

**PENGARUH MOTIVASI PERJALANAN DAN SIKAP
WISATAWAN TERHADAP NIAT BERKUNJUNG KEMBALI
KE KAWASAN WISATA JATIGEDE**

SKRIPSI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana
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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
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KE KAWASAN WISATA JATIGEDE**

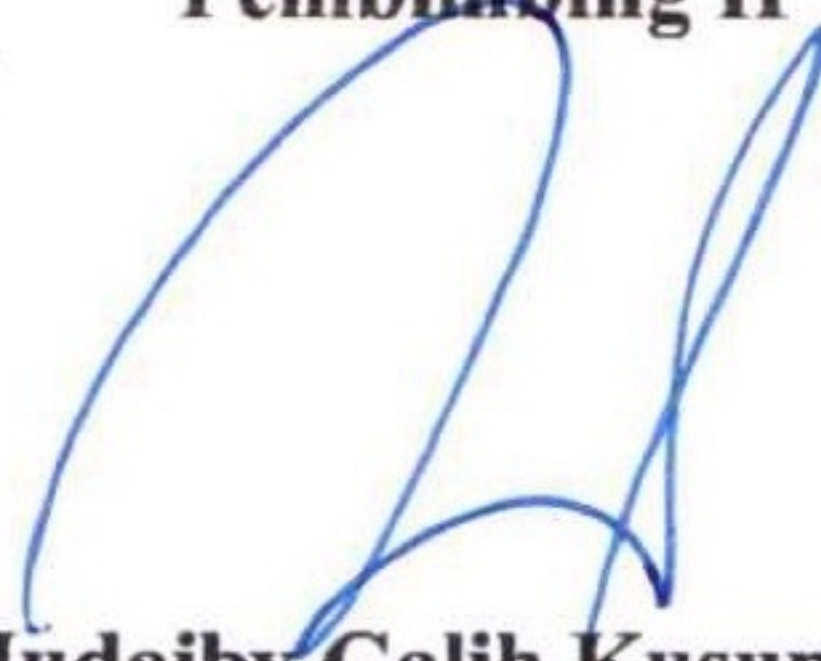
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ABSTRAK

Dalam industri pariwisata, motivasi perjalanan dan sikap wisatawan merupakan faktor yang memengaruhi keputusan untuk mengunjungi kembali sebuah destinasi. Motivasi perjalanan mencakup alasan seperti keinginan untuk relaksasi, petualangan, atau eksplorasi budaya, sementara sikap wisatawan dibentuk oleh pengalaman dan persepsi mereka terhadap destinasi tersebut. Jatigede, sebuah kawasan wisata di Kabupaten Sumedang, masih dalam tahap perkembangan namun memiliki potensi besar sebagai destinasi unggulan. Penelitian ini dilakukan untuk mengukur pengaruh motivasi perjalanan dan sikap wisatawan terhadap niat berkunjung kembali ke Jatigede. Dengan menggunakan survei kuesioner terhadap 205 responden, penelitian ini bertujuan memberikan wawasan bagi pengelola wisata dalam memperbaiki dan mengembangkan Jatigede menjadi destinasi yang berkelanjutan, yang tidak hanya menarik bagi wisatawan untuk kembali, tetapi juga memberikan manfaat ekonomi dan sosial bagi masyarakat sekitar. Teknik analisis data menggunakan analisis PLS-SEM dengan program Smart PLS 4. Hasil penelitian menunjukkan bahwa motivasi perjalanan tidak memiliki pengaruh langsung terhadap niat berkunjung kembali, tetapi berpengaruh langsung terhadap sikap wisatawan. Sikap wisatawan ini, pada gilirannya, memediasi pengaruh motivasi terhadap niat untuk kembali. Motivasi perjalanan tidak memengaruhi niat berkunjung kembali karena Faktor-faktor seperti kurangnya keindahan destinasi, aksesibilitas yang sulit, dan minimnya atraksi serta aktivitas wisata di Jatigede mengurangi daya tarik destinasi ini, membuat wisatawan kurang termotivasi untuk kembali berkunjung. Akibatnya, wisatawan cenderung berpikir ulang sebelum memutuskan untuk kembali ke Jatigede.

Kata Kunci : Motivasi Perjalanan; Sikap Wisatawan; Niat Berkunjung Kembali.

***THE INFLUENCE OF TRAVEL MOTIVATION AND TOURIST ATTITUDE ON
REVISIT INTENTION TO JATIGEDE TOURISM***

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ABSTRACT

In the tourism industry, travel motivations and traveler attitudes are factors that influence the decision to revisit a destination. Travel motivations include reasons such as a desire for relaxation, adventure or cultural exploration, while traveler attitudes are shaped by their experiences and perceptions of the destination. Jatigede, a tourist area in Sumedang Regency, is still under development but has great potential as a leading destination. This study was conducted to measure the influence of travel motivation and tourist attitude on the intention to revisit Jatigede. Using a questionnaire survey of 205 respondents, this study aims to provide insights for tourism managers in improving and developing Jatigede into a sustainable destination, which not only attracts tourists to return, but also provides economic and social benefits for the surrounding community. The data analysis technique used PLS-SEM analysis with the Smart PLS 4 program. The results showed that travel motivation has no direct influence on revisit intentions, but has a direct effect on tourist attitudes. This tourist attitude, in turn, mediates the influence of motivation on intention to return. Travel motivation does not influence revisit intention because factors such as the lack of destination beauty, difficult accessibility, and the lack of attractions and tourist activities in Jatigede reduce the attractiveness of this destination, making tourists less motivated to return. As a result, tourists tend to think twice before deciding to revisit Jatigede.

Keywords: Travel Motivation; Tourist Attitude; Revisit Intention.

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