

DAFTAR ISI

| | |
|---|-----|
| LEMBAR PENGESAHAN | i |
| PERNYATAAN BEBAS PLAGIASI | ii |
| ABSTRACT | iii |
| ABSTRAK | iv |
| KATA PENGANTAR..... | v |
| DAFTAR ISI..... | vii |
| DAFTAR TABEL | x |
| DAFTAR GAMBAR..... | xi |
| BAB 1 PENDAHULUAN | 1 |
| 1.1 Latar Belakang..... | 1 |
| 1.2 Rumusan Masalah..... | 8 |
| 1.3 Pertanyaan Penelitian..... | 8 |
| 1.4 Tujuan Penelitian | 9 |
| 1.5 Manfaat Penelitian | 9 |
| BAB 2 KAJIAN LITERATUR DAN LANDASAN TEORI..... | 11 |
| 2.1 Kajian Literatur..... | 11 |
| 2.2 Landasan Teori | 16 |
| 2.2.1 UGC (<i>User-generated content</i>)..... | 16 |
| 2.2.2 <i>Destination Image</i> (Citra Destinasi)..... | 21 |
| 2.2.3 Keputusan Berkunjung | 23 |
| 2.2.4 Generasi Z..... | 26 |
| 2.2.5 Wisata Pendakian | 26 |
| 2.3 Pengembangan Hipotesis..... | 28 |
| 2.3.1 Pengaruh <i>User-generated content</i> terhadap Keputusan berkunjung | 28 |
| 2.3.2 Pengaruh <i>User-Generated Content</i> (X) terhadap Keputusan Berkunjung (Y) melalui <i>Destination image</i> (Z) | 29 |
| 2.4 Kerangka Penelitian | 31 |
| 2.5 Hipotesis..... | 31 |
| BAB 3 METODE PENELITIAN..... | 33 |
| 3.1 Lokasi dan Waktu Penelitian..... | 33 |
| 3.2 Deskripsi Penelitian | 33 |

| | | |
|--|--|-----------|
| 3.3 | Metode Pengambilan Sampel..... | 34 |
| 3.3.1 | Populasi dan Sampel..... | 34 |
| 3.3.2 | Sampel..... | 34 |
| 3.4 | Metode Pengumpulan data | 35 |
| 3.5 | Definisi Operasional..... | 37 |
| 3.5 | Instrumen Penelitian | 39 |
| 3.5.1 | Demografi Responden..... | 39 |
| 3.5.2 | Penilaian Variabel Penelitian..... | 40 |
| 3.6 | Metode Analisis Data | 43 |
| 3.8 | Teknik Analisis Data..... | 44 |
| 3.8.1 | Analisis Statistik Deskriptif..... | 44 |
| 3.8.2 | Analisis <i>Structural Equation Model</i> (SEM)– <i>Partial Least Square</i> (PLS) 44 | |
| 3.9 | Pengujian Hipotesis | 48 |
| 3.10 | Metode Penyajian data | 49 |
| BAB 4 HASIL DAN PEMBAHASAN..... | | 50 |
| 4.1 | <i>Cleaning Data</i> | 51 |
| 4.2 | Analisis Deskriptif..... | 51 |
| 4.2.1 | <i>Demografi Responden</i> | 51 |
| 4.2.2 | <i>Karakteristik Responden</i> | 55 |
| 4.2.3 | <i>Hasil Analisis Deskriptif Operasional Variabel Penelitian</i> | 56 |
| 4.3 | Uji Pengukuran <i>Outer Model SmartPLS</i> | 63 |
| 4.3.1 | <i>Uji Validitas</i> | 63 |
| 4.3.2 | <i>Uji Reabilitas</i> | 67 |
| 4.4 | Uji Pengukuran <i>Inner Model SmartPLS</i> | 69 |
| 4.4.1 | <i>R Square</i> | 69 |
| 4.4.2 | <i>F Square (f^2)</i> | 70 |
| 4.4.3 | <i>Q Square</i> | 72 |
| 4.5 | Pengujian Hipotesis | 72 |
| 4.5.1 | Uji Hipotesis | 72 |
| 4.5.2 | Uji Pengaruh Tidak Langsung..... | 75 |
| 4.6 | Pembahasan..... | 77 |
| 4.6.1 | Pengaruh <i>Consuming Information</i> terhadap Keputusan Berkunjung di Taman Nasional Gunung Merbabu..... | 79 |

