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**PENGARUH *TOURIST MOTIVATION* TERHADAP KEPUTUSAN
BERKUNJUNG
(Survei kepada Wisatawan yang pernah berkunjung ke Ekowisata Hutan
Mangrove Karangsong)**

SKRIPSI

**Diajukan Untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Sarjana
Pariwisata Pada Program Studi Manajemen Pemasaran Pariwisata**



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Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
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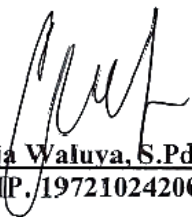
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BERKUNJUNG

(Survei kepada Wisatawan yang pernah berkunjung ke Ekowisata Hutan Mangrove
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ABSTRAK

Laula Fanfara Syibaha (1601436) “Pengaruh *Tourist Motivation* Terhadap Keputusan Berkunjung” (Survei kepada Wisatawan yang Berkunjung ke Ekowisata Hutan Mangrove Karangsong) di bawah bimbingan Bagja Waluya S.Pd., M.Pd dan Rini Andari.S.Pd.SE.,Par.,MM.

Penelitian ini bertujuan untuk menganalisis adanya pengaruh *tourist motivation* yang terdiri dari *education & photography, novelty learning, relaxation, boredom relief*, dan *adventure* terhadap keputusan berkunjung di Ekowisata Hutan Mangrove Karangsong. Metode yang digunakan dalam penelitian ini adalah *explanatory survey* dengan pendekatan *cross sectional method*. Penelitian ini dilakukan dengan menyebarkan kuesioner *online* kepada wisatawan yang sudah pernah berkunjung. Sebanyak 109 responden sampel yang dikumpulkan. Teknik analisis data yang digunakan adalah regresi linear berganda. Penemuan dari penelitian ini adalah bahwa dimensi dari *education & photography, novelty learning, relaxation, boredom relief*, dan *adventure* memberikan pengaruh yang kuat terhadap keputusan berkunjung di Ekowisata Hutan Mangrove Karangsong. Berdasarkan hasil penelitian tersebut, dengan memahami *tourist motivation* di Ekowisata Hutan Mangrove Karangsong akan memberikan wisatawan nilai yang positif untuk menciptakan keputusan berkunjung yang baik. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh yang signifikan terhadap keputusan berkunjung.

Kata kunci: *Tourist motivation*, Keputusan Berkunjung, Ekowisata Hutan Mangrove Karangsong.

ABSTRACT

Laula Fanfara Syibaha (1601436) "The Influence of Tourist Motivation on Visiting Decisions" (Survey of Tourists Visiting Karangsong Mangrove Forest Ecotourism) under the guidance of Bagja Waluya S.Pd., M.Pd and Rini Andari.S.Pd.SE., Par.,MM.

This study aims to analyze the influence of tourist motivation consisting of education & photography, novelty learning, relaxation, boredom relief, and adventure on the decision to visit Karangsong Mangrove Forest Ecotourism. The method used in this study is an explanatory survey with a cross sectional method approach. This research was conducted by distributing online questionnaires to tourists who had visited. A total of 109 sample respondents were collected. The data analysis technique used is multiple linear regression. The findings from this study are that the dimensions of education & photography, novelty learning, relaxation, boredom relief, and adventure have a strong influence on the decision to visit Karangsong Mangrove Forest Ecotourism. Based on the results of this study, understanding tourist motivation in Karangsong Mangrove Forest Ecotourism will give tourists a positive value for making good visiting decisions. The results of this study indicate that there is a significant influence on the decision to visit.

Keywords: Tourist motivation, Decision to Visit, Ecotourism of Karangsong Mangrove Forest.

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