

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

By

Mariansyah Firman Wijaya

13310051

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

SGU®

SWISS GERMAN UNIVERSITY

SWISS GERMAN UNIVERSITY

Edu Town BSD City

Tangerang 15339

Indonesia

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.

Mariansyah Firman Wijaya

Student

Date

Approved by:

Vishnuvardhana S. Soeprpto, BA, MA

Thesis Advisor

Date

Prof. Eric Jos Nasution, MBA, M.A., Ph.D.

Dean

Date

ABSTRACT

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

By:

Mariansyah Firman Wijaya

Vishnuvardhana S. Soeprapto, BA, MA, Advisor

SWISS GERMAN UNIVERISTY

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 Variable), Emotional Experience (X_2 Variable), Cognitive Expectation (X_3 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



SWISS GERMAN UNIVERSITY

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

TABLE OF CONTENTS

STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
LIST OF FIGURE.....	11
LIST OF TABLE.....	12
CHAPTER I - INTRODUCTION.....	13
1.1 Background.....	13
1.2 Research Problem.....	18
1.3 Research Objective.....	18
1.4 Significance of Study.....	18
1.5 Research Question.....	19
CHAPTER II- LITERATUR REVIEW.....	20
2.1 Tourism.....	20
2.1.1 Marine Tourism and Ecotourism.....	21
2.2 Scuba Diving.....	22
2.2.1 Scuba Diving Standards.....	25
2.2.2 Scuba Diving Motivation.....	26
2.2.3 Scuba Diving Behavior.....	26
2.2.4 Scuba Diving Equipment.....	27
2.3 Tourist Satisfaction.....	27
2.3.1 Component and Requirements Tourist Satisfaction.....	31

2.3.2 Satisfaction Scuba Diving Tourism	32
2.4 Previous Studies.....	33
2.5 Differences in Studies	34
2.6 Research Model	34
2.7 Hypothesis.....	35
 CHAPTER III - RESEARCH METHOD	 36
3.1 Type of Research	36
3.2 Type of Data	36
3.3 Data Collection	36
3.4 Population and Sample	37
3.4.1 Population.....	37
3.4.2 Sample.....	37
3.5 Validity and Reliability.....	38
3.5.1 Validity Test.....	38
3.5.2 Reliability Test.....	38
3.6 Classical Test Assumption.....	39
3.6.1 Normality Test	39
3.6.2 Multicollinearity Test.....	39
3.6.3 Heteroscedasticity Test	39
3.7 Data Analysis	39
3.7.1 Descriptive	39
3.7.2 Associative	39
3.8 Hypothesis Testing.....	39
3.8.1 Coefficient of Determination (R^2)	40
3.8.2 Significance Test of Individual Parameters (T-Test).....	40
3.8.3 Significance Test of Individual Parameters (F-Test).....	40
 CHAPTER IV - RESULT AND DISCUSSION	 41
4.1 Overview of Research Project	41
4.2 Respondent Profile.....	42
4.2.1 Characteristic of Respondents by Gender.....	42
4.2.2 Characteristic of Respondents by Age.....	43

4.2.3 Characteristic of Respondents by Education	44
4.2.4 Characteristic of Respondents by License	45
4.3 Validity and Reliability Pre Testing	46
4.3.1 Validity Pre - Testing	46
4.3.1.1 Validity Test Based on Cognitive Disconfirmation Variable (X ₁).....	46
4.3.1.2 Validity Test Based on Emotional Experience Variable (X ₂).....	46
4.3.1.3 Validity Test Based on Cognitive Expectation Variable (X ₃)	47
4.3.1.4 Validity Test Based on Tourist Satisfaction Variable (Y).....	47
4.3.2 Reliability Pre – Testing	48
4.3.2.1 Reliability Test Based on Cognitive Disconfirmation Variable (X ₁).....	48
4.3.2.2 Reliability Test Based on Emotional Experience Variable (X ₂).....	48
4.3.2.3 Reliability Test Based on Cognitive Expectation Variable (X ₃).....	49
4.3.2.4 Reliability Test Based on Tourist Satisfaction (Y).....	49
4.3.3 Validity Post - Testing	50
4.3.3.1 Validity Test Based on Cognitive Disconfirmation Variable (X ₁).....	50
4.3.3.2 Validity Test Based on Emotional Experience Variable (X ₂)	50
4.3.3.3 Validity Test Based on Cognitive Expectation Variable (X ₃)	51
4.3.3.4 Validity Test Based on Tourist Satisfaction Variable (Y).....	51
4.3.4 Reliability Test.....	52
4.3.4.1 Reliability Test Based on Cognitive Disconfirmation Variable (X ₁).....	52
4.3.4.2 Reliability Test Based on Emotional Experience Variable (X ₂).....	52
4.3.4.3 Reliability Test Based on Cognitive Expectation Variable (X ₃).....	53
4.3.4.4 Reliability Test Based on Tourist Satisfaction (Y).....	53

