

The 2nd International Conference on Business and Economics 2014

Padang, 22-23 October 2014
West Sumatera, Indonesia

Entrepreneurship and Creative Economy
in Global Competitiveness

Certificate

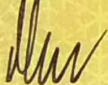
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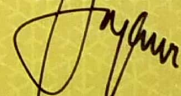
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Faculty of Economics - Andalas University
Dean



(Prof. Tafdil Husni, Ph.D)

ICBE 2014
Conference Chair



(Dr. Yulia Hendri Yeni, SE, MT, Ak, CA)



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PROCEEDING

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**Foreword by:
Rector of Andalas University**

First of all, I would like to welcome you all to Andalas University Padang, West Sumatra, Indonesia. We are delighted to have you here to participate and share in the 2nd International Conference on Business and Economics (ICBE) in 2014. Thank you for coming, many of you travel long distances serves to remind us how important this even.

This great event facilitates interaction among academics, researchers and policy makers in this region through plenary sessions, lectures and parallel paper presentations. I am delighted to know that the conference theme "Entrepreneurship and Creative Economy in Global Competitiveness" is in line with our University motto "to be a leader in character building and entrepreneurship. We hope that, some papers will inspire us to achieve our goal. Hopefully, everyone will benefit from this event through sharing paper and experiences.

I would like to thank the Dean of Faculty of Economics and the Organizing Committee that have been working hard for the preparation of this international academic event. For us, this event is also a part of activities recognized 58 years Andalas University contribution to this country. We thank our sponsors for providing the funding for this Conference. Let me thank also the conference scientific committee.

Finally, let me reiterate my warm welcome to all of you to the University and I wish you all a very successful conference.

**Andalas University,
Rector**

Prof. Dr. H. Werry Darta Taifur, SE, MA

Foreword by:

Dean of Economics Faculty, Andalas University

Ladies and gentlemen, it is an honour to welcome all of you here to the 2nd International Conference on Business and Economics (ICBE) 2014, held by Faculty of Economics, Andalas University

This Conference, which is based on the theme of “Entrepreneurship and Creative Economy in Global Competitiveness” just one of our many initiatives to advance the frontiers of knowledge in the field of economics and business. The ICBE conference brings together academics and professionals from various business and economics disciplines to share latest research findings and brainstorm new research ideas various disciplines. I have no doubt that it will provide an excellent platform for participants to exchange experiences and explore new ideas in this important area.

As we think about entrepreneurship and creative economics, we should recognize that those areas are key important for the growth of the nations. Universities as center for excellence are expected to provide research and analysis towards the wealth of nations. We are happy to meet academicians and researchers in this conference. I hope this is a great opportunity for us to build and develop network among us.

At Economics Faculty, we have been tried hard and engaged in a process of becoming significantly different and significantly better – different from our past, and better able to help meet the needs of the people of our region and country.

By aligning our considerable expertise and renowned academic excellence with the international development agenda to accelerate economic growth, we want to become more relevant to society. In our core activities as an academic institution, we would like to improve our entrepreneur society which relevant to creative industry by disseminating great numbers of research findings.

I would like to extend my sincere appreciation to the Organizing Committee for their untiring efforts in staging this extremely worthwhile event. I very much hope that all participants will find this conference both stimulating and rewarding. For visiting participants, I wish them a most pleasant stay in Padang.

Economics Faculty,

Dean

Prof. Tafdil Husni, Ph.D

Foreword by:

The Chairperson of Organizing Committee

2nd ICBE 2014

On behalf of the 2nd International Conference on Business and Economics Organizing Committee, I would like to warmly welcome all speakers and participants of 2nd ICBE 2014. Welcome to Indonesia to overseas participants from six different countries; Australia, Netherland, Malaysia, India, Taiwan and Thailand. And also welcome to Padang City to delegates from other Provinces in Indonesia.

