

**THE INFLUENCE OF DESTINATION DECISION-MAKING WHEN
CHOOSING DESTINATIONS WHICH AFFECT SATISFACTION AND
CONSUMER BEHAVIOUR OF THE UNIVERSITY STUDENT IN JAKARTA:
A CASE OF BALI ISLAND**

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STATEMENT BY THE RESEARCHER

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

THE INFLUENCE OF DESTINATION DECISION-MAKING WHEN CHOOSING DESTINATIONS WHICH AFFECT SATISFACTION AND CONSUMER BEHAVIOUR OF THE UNIVERSITY STUDENT IN JAKARTA: A CASE OF BALI ISLAND

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In Indonesia, there are many places for holiday and Indonesia is well known as a cultural and natural attraction which make tourists want to visit Indonesia. Especially, the tourism industry has become one of the largest income for every country in the world. This research aim is to analyze the positive impact between destination decision-making, satisfaction, and consumer behaviour of a university student in Jakarta when choosing Bali as a destination. Furthermore, this research has been performed in the best tourist destination in the world based on TripAdvisor Travelers Choice Awards 2017, Bali island. The data was collected through the questionnaire which distributed to 200 university students in Jakarta which has been visited Bali. Validity and reliability test, classical assumption test, simple linear regression, and T-Test has been required are finished by using SPSS version 22 with. The result of this research found, the destination decision-making does positive effect to consumer behaviour and satisfaction of university student in Jakarta and satisfaction does effect or influence on to consumer behaviour of a university student in Jakarta.

Keywords: Decision-Making, Consumer Behaviour, Customer Satisfaction, Bali



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DEDICATION

I dedicate this bachelor thesis to my parents, teachers and lecturers, friends, and
tourism industry itself in Indonesia.



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TABLE OF CONTENT

| | |
|---|-----------|
| STATEMENT BY THE RESEARCHER..... | 2 |
| ABSTRACT | 3 |
| DEDICATION..... | 5 |
| ACKNOWLEDGMENT | 6 |
| TABLE OF CONTENT..... | 7 |
| LIST OF FIGURES | 11 |
| LIST OF TABLES | 12 |
| CHAPTER 1 | 14 |
| INTRODUCTION..... | 14 |
| 1.1. Background | 14 |
| 1.2. Research Problems..... | 15 |
| 1.3. Research Objectives..... | 17 |
| 1.4. Significance of Study..... | 17 |
| 1.5 Limitation of The Study | 18 |
| CHAPTER 2..... | 19 |
| LITERATURE REVIEW | 19 |
| 2.1 Destination Decision-making | 19 |
| 2.1.1 Destination Amenities and Environmental Features..... | 19 |
| 2.1.2 Destination Attractions and Tourist’s Personal Traits | 19 |
| 2.1.3 Destination Tourism Infrastructure | 20 |
| 2.2 Consumer Behaviour | 23 |
| 2.1.1 Culture..... | 24 |
| 2.2.2 Social..... | 25 |
| 2.2.3 Personal..... | 25 |

| | |
|---|-----------|
| 2.2.4 Psychological | 26 |
| 2.3 Customer Satisfaction..... | 27 |
| 2.4 Conceptual Framework..... | 30 |
| 2.3 Hypothesis..... | 31 |
| CHAPTER 3 | 33 |
| RESEARCH METHODOLOGY | 33 |
| 3.1 Research Design | 33 |
| 3.2 Study Site | 34 |
| 3.2.1 Atma Jaya Catholic University | 34 |
| 3.2.2 Bina Nusantara University | 34 |
| 3.2.3 Trisakti University | 35 |
| 3.3 Sample..... | 35 |
| 3.4 Questionnaire Design..... | 36 |
| 3.5 Data Collection | 38 |
| 3.5.1 Primary Data | 38 |
| 3.5.2 Secondary Data | 38 |
| 3.6 Operation Definition of Variable..... | 39 |
| 3.7 Validity and Reliability of The Instrument | 42 |
| CHAPTER 4..... | 43 |
| RESULT AND DISCUSSION | 43 |
| 4.1 Overview of Research Project..... | 43 |
| 4.1.1 Atma Jaya Catholic University | 43 |
| 4.1.2 University Bina Nusantara | 44 |
| 4.1.3 University Trisakti | 45 |
| 4.1.4 Bali..... | 46 |
| 4.2 Profile of Respondents..... | 49 |
| 4.2.1 Profile Respondent Based on Gender | 49 |

| | |
|--|-----------|
| 4.2.2 Profile Respondent Based on Average Age | 49 |
| 4.2.3 Profile respondent based on Domicile | 50 |
| 4.2.4 Profile respondent based on their frequency to visit Bali | 51 |
| 4.2.5 Profile respondent based on University | 51 |
| 4.2.6 Profile respondent based on their purpose to visit Bali | 52 |
| 4.2.7 Profile respondent based on Destination Amenities and Environmental Features | 53 |
| 4.2.8 Profile respondent based on Destination Attractions and Tourists' Personal Traits | 54 |
| 4.2.9 Profile respondent based on Destination Tourism Infrastructure | 55 |
| 4.2.10 Profile Respondent Based on Customer Satisfaction..... | 56 |
| 4.2.11 Profile Respondent Based on Consumer Behaviour..... | 57 |
| 4.3 Test of the instrument..... | 57 |
| 4.3.1 Validity Test..... | 58 |
| 4.3.1.2 Validity (Post-Test)..... | 59 |
| 4.3.2 Reliability Test..... | 59 |
| 4.3.2.1 Reliability Test Result (Pre-Test) | 60 |
| 4.3.2.2 Reliability Test Result (Post-Test)..... | 60 |
| 4.4 Classical Assumption Test..... | 61 |
| 4.4.1 Normality Test | 61 |
| 4.4.2 Heteroscedasticity Test | 63 |
| 4.4.3 Multicollinearity Test..... | 65 |
| 4.4.4 The Influence of The Destination Decision-Making Toward Consumer Behaviour | 66 |
| 4.4.5 The Influence of Destination Decision-Making Toward Satisfaction | 67 |
| 4.4.6 The Influence of Satisfaction Toward Consumer Behaviour..... | 67 |
| 4.4.7 Correlation Analysis | 68 |

| | |
|--|------------|
| 4.5 Hypotheses Testing | 69 |
| 4.5.1 First Hypothesis Result | 69 |
| 4.5.2 Second Hypothesis Result..... | 71 |
| 4.5.3 Third Hypothesis Result | 72 |
| CHAPTER 5 | 74 |
| CONCLUSION AND RECOMMENDATIONS | 74 |
| 5.1 Conclusion | 74 |
| 5.2 Recommendations | 75 |
| 5.2.1 Destination Amenities and Environmental Features..... | 75 |
| 5.2.2 Destination Attractions and Tourists' Personal Traits..... | 76 |
| 5.2.3 Destination Tourism Infrastructure..... | 76 |
| 5.2.4 Future Research | 77 |
| 5.3 Managerial Implication | 78 |
| GLOSSARY..... | 81 |
| REFERENCES..... | 82 |
| APPENDIX 1 | 88 |
| APPENDIX 2 | 92 |
| APPENDIX 3..... | 93 |
| APPENDIX 4..... | 98 |
| CURRICULUM VITAE..... | 103 |



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