

**IMPACT OF DESTINATION IMAGE TOWARD TOURIST SATISFACTION,
CASE STUDY OF WEST SUMATRA**

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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**IMPACT OF DESTINATION IMAGE TOWARD TOURIST SATISFACTION,
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This research studies the impact of destination image toward tourist satisfaction, especially cognitive and affective image of West Sumatra. The research is an explanatory research and qualitative study. The sample is domestic tourist of West Sumatra. Questionnaires were distributed to 100 respondents, through multiple regression analysis the research was analyzed. The result shows that both hypothesis, $H_{1.1}$ and $H_{2.1}$ are accepted. So, cognitive and affective destination image do have significant impact to tourist satisfaction in West Sumatra. 74.2% of tourist satisfaction affected by cognitive image and affective image. The beta shown there is a higher significance effect of cognitive image (0.901) than affective image (0.105). The results support some of the previous studies, that destination image is significantly influence tourist satisfaction and cognitive image influence satisfaction more than affective image. Moreover, the study suggests that DMO must accentuate the destination image of West Sumatra as it is one of the factors that affect tourist satisfaction.

Keywords: Destination Image, Cognitive Image, Affective Image, Tourist Satisfaction, Perception



DEDICATION

I dedicate this work to my parents, friends, and lecturers of SGU University who have always encouraged and helped me to finish this work and pursue my dream.



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