

**PENGARUH *TOURIST PERSONALITY* DAN *DESTINATION IMAGE*
TERHADAP *REVISIT INTENTION* DENGAN MEDIASI *DESTINATION
PERSONALITY***

(Survey Pada Wisatawan Nusantara Sumatera Barat)

TESIS

Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
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Tesis oleh Anissa Rianti Nurina

Pembimbing

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ABSTRAK

Untuk dapat merancang strategi *branding* destinasi yang efektif mendorong *revisit intention* wisatawan, destinasi harus memahami bagaimana persepsi wisatawan kepada destinasinya. Penelitian ini bertujuan untuk mengetahui bagaimana persepsi wisatawan nusantara terhadap destinasi Sumatera Barat melalui variabel *destination image* dan *destination personality*. *Tourist personality* juga dibahas dalam penelitian ini untuk mengetahui apakah terdapat hubungan antara *tourist personality* dengan *destination personality*. *Destination personality* berperan sebagai mediator antara *destination image* dan *destination personality* terhadap *revisit intention*. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel yang dianalisis sebanyak 289 orang. Pengujian hipotesis dilakukan menggunakan PLS-SEM dengan aplikasi Smart PLS 3. Hasil penelitian menunjukkan adanya hubungan yang signifikan dan positif dari *tourist personality* terhadap *destination personality* Sumatera Barat, *destination image* Sumatera Barat terhadap *destination personality*, *destination image* Sumatera Barat terhadap *revisit intention*, dan *destination personality* Sumatera Barat terhadap *revisit intention*. *Destination personality* terbukti berperan sebagai mediator yang sepenuhnya memediasi hubungan antara *tourist personality* dan *revisit intention*, dan memediasi parsial hubungan antara *destination image* dan *revisit intention*.

Kata kunci: *Tourist personality*, *Destination Image*, *Destination Personality*, *Revisit intention*

***THE EFFECT OF TOURIST PERSONALITY AND DESTINATION IMAGE
ON REVISIT INTENTION WITH DESTINATION PERSONALITY
MEDIATION
(Survey of West Sumatra Domestic Tourists)***

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ABSTRACT

In order to effectively design destination branding strategies that encourage tourist revisit intentions, destinations must comprehend how tourists perceive their destination. This research aims to find out how domestic tourists perceive the West Sumatra destination through the destination image and destination personality variables. Tourist personality is also discussed in this research to find out whether there is a relationship between tourist personality and destination personality. Destination personality acts as a mediator between destination image and tourist personality on revisit intention. The sampling technique used purposive sampling, with 289 samples analyzed. Hypothesis testing was carried out using PLS-SEM with the Smart PLS 3 application. The research findings demonstrate significant and positive relationships between the tourist personality on the destination personality of West Sumatra, West Sumatra destination image on its destination personality, West Sumatra destination image on domestic tourist revisit intentions, destination personality of West Sumatra on domestic tourist revisit intentions. Destination personality emerges as a mediator, fully mediating the relationship between tourist personality and revisit intentions while partially mediating the connection between destination image and revisit intentions.

Keywords: *Tourist personality, Destination Image, Destination Personality, Revisit intention*