| | | |
|----------|---|-----|
| 4.6.2 | Pengaruh <i>Participation</i> terhadap Keputusan Berkunjung di Taman Nasional Gunung Merbabu..... | 81 |
| 4.6.3 | Pengaruh <i>Production Content</i> terhadap Keputusan Berkunjung di Taman Nasional Gunung Merbabu..... | 82 |
| 4.6.4 | Pengaruh <i>Trust</i> terhadap Keputusan Berkunjung di Taman Nasional Gunung Merbabu..... | 83 |
| 4.6.5 | Pengaruh <i>Consuming Information</i> terhadap <i>Destination Image</i> di Taman Nasional Gunung Merbabu..... | 85 |
| 4.6.6 | Pengaruh <i>Participation</i> terhadap <i>Destination Image</i> di Taman Nasional Gunung Merbabu..... | 86 |
| 4.6.7 | Pengaruh <i>Production Content</i> terhadap <i>Destination Image</i> di Taman Nasional Gunung Merbabu..... | 87 |
| 4.6.8 | Pengaruh <i>Trust</i> terhadap <i>Destination Image</i> di Taman Nasional Gunung Merbabu..... | 89 |
| 4.6.9 | Pengaruh <i>Destination Image</i> terhadap Keputusan Berkunjung di Taman Nasional Gunung Merbabu..... | 90 |
| BAB 5 | PENUTUP | 93 |
| 5.1 | Kesimpulan | 93 |
| 5.2 | Saran | 94 |
| DAFTAR | PUSTAKA | 95 |
| LAMPIRAN | | 104 |

DAFTAR TABEL

| | |
|---|----|
| Tabel 1. 1 Kunjungan WNI & WNA di TNGM 5 Tahun terakhir..... | 4 |
| Tabel 2. 1Kajian Terdahulu | 14 |
| Tabel 3. 1 Tabel Skala Likert..... | 37 |
| Tabel 3. 2 Definisi Operasional Variabel..... | 38 |
| Tabel 3. 3 Instrumen Penelitian Demografi Responden | 39 |
| Tabel 3. 4 Instrumen penelitian variabel consuming information (X1)..... | 41 |
| Tabel 3. 5 Instrumen penelitian variabel Participation (X2)..... | 41 |
| Tabel 3. 6 Instrumen penelitian variabel Production Content (X3)..... | 41 |
| Tabel 3. 7 Instrumen penelitian variabel Trust (X4)..... | 42 |
| Tabel 3. 8 Instrumen penelitian variabel Destination Image (Z) | 42 |
| Tabel 3. 9 Instrumen penelitian variabel Keputusan Berkunjung (Y) | 43 |
| Tabel 3. 10 Rules of Thumb Measurement Outer Model | 46 |
| Tabel 3. 11 Rules of Thumb Measurement Inner Model..... | 48 |
| Tabel 4. 1 Hasil Pengujian Validitas dan Reabilitas Instrumen Penelitian..... | 50 |
| Tabel 4. 2 Demografi Usia Responden | 52 |
| Tabel 4. 3 Demografi Gender Responden..... | 52 |
| Tabel 4. 4 Demografi Asal Responden | 53 |
| Tabel 4. 5 Demografi Pendidikan Responden | 53 |
| Tabel 4. 6 Demografi Pekerjaan Responden..... | 54 |
| Tabel 4. 7 Demografi Pendapatan Responden | 54 |
| Tabel 4. 8 Karakteristik Responden..... | 55 |
| Tabel 4. 9 Analisis Deskriptif variabel Consuming Information (X1) | 58 |
| Tabel 4. 10 Analisis Deskriptif variabel Participation (X2) | 59 |
| Tabel 4. 11 Analisis Deskriptif variabel Production Content (X3)..... | 59 |
| Tabel 4. 12 Analisis Deskriptif variabel Trust (X4) | 60 |
| Tabel 4. 13 Analisis Deskriptif variabel Keputusan Berkunjung (Y)..... | 61 |
| Tabel 4. 14 Analisis Deskriptif variabel Destination Image (Z)..... | 62 |
| Tabel 4. 15 Hasil Uji Validitas Konvergen..... | 64 |
| Tabel 4. 16 Nilai Average Variance Extracted (AVE) | 64 |
| Tabel 4. 17 Hasil Uji Validitas Diskriminan Cross Loading | 65 |
| Tabel 4. 18 Uji Validitas Diskriminan Fornell-Lacker Criterion dan HTMT..... | 66 |
| Tabel 4. 19 Tingkatan Keandalan Cronbach's Alpha | 67 |
| Tabel 4. 20 Cronbach's Alpha dan Composite Reability..... | 68 |
| Tabel 4. 21 Hasil Nilai R Square | 69 |
| Tabel 4. 22 Hasil Nilai F Square..... | 70 |
| Tabel 4. 23 Hasil Nilai Q Square | 72 |
| Tabel 4. 24 Hasil Pengujian Hipotesis | 73 |
| Tabel 4. 25 Hasil Pengujian Pengaruh Tidak Langsung | 75 |

DAFTAR GAMBAR

| | |
|--|----|
| Gambar 1. 1 Contoh <i>User Generated Content</i> | 6 |
| Gambar 2. 1 Type UGC | 18 |
| Gambar 2. 2 Kerangka Teori Penelitian..... | 31 |
| Gambar 4. 1 Pengujian Outer Model | 68 |