After success delivering the 1st ICBE on 2010 in Bukittinggi City, Dean of Economic Faculty Andalas University initiated to propose the 2nd ICBE 2014. Hence, we gratefully acknowledge supporting of the Rector of Andalas University Prof. Dr. H. Werry Darta Taifur, SE, MA and the Dean of Economics Faculty Prof. Tafdil Husni, Ph.D.

One of the objectives of ICBE is to foster multidisciplinary research from a variety of fields on accounting, business, management, economics and public governance. The conference supports the development of empirical and normative inquiry, theory building and systematic testing of theory consistent with the canons of social science, using the full range of quantitative and qualitative methodologies. In 2nd ICBE, more than 200 abstracts submitted, with 173 papers will be presented. Thanks to all authors for participating. In this special event, we would like to express our appreciation to 30 scientific committees for providing valuable feedbacks to authors and 36 track chairs for their valuable contributions.

We also extend our sincere gratitude to Professor Ian Eddie PhD FCPA from Southern Cross University Australia as a keynote speaker for sharing his thoughts on the conference theme "Entrepreneurship and Creative Economy in Global Competitiveness", and Dr Ian Patrick Austin from Edith Cowan University Australia as a panel speaker of "Strengthen Collaboration among Asian Universities".

Without a great team, it would be impossible to conduct a great conference. I would like to extend my deep appreciation to Organizing Committee members, especially to Tafdil Husni, Harif Amali Rivai, Vera Pujani, Masyhuri Hamidi, and Meuthia who spend every single day for discussing and preparing this conference since September 2014. We are grateful to have the students who have strong commitment to provided assistance pre and during the conference period. In addition, the success of 2nd ICBE is partly due to the contribution and support by our sponsors. I take this opportunity to offer a huge thanks to all individuals and institutions who have contributed directly or indirectly

to success of 2ndICBE 2014. Finally, we sincerely hope all of you maximise the opportunities of collaborations, networks and new friendship. Have an enjoyable and valuable conference.

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ABSTRACT

**The Relationship Between Satisfaction with The Sport Event, Revisit
Intention and Positive Word-of-Mouth Intention:
The Study of *Dragon Boat Sport Event* in Padang City**

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ABSTRACT

The purposes of study are to know; the influence of satisfaction with the sport event toward revisit and positive word-of-mouth intention at *dragon boat sport event* in Padang City. Based on consumer behaviour literatures, this explanatory study investigates causality among cross sectional data that was collected by following convenience sampling technique. The sample size is 65 local tourists. The data analyzed by structural equation model. The results show that the effects of satisfaction with the sport event on revisit intention is positive (0.617881) and significant at the alpha of 0.05, with the t-statistic of 7.386118. The visitor satisfaction has positive impact on positive word-of-mouth intention (0,670390) and significant at the alpha of 0.05, with the t-statistic of 8,473988. These results indicate that satisfaction with the sport event has significant influence on revisit and positive word-of-mouth intention of *dragon boat sport event* in Padang City. The Government City of Padang may consider this finding to improve satisfaction with the sport event by improve quality of sport event.

Keywords: *Visitor Satisfaction, Revisit Intention, Positive Word-Of-Mouth Intention*

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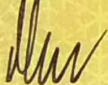
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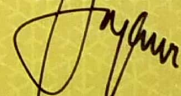
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(Prof. Tafdil Husni, Ph.D)

ICBE 2014
Conference Chair



(Dr. Yulia Hendri Yeni, SE, MT, Ak, CA)

THE RELATIONSHIP BETWEEN SATISFACTION WITH THE SPORT EVENT, REVISIT INTENTION AND POSITIVE WORD-OF-MOUTH INTENTION; THE STUDY OF *DRAGON BOAT* SPORT EVENT IN PADANG CITY

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Abstract

The purposes of study are to know; the influence of satisfaction with the sport event toward revisit and positive word-of-mouth intention at dragon boat sport event in Padang City. Based on consumer behaviour literatures, this explanatory study investigates causality among cross sectional data that was collected by following convenience sampling technique. The sample size is 65 local tourists. The data analyzed by structural equation model. The results show that the effects of satisfaction with the sport event on revisit intention is positive (0.617881) and significant at the alpha of 0.05, with the t-statistic of 7.386118. The visitor satisfaction has positive impact on positive word-of-mouth intention (0,670390) and significant at the alpha of 0.05, with the t-statistic of 8,473988. These results indicate that satisfaction with the sport event has significant influence on revisit and positive word-of-mouth intention of dragon boat sport event in Padang City. The Government City of Padang may consider this finding to improve satisfaction with the sport event by improve quality of sport event.