4.4 Classical Assumption Test.....	54
4.4.1 Normality Test	54
4.4.2 Multicollinearity Test.....	55
4.4.3 Heteroscedasticity Test	55
4.5 Data Analysis	56
4.5.1 Descriptive Analysis	56
4.5.2 Associative (Multiple Linear Regression)	57
4.6 Hypotheses Testing	58
4.6.1 Determination Coefficients (R^2)	58
4.6.2 Significance Test of Individual Parameters (T-Test).....	58
4.6.3 Significance Test in Simultaneous Equation (F-test).....	59
CHAPTER V - CONCLUSION AND RECOMMENDATION	61
5.1 Conclusion	61
5.2 Recommendation	62
GLOSSARY	64
ABBREVIATIONS	65
REFERENCES	66
APPENDICES	
APPENDIX A - Questionnaire in English.....	69
APPENDIX B - Questionnaire in Indonesian.....	78
APPENDIX C - Questionnaire with Responses	88
APPENDIX D - Output SPSS.....	97
CURRICULUM VITAE.....	108

LIST OF FIGURE

Figure 1	Tourist Visit ASEAN 2009-2015.....	13
Figure 2	Tourist Visit Indonesia 2009-2013	14
Figure 3	Tourist Timeline	21
Figure 4	Framework	31
Figure 5	Characteristic of Respondents by Gender.....	42
Figure 6	Characteristic of Respondents by Age.....	43
Figure 7	Characteristic of Respondents by Education	44
Figure 8	Characteristic of Respondents by License	45



SWISS GERMAN UNIVERSITY

LIST OF TABLE

Table 1	Previous Studies.....	33
Table 2	Characteristics of Respondents by Gender	42
Table 3	Characteristic of Respondents by Age.....	43
Table 4	Characteristic of Respondents by Education	44
Table 5	Characteristic of Respondents by License	45
Table 6	Validity Test Based on Cognitive Disconfirmation Variable (X_1) .	46
Table 7	Validity Test Based on Emotional Experience Variable(X_2)	46
Table 8	Validity Test Based on Cognitive Disconfirmation Variable (X_3) .	47
Table 9	Validity Test Based on Tourist Satisfaction Variable (Y)	47
Table 10	Reliability Test Based on Cognitive Disconfirmation Variable (X_1)	48
Table 11	Reliability Test Based on Emotional Experience Variable (X_2).....	48
Table 12	Reliability Test Based on Cognitive Expectation (X_3)	49
Table 13	Reliability Test Based on Tourist Satisfaction (Y).....	49
Table 14	Validity Test Based on Cognitive Disconfirmation Variable (X_1) .	50
Table 15	Validity Test Based on Emotional Experience Variable (X_2)	50
Table 16	Validity Test Based on Cognitive Expectation Variable (X_3)	51
Table 17	Validity Test Based on Tourist Satisfaction Variable (Y).....	51
Table 18	Reliability Test Based on Cognitive Disconfirmation Variable (X_1)	52
Table 19	Reliability Test Based on Emotional Experience Variable (X_2).....	52
Table 20	Reliability Test Based on Cognitive Expectation Variable (X_3)	53
Table 21	Reliability Test Based on Tourist Satisfaction Variable (Y)	53
Table 22	Normality Test	54
Table 23	Multicollinearity Test.....	55
Table 24	Heteroscedascity Test	55
Table 25	Descriptive Test	56
Table 26	Multiple Linear Regression Test.....	57
Table 27	Model Summary Result	58
Table 28	Significance Test (T-Test)	58
Table 29	Significance Test (F-Test).....	59