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**PERSEPSI *RURAL TOURISM QUALITY* YANG DIMILIKI WISATAWAN
TERHADAP *BEHAVIORAL INTENTION*
(Survei pada Wisatawan yang Sudah Berkunjung ke Desa Lamajang,
Pangalengan, Kabupaten Bandung)**

SKRIPSI

Diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



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**FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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Sebuah skripsi yang diajukan untuk memenuhi sebagai syarat memperoleh gelar
Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
Fakultas Pendidikan Ilmu Pengetahuan Sosial
Universitas Pendidikan Indonesia

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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul “**Persepsi Rural Tourism Quality yang Dimiliki Wisatawan terhadap Behavioral Intention**” (Survei pada Wisatawan yang Sudah Berkunjung ke Desa Lamajang, Pangalengan, Kabupaten Bandung) ini beserta seluruh isinya adalah benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

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Bandung, April 2024

Yang Membuat Pernyataan



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ABSTRAK

Rifky Ardiansyah “Persepsi *Rural Tourism Quality* yang Dimiliki Wisatawan terhadap *Behavioral Intention*” (Survei pada Wisatawan yang Sudah Berkunjung ke Desa Lamajang, Pangalengan, Kabupaten Bandung) di bawah bimbingan Ibu Yeni Yuniawati, S.Pd., M.M., dan Bapak Rijal Khaerani, S.Si., M.Stat.

Penelitian ini bertujuan untuk menganalisis persepsi *rural tourism quality* yang dimiliki wisatawan yang terdiri dari *carrying capacity*, *relaxation environment*, dan *community support* terhadap *behavioral intention* di Desa Lamajang. Metode penelitian yang digunakan adalah metode kuantitatif dengan jenis penelitian yaitu deskriptif dan verifikatif dengan metode *explanatory survey*. Data dalam penelitian ini menggunakan data primer dengan pengambilan sampel sebanyak 106 responden yaitu wisatawan yang sudah berkunjung ke Desa Lamajang. Teknik analisis data yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa secara simultan terdapat pengaruh yang signifikan antara *rural tourism quality* terhadap *behavioral intention*. Secara parsial, dimensi *carrying capacity* dan *community support* berpengaruh secara signifikan terhadap *behavioral intention*, namun tidak terdapat pengaruh yang signifikan pada dimensi *relaxation environment* terhadap *behavioral intention*.

Kata Kunci: Desa, *Behavioral Intention*, *Rural Tourism Quality*

ABSTRACT

Rifky Ardiansyah “Tourists’ Perception of Rural Tourism Quality on Behavioral Intention” (Survey of Tourists Who Have Visited Lamajang Village, Pangalengan, Bandung Regency) under the guidance of Mrs. Yeni Yuniawati, S.Pd., M.M and Mr. Rijal Khaerani, S.Sc., M.Stat.

This research aims to analyze the tourists’ perceptions of rural tourism quality consisting of carrying capacity, relaxation environment, and community support on behavioral intention in Lamajang Village. The research method used is a quantitative method with the type of research namely descriptive and verification with an explanatory survey method. The data in this study used primary data with a sample of 106 respondents, namely tourists who had visited Lamajang Village. The data analysis technique used is multiple linear regression. The research results show that simultaneously there is a significant influence between rural tourism quality on behavioral intention. Partially, the dimensions of carrying capacity and community support have a significant influence on behavioral intention, but there is no significant influence of the relaxation environment dimension on behavioral intention.

Keywords: *Village, Behavioral Intention, Rural Tourism Quality*

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Rifky Ardiansyah

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