Keywords: Visitor Satisfaction, Revisit Intention, Positive Word-Of-Mouth Intention

I. PENDAHULUAN

Sumbangan sektor pariwisata untuk devisa negara berada di posisi ke-4 setelah migas, batu bara, dan kelapa sawit. Sektor pariwisata memainkan peranan penting dalam perekonomian Indonesia, diharapkan menjadi salah satu andalan dalam perolehan devisa, dan bahkan diharapkan menjadi salah satu hasil utama devisa negara Indonesia.

Pemerintah berkeinginan menjadikan pariwisata sebagai salah satu sumber penerimaan negara, yang dapat dijadikan tulang punggung perekonomian Indonesia. Sektor pariwisata terutama yang berhubungan dengan aktivitas wisatawan manca negara bila dibandingkan dengan kelompok komoditi lain memiliki prospek yang lebih baik. Untuk itu, perlu upaya dari *stakeholders* untuk mengembangkan pariwisata dengan berbagai cara. Salah satunya adalah mengembangkan sport event.

Sebagai salah satu destinasi wisata, Kota Padang mengembangkan berbagai event salah satunya adalah Festival Perahu Naga. *Event* ini telah diadakan untuk ke-12 kalinya dan dinilai sebagai ajang yang memadukan konsep olah raga dan pariwisata dan diperkirakan akan berdampak terhadap kunjungan wisatawan ke kota Padang. Oleh karena itu, perlu upaya untuk menyelenggarakan event ini dengan baik dan memberikan kepuasan bagi wisatawan yang menonton event tersebut. Kepuasan terhadap sport event diperkirakan akan berpengaruh terhadap intensi berkunjung kembali dan intensi untuk *positive word-of-mouth*. Hal ini sesuai dengan hasil penelitian Chen dan Tsai (2007) bahwa kepuasan terhadap *sport event* memiliki dampak terhadap niat perilaku seperti niat untuk mengunjungi/ mengunjungi kembali. Hasil penelitian ini juga didukung oleh penelitian Kim et, al., (2009). Selain itu, kepuasan telah menjadi prediktor kuat dari niat perilaku dalam fase pasca-perjalanan (Baker dan Crompton, 2000; Bigne et, al., 2001; Rittichainuwat et, al., 2002; Lee et, al., 2004).Kepuasan memiliki dampak terhadap niat perilaku seperti merekomendasikan kepada orang lain (Bigne et, al., 2001, Chen dan Tsai, 2007, Kim et, al., 2009).

Penelitian ini bertujuan mengetahui:

1. Pengaruh kepuasan terhadap *sport event* terhadap intensi berkunjung kembali

2. Pengaruh kepuasan terhadap *sport event* terhadap intensi intensi untuk positive *word-of-mouth*

II. TINJAUAN TEORI DAN HIPOTESIS

Kepuasan Wisatawan terhadap *Sport Event*

Wisatawan akan melakukan evaluasi pasca pembelian yaitu membandingkan kinerja destinasi berdasarkan harapan yang dia inginkan. Hasil evaluasi pasca pembelian adalah kepuasan atau ketidakpuasan. Menurut Kandampully dan Suharatanto (2003), kepuasan merupakan salah satu tujuan dari kegiatan pemasaran, yang menghubungkan proses pembelian dan konsumsi dengan fenomena pasca pembelian. Baker dan Crompton (2000) menyatakan bahwa kepuasan memiliki pengaruh terhadap niat berperilaku. Kepuasan terhadap tujuan wisata mengacu pada kondisi emosional yang tercermin dalam penilaian pasca-perjalanan seorang wisatawan terhadap tujuan wisata (Chen dan Tsai, 2007, Kim et, al., 2009). Lebih lanjut Kozak dan Rimmington (2000) menyatakan bahwa kepuasan wisatawan merupakan salah satu variabel utama untuk mempertahankan bisnis yang kompetitif dalam industri pariwisata karena mempengaruhi pilihan destinasi, konsumsi produk dan jasa, sedangkan Lee et, al. (2007) menyatakan bahwa kepuasan merupakan hasil psikologis yang berasal dari pengalaman.

