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**PENGARUH *TRAVEL MOTIVATION* TERHADAP
BEHAVIORAL INTENTION DENGAN *PERCEIVED
AUTHENTICITY* SEBAGAI VARIABEL MEDIASI**

(Survei pada Pengunjung Wisata Sejarah Keraton di Kota Cirebon)

SKRIPSI

Diajukan untuk memenuhi sebagian dari syarat untuk memperoleh gelar sarjana
pariwisata pada Program Studi Manajemen Pemasaran Pariwisata



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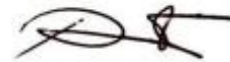
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ABSTRAK

Alfi Amalia Khaerani, 1905072, “**Pengaruh *Travel Motivaton* terhadap *Behavioral Intention* dengan *Perceived Authenticity* sebagai Variabel Mediasi (Survei pada Pengunjung Wisata Sejarah Keraton di Kota Cirebon)**” di bawah bimbingan Dr. Gita Siswhara, SE. Par., MM dan Rijal Khaerani, S. Si.,M. Stat.

Penelitian ini bertujuan untuk mengetahui bagaimana efek mediasi dari *perceived authenticity* pada Pengaruh *travel motivation* terhadap *behavioral intention*. Survei dilakukan kepada pengunjung Wisata Sejarah Keraton di Kota Cirebon, diantaranya adalah Keraton Kasepuhan, Keraton Kanoman, Keraton Kacirebonan, Keraton Kaprabonan, dan Taman Air Gua Sunyaragi. Penelitian ini menggunakan variabel bebas (X) yaitu *Travel Motivation* yang terdiri dari tiga dimensi yaitu *emotional experience*, *recreational experience*, dan *educational/cultural experience*. *Perceived Authenticity* sebagai variabel mediasi (Y1) dengan dimensi *object-related authenticity*, *constructive authenticity*, dan *existential authenticity*, serta *Behavioral Intention* sebagai variabel yang dipengaruhi kedua variabel sebelumnya. Metode yang digunakan adalah metode kuantitatif dengan jenis penelitian deskriptif dan verifikatif. Penelitian dilakukan dengan menetapkan sampel berjumlah 230 pengunjung melalui kuesioner sebagai pengumpulan data. Penelitian menggunakan teknik analisis SEM (*Structural Equation Model*) dengan *software* AMOS versi 20 dan IBM SPSS versi 20 *for Windows*. Pengujian yang telah dilakukan menyimpulkan bahwa *perceived authenticity* memberikan efek mediasi kepada pengaruh antara *travel motivation* terhadap *behavioral intention*.

Kata Kunci : *Travel Motivation*, *Perceived Authenticity*, *Behavioral Intention*, Wisata Sejarah Keraton Kota Cirebon

ABSTRACT

Alfi Amalia Khaerani, 1905072, *“The Influence of Travel Motivation on Behavioral Intention with Perceived Authenticity as Mediating Variable (Survey of Visitors to the Palace Heritage Tourism in Cirebon City)”* under guidance of Dr. Gita Siswhara, SE. Par., MM and Rijal Khaerani, S. Si.,M. Stat.

This study aims to find out how the mediating effect of perceived authenticity has on the influence of travel motivation on behavioral intention. The survey was conducted to visitors to the Palace Heritage Tourism in Cirebon City, including Kasepuhan Palace, Kanoman Palace, Kacirebonan Palace, Kaprabonan Palace, and Gua Sunyaragi Water Park. This study used the free variable (X) Travel Motivation which consists of three dimensions: emotional experience, recreational experience, and educational/cultural experience. Perceived Authenticity as a mediating variable (Y1) with object-related authenticity, constructive authenticity, and existential authenticity as the dimensions, and Behavior Intention as the variables affected by the two preceding variables. The methods used are quantitative methods with descriptive and verifiable research types. The study was conducted by establishing a sample of 230 visitors through questionnaires as data collection. The research used SEM (Structural Equation Model) analysis techniques with AMOS version 20 and IBM SPSS version 20 for Windows software. Tests have concluded that perceived authenticity has a mediating effect on the influence of travel motivation on behavioral intentions.

Keywords : Travel Motivation, Perceived Authenticity, Behavioral Intention, Palace heritage tourism in Cirebon city

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