

ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui pengaruh *model of authenticity* (*cultural motivation, object-based authenticity, existential authenticity*) terhadap motivasi dan loyalitas wisatawan dalam mengunjungi museum. Penelitian ini menerapkan teori *authenticity* sebagai dasar pengujian. Selain itu teori *authenticity* merupakan dasar teori marketing yang digunakan dalam *heritage tourism*. Penelitian ini merupakan penelitian survei kuantitatif menggunakan metode *cross-sectional*. Penelitian ini menggunakan data primer yaitu 144 kuisioner kepada wisatawan lokal yang sedang berkunjung di museum-museum Yogyakarta. Variabel yang digunakan dalam penelitian ini antara lain: *cultural motivation, object-based authenticity, existential authenticity, loyalty, dan recommendation*.

Hasil dari penelitian ini membuktikan bahwa *object-based authenticity* dan *existential authenticity* tidak berpengaruh secara signifikan terhadap loyalitas dan rekomendasi, namun *cultural motivation* memiliki pengaruh positif dan signifikan terhadap loyalitas dan rekomendasi wisatawan. Sedangkan *object-based authenticity* memiliki pengaruh positif terhadap *existential authenticity*. Kelemahan penelitian dan saran disajikan pada bagian akhir dalam penelitian ini.

Kata kunci: *cultural motivation, object-based authenticity, existential authenticity, loyalty, recommendation, authenticity, museum, heritage tourism*.

ABSTRACT

This paper aims to determine the effect of the model of authenticity (cultural motivation, object-based authenticity, existential authenticity) on the motivation and loyalty of tourists in visiting the museum. This paper applies the theory of authenticity as the basis for this research. Additionally authenticity theory is the basis of marketing theory used in heritage tourism. This research is a quantitative survey using cross-sectional methods. This study uses primary data that 144 questionnaires to local travelers who are visiting Yogyakarta in museums. The variables used in this study include: cultural motivation, object-based authenticity, existential authenticity, loyalty, and recommendation.

The results of this study prove that the object-based authenticity and existential authenticity does not significantly affect the loyalty and recommendation, but cultural motivation has a positive and significant impact on loyalty and recommendations of travelers. While object-based authenticity has a positive influence on existential authenticity. The weakness of the study and suggestions presented at the end of this research.

Keywords: cultural motivation, object-based authenticity, existential authenticity, loyalty, recommendation, authenticity, museum, heritage tourism.