Indikator untuk mengukur kepuasan wisatawan terhadap *sport event* (Rajabi dan Andam, 2013) adalah 1) kualitas akses ke venue olahraga, 2) kualitas akses ke destinasi, 3) venue olahraga, 4) kualitas Interaksi, 4) nilai venue, 5) kualitas proses *event* dan 6) kualitas *event*

Intensi untuk Berkunjung Kembali

Gambaran dalam ingatan tentang tempat tujuan pariwisata digunakan oleh wisatawan untuk membuat keputusan untuk mengunjungi suatu tempat atau sesuatu yang menarik (Roos, 1994). Intensi berkunjung kembali dapat dijelaskan, bahwa dalam pemilihan objek kunjungan Wisatawan terlebih dahulu harus melalui proses secara psikis, untuk akhirnya memutuskan objek wisata yang akan dikunjungi. Diantara banyak pilihan objek wisata yang dikunjungi, memungkinkan untuk munculnya intensi berkunjung kembali ke objek wisata yang pernah dikunjungi. Cole dan Scott (2004) menyatakan intensi berkunjung kembali merupakan kemauan atau rencana wisatawan untuk mengunjungi destinasi kembali pada masa yang akan datang. Intensi berkunjung kembali dapat disimpulkan yaitu, intensi calon wisatawan untuk mengunjungi kembali objek wisata yang pernah dikunjungi sebelumnya, dan intensi terbentuk dari sikap yang telah ada dalam ingatannya terhadap objek wisata yang pernah dikunjunginya.

Indikator intensi berkunjung kembali menurut Kaplanidou (2012) yaitu mengunjungi destinasi pada tahun yang akan datang untuk berlibur dan berpartisipasi dalam *sport event* ditahun yang akan datang.

Intensi untuk Positive *Word-of-Mouth*

Jadi dengan demikian intensi berkunjung kembali wisatawan akan banyak dipengaruhi oleh aspek-aspek yang telah disebutkan sebelumnya. Bila pengalaman-pengalaman tentang keramahan masyarakat objek wisata yang didapatkan sangat menyenangkan, hal ini akan menjadi suatu *reinforcement* positif, untuk akhirnya terjadi kunjungan ulang oleh wisatawan. Indikator intensi untuk positive *word-of-mouth* menurut Kaplanidou et.al (2012) adalah Merekomendasikan destinasi untuk tujuan liburan dan merekomendasikan sport event ini orang lain.

