

**PENGARUH *VOLUNTEER TOURISM EXPERIENCE* TERHADAP
*VOLUNTEER RETENTION***

(Survei terhadap Wisatawan Mancanegara yang Mengikuti Program Relawan di
Friends of The National Park Foundation)

SKRIPSI

Diajukan untuk Memenuhi Syarat Ujian Sidang Sarjana Pariwisata pada Program
Studi Manajemen Pemasaran Pariwisata



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FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
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PENGARUH *VOLUNTEER TOURISM EXPERIENCE* TERHADAP *VOLUNTEER RETENTION*

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Friends of The National Parks Foundation)

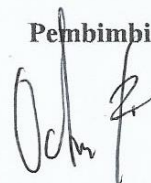
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ABSTRAK

Aditya Rizki Rinaldi, 1407172, “Pengaruh *Volunteer Tourism Experience* terhadap *Volunteer Retention*” (Survei terhadap Wisatawan Mancanegara yang Mengikuti Program Relawan di Friends of The National Parks Foundation), di bawah bimbingan Dr. Lili Adi Wibowo, S.Sos., S.Pd., MM dan Oce Ridwanudin, S.E., MM.

Penelitian ini bertujuan untuk menganalisis pengaruh *volunteer tourism experience* yang terdiri dari *personal development and growth dimension*, *social dimension*, *cultural dimension* dan *feeling dimension* terhadap *volunteer retention* di Friends of The National Parks Foundation (FNPF). Penelitian ini menggunakan pendekatan kuantitatif, dengan jumlah sampel sebanyak 88 responden. Teknik analisis data yang digunakan adalah teknik analisis jalur. Pelaksanaan *volunteer tourism experience* di FNPF berada pada kategori cukup tinggi dan *volunteer retention* wisatawan berada pada kategori tinggi. *Volunteer tourism experience* yang terdiri dari *personal development and growth dimension*, *social dimension* dan *feeling dimension* memberikan pengaruh positif terhadap *volunteer retention*. *Social dimension* memiliki pengaruh tertinggi, dimana Friends of The National Parks Foundation berhasil menciptakan pengalaman yang didapat peserta dari aktivitas *volunteer tourism* yang secara langsung berhubungan dengan masyarakat lokal, staf organisasi dan peserta lainnya. Hasil penelitian menunjukkan terdapat pengaruh yang signifikan antara *volunteer tourism experience* terhadap *volunteer retention*.

Kata kunci : *Volunteer retention*, *volunteer tourism experience* dan Friends of The National Parks Foundation

ABSTRACT

Aditya Rizki Rinaldi, 1407172, “Impact of Volunteer Tourism Experience on Volunteer Retention” (Survey on Tourists Who Follow Volunteer Program at Friends of The National Park Foundation), under guidance of Dr. Lili Adi Wibowo, S.Sos., S.Pd., MM and Oce Ridwanudin, S.E., MM.

This research aims to analyze the impact of volunteer tourism experience that consists of personal development and growth dimension, social dimension, cultural dimension and feeling dimension on volunteer retention in Friends of The National Parks Foundation (FNPF). This research use the quantitative approach, with the number of samples are 88 respondents. Data analysis technique used is the path analysis technique. Implementation of volunteer tourism experience in FNPF is on the high enough category and tourist' volunteer retention is on the high category. Volunteer tourism experience that consists of personal development and growth dimension, social dimension and feeling dimension gives positive impact on volunteer retention. Social dimension has the highest impact, where the Friends of The National Parks Foundation succeeded in creating the participants' experience gained from the activity volunteer tourism which is directly related to the local community, the organization' staff and other participants. The results showed there was significant impact between volunteer tourism experience and volunteer retention

Keywords : *Volunteer retention, volunteer tourism experience and Friends of The National Parks Foundation*

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