IMPACT OF SCUBA DIVING TOURISM IN KOMODO NATIONAL PARK, INDONESIA TOWARDS TOURIST SATISFACTION

By

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A thesis submitted to the Faculty of

BUSINESS ADMINISTRATION AND HUMANITIES

in partial fulfillment of the requirements for BACHELOR'S DEGREE

in

HOTEL AND TOURISM MANAGEMENT



SWISS GERMAN UNIVERSITY

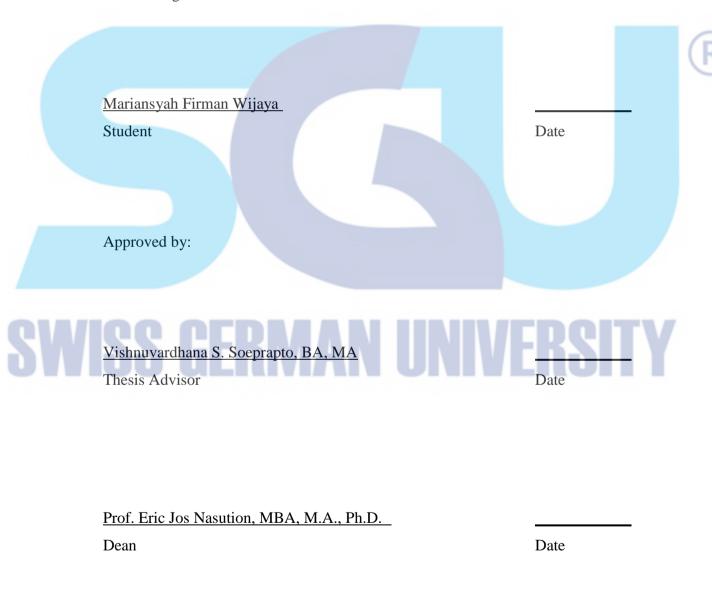
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August 2014

Revision after the Thesis Defense on 21st July 2014

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.



ABSTRACT

IMPACT OF SCUBA DIVING TOURISM IN KOMODO NATIONAL PARK, INDONESIA TOWARDS TORIST SATISFACTION

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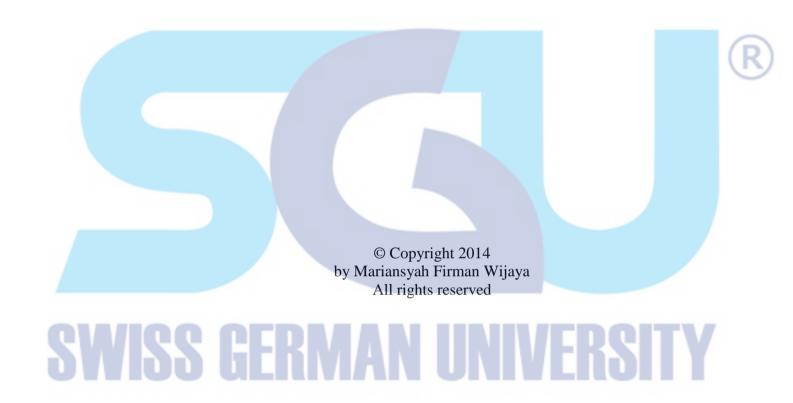
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The purpose of this research is to know the effect of cognitive disconfirmation, cognitive expectation and emotional experience to customer satisfaction. It focuses on case study of Komodo National Park, Indonesia. Consequently, the research method used a quantitative research. It was supported with primary data from a questionnaire using Likert scale that was collected from 100 respondents from divers, and secondary data from journals, books, and other sources.

As the result, it is proven from the f_{value} is 38.045 while the value of f_{table} for n=100 is 2.46. 38.045 > 2.46 with the significant level of 0,000 because 0,000 < 0,05, referring to this, it can be stated that cognitive disconfirmation variable (X_1) , emotional experience (X_2) , cognitive expectation (X_3) all together has a positive influence to the customer satisfaction (Y). While the value of R Square (R^2) is 0.543. It identifies that 54.3% Cognitive Disconfirmation $(X_1 \text{ Variable})$, Emotional Experience $(X_2 \text{ Variable})$, Cognitive Expectation $(X_3 \text{ Variable})$ simultaneously have a significant positive influence to the Tourist Satisfaction (Y Variable) while 45.7% is influenced by other factors.

Keywords: cognitive disconfirmation, emotional experience, cognitive expectation and tourist satisfaction



DEDICATION

I would like to dedicate my thesis to my beloved family and friends



ACKNOWLEDGEMENTS

I would like to thank the all people who have supported me in doing this thesis

Firstly, I would like to thank my family for the endless support and strength you've given to me.

I would also thank to my thesis advisor, Vishnuvardhana S. Soeprapto, BA, MA, who has guided me since the beginning of the thesis until its completion.

I would also thank Mr. Michael Rowe Roberts, who has helped me correcting my grammar and phrases.

I would also thank for Kanawa resort and Komodo National Park, who gave me information for my thesis.

I would also thank Josephine Priscila Sawirin and Radityo Nandiasa who always give me a hand and for all the time you've given to share information.

I would like to thank all of you whose name is not mentioned in these acknowledgements

The completion of this thesis is only possible with the help of all of you

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