Kerangka Konseptual dan Hipotesis

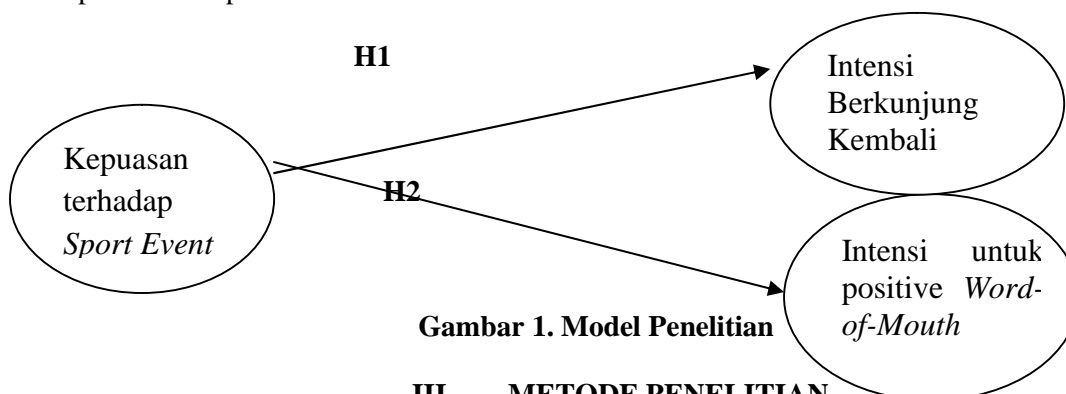
Kepuasan terhadap *sport event* memiliki dampak terhadap niat perilaku seperti niat untuk mengunjungi/ mengunjungi kembali (Bigne et, al., 2001.; Lee et, al., 2004; Kaplanidau dan Vogt, 2007; Chen dan Tsai, 2007, Kim et, al., 2009). Selain itu, kepuasan telah menjadi prediktor kuat dari niat perilaku dalam fase pasca-perjalanan (Baker dan Crompton, 2000; Bigne et, al., 2001; Rittichainuwat et, al., 2002; Lee et, al., 2004) ketika individu mengevaluasi pengalaman perjalanan secara keseluruhan (Chon, 1989). Oleh karena itu, kepuasan terhadap *sport event* diperkirakan mempengaruhi niat perilaku untuk mengunjungi kembali destinasi serta berpartisipasi dalam kegiatan wisata olahraga. Maka dapat diajukan hipotesis 1 yaitu:

H1: Kepuasan terhadap *sport event* berpengaruh terhadap intensi berkunjung kembali.

Kepuasan memiliki dampak terhadap niat perilaku seperti merekomendasikan kepada orang lain (Bigne et, al., 2001.; Lee et, al., 2004.; Chen dan Tsai, 2007, Kim et, al., 2009). Oleh karena itu, kepuasan terhadap *sport event* diperkirakan berpengaruh niat perilaku untuk merekomendasikan kepada orang lain (WOM)

H2: Kepuasan terhadap *sport event* berpengaruh terhadap intensi untuk positive *word-of-mouth*

Model penelitian seperti Gambar 2.1:



Gambar 1. Model Penelitian

III. METODE PENELITIAN

Metode penelitian yang digunakan adalah metode survey yaitu *explanatory survey*, dimana penelitian ini mengambil sampel dari populasi dengan menggunakan kuesioner sebagai alat pengumpulan data utamanya. Jenis penelitian adalah *explanatory*, karena penelitian ini bertujuan untuk menguji mengenai keterkaitan antara kepuasan wisatawan terhadap *sport event* terhadap intensi berkunjung dan intensi positif *word of mouth*. Penelitian ini akan menguji hipotesis melalui pengumpulan data di lapangan. Unit analisis adalah wisatawan yang menonton sport event Perahu Naga di Kota Padang

Data yang digunakan dalam penelitian ini adalah data primer yang dikumpulkan melalui kuesioner. Kuesioner disusun dengan skala yang berpedoman pada *Likert Summated Rating*. Teknik pengambilan sampel adalah *convenience sampling*. Ukuran sampel sebanyak 65 wisatawan. Metode analisa kuantitatif digunakan adalah *Structural Equation Model (SEM)* dengan paket program komputer *PLS*.

IV. HASIL PENELITIAN

4.1 Profil Responden

Profil responden dari penelitian ini seperti Tabel 4.1. berikut ini:

Tabel 4.1 Profil Responden

Karakteristik	Deskripsi	Frekwensi	Persentase (%)
Jenis kelamin	Laki-laki	24	37
	Perempuan	41	63
Umur	<20	8	12
	21-30	52	80
	31-40	5	8
	>40	0	0
Pendidikan	SD	2	3
	SMP	27	42
	SMA	8	12
	Diploma	26	40
	Sarjana	2	3

