INFLUENCE FACTORS OF LOCAL TOURISTS TOWARDS THE OVERALL IMAGE OF A CITY, IN CASE OF DKI JAKARTA

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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The study is about the influence factors of local tourists towards the overall image of a city, in case of (DKI) Jakarta, the capital city from Indonesia. There are three variables that used in this study which are cognitive components, affective components and the overall image. These two components will influence the overall image of (DKI) Jakarta. The research methods that used for this research is divided into two which are secondary research by research through journals and books to get the secondary data and to collect the primary data by distributing 130 questionnaires to the respondents and only 128 questionnaires that pass the requirements to be use in data analysis by using two different software which are SPSS (Statistical Package for the Social Science) for the validity and reliability test and SmartPLS to find the correlation of the variable.

The finding of this research is shown that the correlation value of affective components towards the overall image is greater than the cognitive components, moreover from the demographic section appear that most people are visiting Jakarta for leisure activities. The result of this study is expected to be beneficial to the local government in order to make decision about the marketing strategy to attract more people to visit (DKI) Jakarta.

Keywords: Cognitive Components, Affective Components, Overall Image, Jakarta

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DEDICATION

I dedicate this study for my family

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