Structural Equation Modeling for Chinese Tourists Satisfaction to Visit Indonesia

Name : Adib Ulun Nuha
NRP  : 1306100063
Department : Statistics
Advisor : Dr. Bambang W. Otok, S.Si, M.Si /
          Jerry Dwi Trijoyo P., S.Si, M.Si

Abstract

China is the largest tourist contributor among 10 main countries of Indonesian tourism market share. But Indonesia is not really the most favorite destination for Chinese tourist. To increase the effectiveness of Indonesian tourism promotion for Chinese tourist, effects of four promotion mix, that is advertisement, personal selling, sales promotion, and public relation, toward tourist decision taking and tourist satisfaction were measured. The method has been used is Structural Equation Modeling, that is a method to determine an effect between some variables simultaneously. The result of analysis reveals the kind of promotion mix with positive, strongest, and the most significant effect toward tourist decision taking is advertisement, that is 0,75. Meanwhile, decision taking also has an effect of 0,75 toward tourist satisfaction.

Keyword: Structural Equation Modeling, Promotion Mix, Decision Taking, Satisfaction