Tujuan	Bisnis	6	9
kedatangan	Pendidikan	17	26
	Olah Raga	6	9
	Liburan	36	56

4.2. Uji Instrumen: Uji Validitas dan Uji Reliabilitas

Instrumen penelitian ini diuji menggunakan software *smartpls* untuk mengukur validitas dan reliabilitas data. Uji validitas dilakukan dengan melihat nilai *outer loading* masing-masing indikator melalui *convergent validity* dan *discriminant validity* (Hair et al. 2006). Validitas konvergen dinilai berdasarkan korelasi (*outer loading*) antara skor item atau indikator (*component score*) dengan skor konstruk. Validitas konvergen dikatakan tinggi jika nilai *loading* atau korelasi skor indikator dengan skor konstruk di atas 0,7 (Chin dalam Ghozali, 2008). Tabel 4.2 berikut memperlihatkan nilai *outer loading* indikator variabel kepuasan terhadap *sport event* (*satisfaction*), intensi untuk berkunjung (*visit intention*), dan intensi *word of mouth* (*WOM intention*).

Tabel 4.2. Outer Loading

	Kepuasan terhadap Citra <i>Sport</i> (SAT)	Intensi Berkunjung Kembali (INT)	Intensi untuk positive <i>Word-of-Mouth</i> (WOM)
INT1		0,846443	
INT2		0,908893	
SAT1	0,800100		
SAT2	0,832314		
SAT3	0,841354		
SAT4	0,805552		
SAT5	0,848194		
SAT6	0,852665		
SAT7	0,840087		
WOM1			0,888384
WOM2			0,939100
WOM3			0,921634

Sumber: Olahan Data Primer (2014)

Hasil nilai *outer loading* tabel 4.2 menunjukkan bahwa semua indikator yang mengukur ketiga variabel penelitian ini mempunyai nilai *loading* diatas 0,50. Hal ini menunjukkan bahwa semua indikator sudah memenuhi validitas konvergen. Selain *outer loading*, validitas konvergen juga dapat diukur dari nilai AVE dan *communality*. Nilai AVE dan *communality* variabel harus memenuhi nilai >0,5 sebagai nilai yang disyaratkan (Ghozali, 2008). Tabel 4.3 berikut memperlihatkan nilai AVE dan *communality* masing-masing variabel yang diteliti suda memenuhi nilai yang disyaratkan.

Tabel 4.3.

AVE dan *communality*

	AVE	Communality
Kepuasan terhadap Citra <i>Sport</i> (SAT)	0,691702	0,691702
Intensi Berkunjung Kembali (INT)	0,771276	0,771276
Intensi untuk positive <i>Word-of-Mouth</i> (WOM)	0,840181	0,840181

Sumber: Olahan Data Primer (2014)

Setelah memenuhi nilai validitas konvergen, penelitian ini mengukur validitas diskriminan. *Discriminant validity* dapat dilihat dari nilai *cross loading* atau juga bisa dengan membandingkan akar dari AVE suatu konstruk harus lebih tinggi dibandingkan dengan korelasi antar variabel laten (Hartono dan Abdillah, 2009). Nilai *cross loading* dan akar AVE secara berturut-turut dapat dilihat pada tabel 4.4 dan 4.5 berikut.

Tabel 4.4.
Cross loading

	Kepuasan terhadap Citra Sport (SAT)	Intensi Berkunjung Kembali (INT)	Intensi untuk positive <i>Word-of-Mouth</i> (WOM)
INT1	0,471451	0,846443	0,629323
INT2	0,601962	0,908893	0,684366
SAT1	0,800100	0,465811	0,558103
SAT2	0,832314	0,453753	0,514532
SAT3	0,841354	0,561519	0,560851
SAT4	0,805552	0,506042	0,588128
SAT5	0,848194	0,483345	0,500043
SAT6	0,852665	0,586022	0,602246
SAT7	0,840087	0,520870	0,564757
WOM1	0,556910	0,639562	0,888384
WOM2	0,692909	0,705748	0,939100
WOM3	0,579240	0,712233	0,921634

Sumber: Olahan Data Primer (2014)

