

LIST OF CONTENTS

FOREWORD.....	vii
ABSTRACT.....	xiv
INTRODUCTION.....	1
1.1	
Background.....	1
1.2 Formulation of the problem.....	6
1.3 The scope of research.....	7
1.3.1 Subject Scope.....	7
1.3.2 Object Scope.....	7
1.3.3 Scope of Premises.....	7
1.3.4 Time Scope.....	7
1.4 Research purposes.....	7
1.5 Benefits of research.....	8
1.6 Writing system.....	8
CHAPTER II.....	10
THEORETICAL BASIS.....	10
2.1 Tourism Economics.....	10
2.2 Tourism Supply.....	12
2.3 Tourism Demand.....	13
2.4 Tourism Marketing.....	16
2.4.1 Tourism Marketing Mix.....	16
2.5 Revisit Intention.....	17
2.6 Destination attractions.....	18
2.7 Tourist's Experiences.....	20
2.8 Electronic Word of Mouth.....	21
2.9 Tourist Satisfaction.....	23
2.10 Previous Research.....	24
2.11 Framework of Thought.....	28
2.12 Hypothesis Development.....	29
CHAPTER III.....	35
RESEARCH METHODOLOGY.....	35
3.1 Types of research.....	35

3.2	Data source	35
3.3	Data Collecting Method.....	35
3.3.1	Questionnaire	35
3.4	Population and Sample	36
3.4.1	Population.....	36
3.4.2	Sample.....	37
3.5	Research Variables	38
3.5.1	Exogenous Variables.....	38
3.5.2	Endogenous Variable	38
3.5.3	Intervening Variable.....	38
3.6	Operational Definition of Variables.....	38
3.7	Data analysis method	46
3.7.1	Measurement model (Outer Model).....	47
3.7.2	ModelStructural (Inner Model).....	50
3.7.3	Hypothesis test.....	50
CHAPTER IV		51
RESULTS AND DISCUSSION		51
4.1	Data Description.....	51
4.1.1	Description of Respondent Characteristics	51
4.1.2	Description of Respondents' Answers.....	55
4.2	Data Analysis	67
4.2.1	Assessing the Outer Model or Measurement Model.....	68
4.2.2	Composite Reability and Average Variance Extracted (AVE)...	71
4.2.3	Structural Model Testing (Inner model).....	72
4.2.3.1	R-Suare Value.....	72
4.2.4	Hypothesis Testing.....	73
4.2.5	Testing Hypothesis 1 (Influences of Destination Attraction on Tourist Satisfaction at Marine Tourism in Lampung Province).....	74
4.2.6	Testing Hypothesis 2 (Influences of Tourist's Experiences on Tourist Satisfaction at Marine Tourism in Lampung Province).....	75
4.2.7	Testing Hypothesis 3 (Influences of E-WOM on Tourist Satisfaction at Marine Tourism in Lampung Province).....	76

4.2.8 Testing Hypothesis 4 (Influences of Destination attraction on Tourist Revisit Intention at Marine Tourism in Lampung Province).....	76
4.2.9 Testing Hypothesis 5 (The Influence of Tourist's Experiences on Tourist Revisit Intention at Marine Tourism in Lampung Province)	77
4.2.10 Testing Hypothesis 6 (The Influence of E-WOM on Tourist Revisit Intention at Marine Tourism in Lampung Province).....	78
4.2.11 Testing Hypothesis 7 (The Influence of Destination Attraction on Tourist Revisit Intention through Tourist satisfaction at Marine Tourism in Lampung Province).....	78
4.2.12 Testing Hypothesis 8 (The Influence of Tourist's Experiences on Tourist Revisit Intention through Tourist satisfaction at Marine Tourism in Lampung Province).....	79
4.2.13 Testing Hypothesis 9 (The Influence of E-WOM on Tourist Revisit Intention through Tourist satisfaction at Marine Tourism in Lampung Province).....	80
4.3 Discussion.....	80
4.3.1 Influence of Destination Attraction (X1) on Tourist Satisfaction (M) at Marine Tourism in Lampung Province.....	80
4.3.2 The Influence of Tourist's Experiences (X2) on Tourist Satisfaction (M) at Marine Tourism in Lampung Province.....	82
4.3.3 Influence of E-WOM (X3) on Tourist Satisfaction (M) at Marine Tourism in Lampung Province.....	84
4.3.4 Influence of Destination Attraction (X1) on Tourist Revisit Intention (Y) at Marine Tourism in Lampung Province.....	85
4.3.5 Influence of Tourist's Experiences (X2) on Tourist Revisit Intention (Y) at Marine Tourism in Lampung Province.....	87
4.3.6 Influence of E-WOM (X3) on Tourist Revisit Intention (Y) at Marine Tourism in Lampung Province.....	88
4.3.7 Influence of Destination Attraction (X1) on Tourist Revisit (Y) Through Tourist Satisfaction (M) at Marine Tourism in Lampung Province.....	90
CHAPTER V.....	98
CONCLUSIONS AND SUGGESTIONS.....	98
5.1 Conclusion.....	98

5.2 Suggestion	100
5.2.1 Empirical suggestions are aimed at the Lampung Province Tourism and Creative Economy Office	100
5.2.2 Theoretical Suggestions are intended for Further Researchers	101
BIBLIOGRAPHY	102
ATTACHMENTS	106