

ABSTRAK

PERAN MEDIASI KEPUASAN PADA PENGARUH ATRAKSI, AKSESIBILITAS, KUALITAS PELAYANAN, DAN AMENITAS TERHADAP LOYALITAS WISATAWAN

Studi Kasus pada Atraksi Sigale-gale Desa Tomok, Kabupaten Samosir

Raminta Esternita Sipayung
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui apakah: 1) atraksi, aksesibilitas, kualitas pelayanan, dan amenitas masing-masing berpengaruh positif terhadap kepuasan wisatawan, 2) atraksi, aksesibilitas, kualitas pelayanan, dan amenitas masing-masing berpengaruh positif terhadap loyalitas wisatawan, 3) kepuasan memediasi masing-masing pengaruh atraksi, aksesibilitas, kualitas pelayanan, dan amenitas terhadap loyalitas wisatawan, 4) kepuasan berpengaruh positif terhadap loyalitas wisatawan. Jenis penelitian yang digunakan adalah survei dengan pendekatan kuantitatif. Pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang atraksi, aksesibilitas, kualitas pelayanan, amenitas, kepuasan, dan loyalitas kepada 100 responden. Analisis data menggunakan *Partial Least Square* dan menggunakan aplikasi *Warp PLS 5,0*.

Hasil penelitian menunjukkan bahwa: 1) atraksi berpengaruh positif terhadap kepuasan, tetapi aksesibilitas, kualitas pelayanan, dan amenitas tidak berpengaruh terhadap kepuasan, 2) atraksi dan kualitas pelayanan berpengaruh positif terhadap loyalitas, tetapi aksesibilitas dan amenitas tidak berpengaruh terhadap loyalitas, 3) kepuasan tidak memediasi pengaruh atraksi, aksesibilitas, kualitas pelayanan, dan amenitas terhadap loyalitas, 4) kepuasan tidak berpengaruh terhadap loyalitas.

Kata kunci: atraksi, aksesibilitas, kualitas pelayanan, amenitas, kepuasan, loyalitas

ABSTRACT

THE ROLE SATISFACTION MEDIATION ON THE INFLUENCE OF ATTRACTION, ACCESSIBILITY, SERVICE QUALITY, AND AMENITIES, TOWARDS LOYALTY OF TOURIST

Case Study on Sigale-gale Attraction, Tomok Village, Samosir District

Raminta Esternita Sipayung
Sanata Dharma University
Yogyakarta
2018

This research aims to determine whether: 1) the attraction, accessibility, service quality, and amenities has a positive influence on tourist satisfaction, 2) the attraction, accessibility, service quality, and amenities has a positive influence on tourist loyalty, 3) satisfaction mediates the influence on attraction, accessibility, service quality, and amenities on the tourist loyalty, 4) satisfaction has a positive influence on tourist loyalty. The research method that is use is survey with quantitive approach. The sampling technique that is used is purposive sampling. The data was obtained by distributing questionnaires about attraction, accessibility, service quality, amenities, satisfaction, and loyalty to 100 respondents. The data analysis technique that is used is Partial Least Square method using the Warp PLS 5.0.

The results show that 1) the attraction has a positive influence on satisfaction but accessibility, service quality, and amenities has no influence on satisfaction, 2) the attraction and service quality has a positive influence on tourist loyalty but accessibility and amenities has no influence on tourist loyalty, 3) satisfaction does not mediates attraction, accessibility, service quality, and amenities on tourist loyalty, 4) satisfaction has no influence on tourist loyalty.

Keywords: attraction, accessibility, service quality, amenities, satisfaction, loyalty