

## DAFTAR ISI

ABSTRAK.....	iii
ABSTRACT .....	iv
LEMBAR PENGESAHAN.....	v
LEMBAR ORISINALITAS.....	vi
SURAT PERNYATAAN PERSETUJUAN PUBLIKASI .....	vii
KATA PENGANTAR.....	viii
DAFTAR ISI.....	x
DAFTAR TABEL.....	xiii
DAFTAR GAMBAR.....	xiv
DAFTAR LAMPIRAN.....	xv
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Masalah.....	1
1.2 Pertanyaan Penelitian.....	5
1.3 Tujuan Penelitian.....	5
1.4 Manfaat Penelitian.....	6
1.5 Kebaruan Penelitian.....	6
BAB II KAJIAN PUSTAKA .....	8
2.1 Latar Belakang Teori.....	8
2.1.1 <i>Revisit Intention</i> .....	8
2.1.2 <i>Tourist Motivation</i> .....	9
2.1.3 <i>Tourist Perceiveed Value</i> .....	10
2.1.4 <i>Tourist Satisfaction</i> .....	10
2.1.5 <i>Tourist Experience</i> .....	11
2.2 Kerangka Teoretik dan Hipotesi.....	11
BAB III METODE PENELITIAN .....	14

3.1 Waktu dan Tempat Penelitian .....	14
3.2 Pendekatan Penelitian .....	14
3.3 Populasi dan Sampel .....	14
3.4 Penyusunan Instrumen .....	15
3.5 Teknik Pengumpulan Data .....	22
3.6 Teknik Analisis Data.....	22
3.6.1 Pengujian Validitas .....	22
3.6.2 Pengujian Reabilitas.....	23
3.6.3 Uji Hipotesis .....	23
3.7 Hasil Validitas .....	25
<b>BAB IV HASIL PEMBAHASAN.....</b>	<b>29</b>
4.1 Deskripsi Data.....	29
4.1.1 Kriteria Responden .....	29
4.1.2 Karakteristik Berdasarkan Jenis Kelamin.....	30
4.1.3 Karakteristik Berdasarkan Tingkat Pendidikan .....	30
4.1.4 Karakteristik Berdasarkan Usia .....	31
4.1.5 Karakteristik Berdasarkan Status Pernikahan .....	31
4.1.6 Karakteristik Berdasarkan Pekerjaan.....	32
4.1.7 Analisis Deskriptif .....	32
4.1.1 Variabel <i>Tourist Motivation</i> .....	32
4.1.7.2 Variabel <i>Tourist Perceived Value</i> .....	33
4.1.7.3 Variabel <i>Tourist Satisfaction</i> .....	35
4.1.7.4 Variabel <i>Tourist Experience</i> .....	36
4.1.7.5 Variabel <i>Revisit Intention</i> .....	37
4.2 Pembahasan.....	38
4.2.1 <i>Exploratory Factor Analysis</i> .....	38
4.2.2 <i>Confirmatory Factor Analysis</i> .....	41
4.2.3 <i>Full Model</i> .....	47
4.2.5 Pengujian Hipotesis.....	50
4.2.5.1 Bersadarkan <i>Fit Model</i> .....	50

BAB V PENUTUP.....	54
5.1 Kesimpulan .....	54
5.2 Implikasi .....	55
5.2.2 Implikasi Praktis.....	56
5.3 Keterbatasan Penelitian.....	58
5.4 Rekomendasi Bagi Peneliti Selanjutnya.....	58
DAFTAR PUSTAKA.....	59
LAMPIRAN.....	67

## **DAFTAR TABEL**

Tabel I. 1 Harga Tiket Kebun Raya Bogor.....	3
Tabel I. 2 Kebaruan Penelitian .....	6
Tabel II. 1 Variabel Bebas dan Variabel Terikat .....	12
Tabel III. 1 Operasional Variabel .....	15
Tabel III. 2 Skala Pengukuran .....	22
Tabel III. 3 Goodness Of Fit Indices.....	24
Tabel III. 4 Kriteria Responden.....	25
Tabel III. 5 Profil Responden .....	26
Tabel III. 6 Analisis Faktor Eksplorasi .....	27
Tabel IV. 1 Kriteria Responden.....	29
Tabel IV. 2 Karakteristik Berdasarkan Jenis Kelamin .....	30
Tabel IV. 3 Karakteristik Berdasarkan Tingkat Pendidikan .....	30
Tabel IV. 4 Karakteristik Berdasarkan Usia.....	31
Tabel IV. 5 Karakteristik Berdasarkan Status Pernikahan.....	31
Tabel IV. 6 Karakteristik Berdasarkan Pekerjaan .....	32
Tabel IV. 7 Analisis Deskriptif Variabel Tourist Motivation.....	33
Tabel IV. 8 Analisis Deskriptif Variabel Tourist Perceived Value .....	34
Tabel IV. 9 Analisis Deskriptif Variabel Tourist Satisfaction.....	35
Tabel IV. 10 Analisis Deskriptif Variabel Tourist Experience.....	36
Tabel IV. 11 Analisis Deskriptif Variabel Revisit Intention .....	37
Tabel IV. 12 Exploratory Factor Analysis Tourist Motivation .....	38
Tabel IV. 13 Exploratory Factor Analysis Tourist Perceived Value .....	39
Tabel IV. 14 Exploratory Factor Analysis Tourist Satisfaction.....	40
Tabel IV. 15 Exploratory Factor Analysis Tourist Experience.....	40
Tabel IV. 16 Exploratory Factor Analysis Revisit Intention.....	41
Tabel IV. 17 Goodness Of Fit Indices Tourist Motivation .....	42
Tabel IV. 18 Goodness Of Fit Indices Tourist Perceived Value .....	43
Tabel IV. 19 Goodness Of Fit Indices Tourist Satisfaction .....	44
Tabel IV. 20 Goodness Of Fit Indices Tourist Experience .....	45
Tabel IV. 21 Goodness Of Fit Indices Revisit Intention.....	46
Tabel IV. 22 Goodness Of Fit Indices Full Model.....	48
Tabel IV. 23 Goodness Of Fit Indices Fit Model.....	49
Tabel IV. 24 Estimasi Parameter Regression Weights Model .....	50
Tabel IV. 25 Hasil Fit Model .....	51

## DAFTAR GAMBAR

Gambar I. 1 Kebun Raya Bogor.....	1
Gambar I. 2 Sistem Satu Arah.....	4
Gambar II. 1 Model Penelitian.....	12
Gambar III. 1 Model Peneltian dengan AMOS .....	28
Gambar IV. 1 <i>Fisrt Order Construct Variabel Tourist Motivataion</i> .....	42
Gambar IV. 2 <i>Fisrt Order Construct Variabel Tourist Perceived Value</i> .....	43
Gambar IV. 3 <i>Fisrt Order Construct Variabel Tourist Satisfaction</i> .....	44
Gambar IV. 4 <i>Fisrt Order Construct Variabel Tourist Experience</i> .....	45
Gambar IV. 5 <i>Fisrt Order Construct Variabel Revisit Intention</i> .....	46
Gambar IV. 6 <i>Full Model</i> .....	47
Gambar IV. 7 Fit Model.....	49

## **DAFTAR LAMPIRAN**

Lampiran 1 Kuesioner Penelitian .....	63
Lampiran 2 <i>Output</i> Validitas .....	68
Lampiran 3 <i>Output</i> Reabilitas .....	72
Lampiran 4 <i>Output Goodness Of Fit</i> .....	80
Lampiran 5 Fit Model .....	95