Tabel 4.5
Akar AVE dan *Latent Variable Correlations*

	Kepuasan terhadap Citra Sport (SAT)	Intensi Berkunjung Kembali (INT)	Intensi untuk positive <i>Word-of-Mouth</i> (WOM)
Kepuasan terhadap Citra Sport (SAT)	0,831686		
Intensi Berkunjung Kembali (INT)	0,617881	0,878223	
Intensi untuk positive <i>Word-of-Mouth</i> (WOM)	0,670390	0,748970	0,916614

Sumber: Olahan Data Primer (2014)

Tabel 4.3 dan 4.4. di atas menunjukkan bahwa nilai *cross loading* dan akar AVE pada masing-masing variabel lebih besar dibandingkan dengan korelasi antar variabel lainnya, sehingga dapat dikatakan bahwa seluruh variabel laten memiliki *discriminant validity* yang baik.

Uji reliabilitas dilakukan untuk mengetahui sejauh mana alat pengukuran tersebut mempunyai akurasi dan ketepatan pengukuran yang konsisten dari waktu ke waktu. Reliabilitas instrumen pada penelitian ini ditentukan dari nilai *composite reliability* dan *Cronbachs Alpha* untuk setiap blok indikator pada konstruk reflektif. *Rule of thumb* nilai *composite reliability* dan *Cronbachs Alpha* harus lebih besar dari 0,7 meskipun nilai 0,6 masih dapat diterima (Hair et al. 2006). Nilai *composite reliability* dan *Cronbachs Alpha* dari setiap variabel yang diukur mempunyai nilai lebih besar dari 0,60, sehingga indikator yang digunakan dalam variabel penelitian tersebut dikatakan reliabel. Uji reliabilitas variabel penelitian ini dapat dilihat pada tabel 4.6 berikut.

Tabel 4.6.

Cronbachs Alpha dan Composite Reliability

	Composite Reliability	Cronbachs Alpha
Kepuasan terhadap Citra <i>Sport</i> (SAT)	0,940109	0,925653
Intensi Berkunjung Kembali (INT)	0,870728	0,707398
Intensi untuk positive <i>Word-of-Mouth</i> (WOM)	0,940345	0,905070

Sumber: Olahan Data Primer (2014)

4.3. Uji model struktural (*inner model*)

Pengujian model struktural menghasilkan nilai signifikansi hubungan jalur antar variabel laten dengan menggunakan fungsi *bootstrapping*. Nilai koefisien *path* atau *inner model* menunjukkan tingkat signifikansi dalam pengujian hipotesis. Skor koefisien *path* atau *inner model* yang ditunjukkan oleh nilai *T-statistic*, harus di atas 1,96 untuk hipotesis dua ekor (*two-tailed*) dan di atas 1,64 untuk hipotesis satu ekor (*one-tailed*) untuk pengujian hipotesis pada *alpha* 5 persen (Hair *et al.* 2006). Pengujian model struktural penelitian ini dapat dilihat pada tabel 4.7 berikut.

Tabel 4.7.

Uji Model Struktural

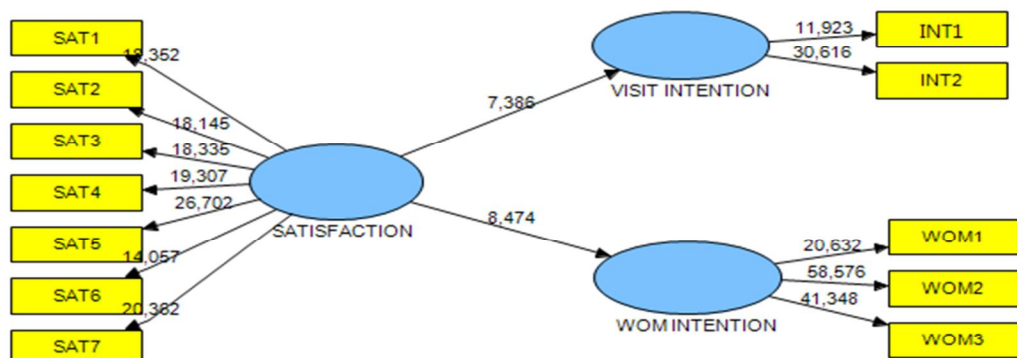
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
SAT-> INT	0,617881	0,615011	0,083654	0,083654	7,386118
SAT -> WOM	0,670390	0,664264	0,079112	0,079112	8,473988

