DAFTAR ISI

HALAMAN SAMPUL.....i

HALAMAN JUDUL ii

PERNYATAAN BEBAS PLAGIARISME.....iii

HALAMAN PERSETUJUAN.....iv

KATA PENGANTAR v

HALAMAN PERSEMBAHAN vii

HALAMAN MOTTO.....viii

DAFTAR ISI.....ix

DAFTAR TABEL.....xi

DAFTAR GAMBAR.....xii

DAFTAR LAMPIRAN.....xiii

ABSTRAK.....xiv

ABSTRACT.....xv

BAB I PENDAHULUAN.....1

1.1 Latar Belakang.....1

1.2 Rumusan Masalah.....10

1.2 Tujuan Penelitian.....11

1.2 Manfaat Penelitian.....12

1.2 Sistematika Penulisan.....13

BAB II KAJIAN PUSTAKA.....14

2.1 Telaah Pustaka.....14

2.2 Jogja Bay Waterpark 14

2.3 Landasan Teori 15

2.3.1 Marketing Mix.....17

2.3.2 Product.....18

2.3.3 Price.....20

2.3.4 Promotion 22

2.3.5 Location.....25

2.3.6 Brand Image 27

2.3.7 Purchase Decision.....28

2.3.8 Post Purchase Behaviour 32

2.4 Kerangka Penelitian 34

BAB III METODE PENELITIAN.....37

3.1 Pendekatan Penelitian.....37

3.2 Populasi dan Sampel.....38

3.3 Jenis Data Penelitian.....41

3.4 Teknik Pengambilan Data 42

3.5 Klasifikasi Variabel Penelitian 43

3.6 Definisi Operasional Variabel 44

3.7 Uji Instrument Penelitian.....49

3.8 Teknik Analisis Data 56

3.9 Analisis Deskriptif.....58

BAB IV DATA DAN PEMBAHASAN 63

4.1 Deskripsi Data 63

4.2 Karakteristik Responden.....63

4.3 Analisis Struktural Model.....66

4.3.1 Evaluasi Outer Model.....68

4.3.2 Evaluasi Inner Model.....82

1. Uji Path Koefisien 82

2. Uji Goodness of Fit.....85

3. Uji Hipotesis.....88

4.3.3 Analisis Hasil Uji Hipotesis 90

4.4 Pembahasan 98

BAB V KESIMPULAN DAN SARAN.....110

5.1 Kesimpulan.....110

5.2 Saran.....112

DAFTAR REFERENSI

Daftar Pustaka.....114

Lampiran 1.....121

Lampiran 2.....146

Tabel 1.1 Time Series Visitor 14

Tabel 3.1 Kriteria Populasi Jogja Bay 38

Tabel 3.2 Hasil Uji Validitas *Product* 50

Tabel 3.3 Hasil Uji Validitas *Price* 51

Tabel 3.4 Hasil Uji Validitas *Promotion* 51

Tabel 3.5 Hasil Uji Validitas *Location* 52

Tabel 3.6 Hasil Uji Validitas *Brand Image* 53

Tabel 3.7 Hasil Uji Validitas *Purchase Decision* 53

Tabel 3.8 Hasil Uji Validitas *Post Purchase Behaviour* 54

Tabel 3.9 Hasil Uji Reliabilitas 56

Tabel 3.10 Kriteria Output Uji SEM PLS 61

Tabel 4.11 Karakteristik Responden Berdasarkan Jenis Kelamin 64

Tabel 4.12 Karakteristik Responden Berdasarkan Umur 64

Tabel 4.13 Karakteristik Responden Berdasarkan Pekerjaan 65

Tabel 4.14 Outer Loading Model 1 69

Tabel 4.15 Outer Loading Model 2 71

Tabel 4.16 Cross Loading Model 1 73

Tabel 4.17 Cross Loading Model 2 74

Tabel 4.18 AVE Model 1 76

Tabel 4.19 AVE Model 2 76

Tabel 4.20 Correlation Model 1 77

Tabel 4.21 Correlation Model 2 78

Tabel 4.22 Composite Reliability Model 1 79

Tabel 4.23 Composite Reliability Model 2 80

Tabel 4.24 Cronbach Alpha Model 1 81

Tabel 4.25 Cronbach Alpha Model 2 82

Tabel 4.26 Path Coeficient Model 1..... 83

Tabel 4.27 Path Coeficient Model 2..... 84

Tabel 4.28 R Square Model 1..... 85

Tabel 4.29 R Square Model 2..... 87

Tabel 4.30 T-Statistic Model 1 dan 2 89

Gambar 2.1 Diagram hubungan antar variabel 36

Gambar 4.2 Outer Model 1..... 66

Gambar 4.3 Outer Model 2..... 67

Gambar 4.4 Inner Model 1 67

Gambar 4.5 Inner Model 2 68

Daftar Pustaka 114

Lampiran 1 121

Data Kuesioner 122

Lampiran 2 146

Hasil Uji Validitas 147

Hasil Uji Reliabilitas 150

Hasil Uji Outer Model 1 152

Hasil Uji Inner Model 2 153

Hasil Uji Outer Model 1 153

Hasil Uji Inner Model 2 154