK

Penelitian yang dilakukan bertujuan untuk menganalisa faktor-faktor yang menentukan/mempengaruhi (determinan) *attitude towards the destination* dan *behavioural intention* dalam konteks destinasi/pariwisata Bali, Indonesia. Determinasi behavioral intention dalam penelitian ini adalah *destination image* dimensi *affective image*, *cognitive image*, *unique image* dan *price image*, *place attachment*, *e-service quality* dimensi *website design*, *reliability*, *trust*, *responsiveness*, serta variabel *attitude towards the destination*. Objek penelitian adalah pengunjung destinasi wisata Bali. Penelitian ini dilakukan terhadap 385 responden. Tehnik pengambilan sampel menggunakan non-probability sampling dengan purposive sampling. Untuk menguji atau menganalisis data dengan menggunakan analisis Sturctural Equation Model (SEM). Temuan dalam penelitian ini menunjukkan bahwa (1) determinan dari *attitude towards the destination* adalah *affective image*, *unique image*, *price image*, *place attachment*, *website design*, *reliability*, *trust*, *responsiveness*; (2) *Attitude towards the destination* merupakan mediator hubungan antara *affective image*, *unique image*, *price image*, *place attachment*, *website design*, *reliability*, *trust*, *responsiveness* dengan *behavioral intention*; (3) *cognitive image* bukan merupakan determinan *attitude towards the destination*. Penelitian selanjutnya: (1) Sebaiknya dapat meneliti Jakarta atau kota-kota lain sebagai kota bisnis di Indonesia; (2) Disarankan untuk meneliti Hotel atau Travel sebagai prasarana pendukung pariwisata; (3) Untuk peneliti selanjutnya dapat menambahkan *Enjoyment* dan *Security* sebagai dimensi *E-Service Quality*.

Kata kunci: *affective image*, *unique image*, *price image*, *place attachment*, *website design*, *attitude towards the destination*, *behavioral intention*.

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ABSTRACT

The research conducted aims to analyze the factors that determine / influence (determinant) attitude towards the destination and behavioral intention in the context of destinations / tourism in Bali, Indonesia. Determination of behavioral intention in this study are destination image dimensions of affective images, cognitive images, unique images and price images, place attachments, e-service quality dimensions of website design, reliability, trust, responsiveness, and attitude towards the destination variables. The object of research is visitors to Bali tourist destinations. This research was conducted on 385 respondents. The sampling technique uses non-probability sampling with purposive sampling. To test or analyze data using Sturctural Equation Model (SEM) analysis. The findings in this study indicate that (1) the determinants of attitude towards the destination are affective images, unique images, price images, place attitudes, website design, reliability, trust, responsiveness; (2) Attitude towards the destination is the mediator of the relationship between affective images, unique images, price images, place attitudes, website design, reliability, trust, responsiveness and behavioral intention; (3) cognitive image is not a determinant of attitude towards the destination. Future studies: (1) It is best to research Jakarta or other cities as business cities in Indonesia; (2) It is recommended to examine Hotels or Travel as supporting tourism infrastructure; (3) The next researcher can add Enjoyment and Security as E-Service Quality dimensions.

Keywords: affective image, unique image, price image, place attitude, website design, attitude towards the destination, behavioral intention.

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