Catatan: Pengujian dilakukan pada tingkat signifikansi *two-tail*

*) Signifikan pada $p < 0.05$

Sumber: Olahan Data Primer (2014)

Tabel 4.6 di atas menunjukkan bahwa pengaruh Kepuasan terhadap Citra *Sport* terhadap Intensi Berkunjung Kembali adalah positif (0,617881) dan signifikan pada $\alpha = 0,05$ dengan nilai statistik $7,386118 > 1,96$. Variabel Kepuasan terhadap Citra *Sport* berpengaruh positif terhadap Intensi untuk positive *Word-of-Mouth* (0,670390) dan signifikan pada $\alpha = 0,05$ dengan nilai statistik $8,473988 > 1,96$. Koefisien *path* dari masing-masing hubungan antar variabel secara lebih jelas terlihat dari gambar 1 di bawah ini.



Gambar 4. 1.

Model Penelitian Hasil Uji Bootsraping

Sumber: Olahan Data Primer (2014)

Model penelitian berdasarkan hasil uji bootstrapping dari gambar di atas menunjukkan kesimpulan bahwa pengujian kedua hipotesis dalam penelitian memperlihatkan pengaruh yang positif dan signifikan.

V. PEMBAHASAN

Dari hasil penelitian ini ditemukan bahwa kepuasan terhadap *sport event* berpengaruh positif terhadap intensi berkunjung kembali dan kepuasan terhadap *sport event* berpengaruh positif terhadap intensi untuk positive *word-of-mouth*. Hal ini mengindikasikan bahwa kepuasan wisatawan yang menonton *sport event* perahu naga mampu meningkatkan intensi berperilaku wisatawan di masa yang akan datang yaitu intensi untuk mengunjungi kembali destinasi wisata dan mau merekomendasikan kepada orang lain (teman dan keluarga). Oleh karena itu pihak penyelenggara *sport event* yaitu Pemerintah Kota Padang benar-benar berupaya memberikan kualitas *event* yang baik sehingga memberikan kepuasan kepada wisatawan yang menonton *sport event* tersebut.

Hasil penelitian ini didukung oleh beberapa penelitian sebelumnya, dimana kepuasan terhadap *sport event* memiliki dampak terhadap niat perilaku seperti niat untuk mengunjungi/ mengunjungi kembali (Bigne et, al., 2001.; Lee et, al., 2004; Castro et, al., 2007.; Kaplanidou dan Vogt, 2007; Chen dan Tsai, 2007, Kim et, al., 2009). Selain itu, kepuasan telah menjadi prediktor kuat dari niat perilaku dalam fase pasca-perjalanan (Baker dan Crompton, 2000; Bigne et, al., 2001; Rittichainuwat et, al., 2002; Lee et, al., 2004) ketika individu mengevaluasi pengalaman perjalanan secara keseluruhan (Chon, 1989). Kepuasan memiliki dampak terhadap niat perilaku seperti merekomendasikan kepada orang lain (Bigne et, al., 2001.; Lee et, al., 2004; Chen dan Tsai, 2007, Kim et, al., 2009).

VI. KESIMPULAN DAN SARAN

Hasil penelitian ini dapat disimpulkan bahwa kepuasan terhadap *sport event* berpengaruh terhadap intensi berkunjung kembali dan intensi untuk positive *word-of-mouth*. Maka disarankan kepada pihak penyelenggara *sport event* benar-benar berupaya memberikan kualitas *event* yang baik sehingga memberikan kepuasan kepada wisatawan yang menonton *sport event* tersebut, sehingga menimbulkan intensi kepada wisatawan untuk berkunjung kembali dan merekomendasikan kepada orang lain tentang *sport event* perahu naga yang diselenggarakan oleh pemerintah daerah Kota Padang.

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