

ABSTRAK

Kampung Teripang merupakan destinasi wisata berbasis edu-ecotourism di Kabupaten Bintan yang memiliki potensi wisata edukatif dan bahari. Namun, hasil pra-survei menunjukkan bahwa kepuasan wisatawan belum optimal, yang diduga berkaitan dengan citra destinasi, Word of Mouth (WOM), dan daya tarik wisata. Selain itu, penelitian terdahulu menunjukkan hasil yang belum konsisten mengenai pengaruh ketiga faktor tersebut terhadap kepuasan wisatawan, khususnya WOM, sehingga diperlukan penelitian lebih lanjut pada konteks Kampung Teripang. Penelitian ini bertujuan untuk mengetahui pengaruh citra destinasi, Word of Mouth, dan daya tarik wisata terhadap kepuasan wisatawan pada Wisata Kampung Teripang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif. Sampel penelitian berjumlah 96 responden yang dipilih menggunakan teknik incidental sampling. Data dikumpulkan melalui kuesioner dengan skala Likert dan dianalisis menggunakan regresi linier berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa citra destinasi dan daya tarik wisata berpengaruh positif dan signifikan terhadap kepuasan wisatawan, sedangkan Word of Mouth tidak berpengaruh signifikan. Secara simultan, ketiga variabel berpengaruh signifikan terhadap kepuasan wisatawan, dengan kontribusi sebesar 80,2%. Implikasinya, pengelola perlu memprioritaskan penguatan citra destinasi dan peningkatan daya tarik wisata untuk meningkatkan kepuasan wisatawan.

Kata Kunci: Citra Destinasi, *Word of Mouth*, Daya Tarik Wisata, Kepuasan Wisatawan.

ABSTRACT

Kampong Teripang is an edu-ecotourism destination in Bintan Regency that offers educational and marine tourism potential. However, preliminary survey results indicate that tourist satisfaction is not yet optimal, which is presumed to be related to destination image, Word of Mouth (WOM), and tourist attraction. In addition, previous studies have shown inconsistent findings regarding the influence of these factors on tourist satisfaction, particularly WOM, thus requiring further research in the context of Kampong Teripang. This study aims to determine the effect of destination image, Word of Mouth, and tourist attraction on tourist satisfaction at Kampong Teripang Tourism. This study employed a quantitative approach with an associative research method. The sample consisted of 96 respondents selected using incidental sampling. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression with the assistance of SPSS. The results showed that destination image and tourist attraction had a positive and significant effect on tourist satisfaction, while Word of Mouth had no significant effect. Simultaneously, destination image, Word of Mouth, and tourist attraction had a significant effect on tourist satisfaction, with a contribution of 80.2%. The implication is that tourism managers should prioritize strengthening the destination image and improving tourist attractions to enhance tourist satisfaction.

Keywords: Destination Image, Word of Mouth, Tourist Attraction, Tourist Satisfaction.