

ABSTRAK

Suci Fathimah Galelesha Natalia, 1000661, Pengaruh *Sport Service Quality* terhadap *Intent to Return* ke Daya Tarik Wisata Olahraga Rafting (Survey terhadap partisipan wisata olahraga *rafting* Sungai Palayangan). Dibawah bimbingan Rini Andari, S.Pd.,SE.Par.,MM. dan Oce Ridwanudin, S.E.,MM.

Sungai Palayangan merupakan lokasi wisata olahraga *rafting* paling populer di Jawa Barat, yang berada diantara Kawasan Wisata Hutan Rahong dan DAS Situ Cileunca. Paket wisata olahraga *rafting* Sungai Palayangan ini dijual dan ditawarkan oleh para *operator rafting*. Dari tahun ke jumlah partisipan dan *repeater* wisata olahraga *rafting* terus meningkat, hanya saja pada tahun 2014 mengalami penurunan 30,45% dari tahun 2013. Oleh karena itu, penelitian ini bertujuan untuk mengetahui gambaran tentang pengaruh *sport service quality* terhadap *intent to return* ke daya tarik wisata olahraga *rafting* Sungai Palayangan melalui metode survei. Populasi dalam penelitian ini adalah partisipan wisata olahraga *rafting* dengan 100 responden sebagai sampel yang dipilih melalui *proportionate stratified random sampling*. Teknik analisis data yang digunakan adalah teknik analisis regresi linear berganda. Berdasarkan hasil uji statistik, *access quality* mendapatkan penilaian terbesar yang mempengaruhi *intent to return* 53,58%. Hasil keseluruhan menunjukkan bahwa *sport service quality* berpengaruh signifikan terhadap *intent to return* secara parsial dan simultan sebesar 71,6%.

Kata Kunci : *Sport Service Quality, Intent to Return, Rafting, Sungai Palayangan*

ABSTRACT

Suci Fathimah Galeasha Natalia, 1000661, The Influence of Sport Service Quality on Intent to Return to Rafting Tourist Attraction (Survey on sport tourist rafting participants at Palayangan River). Under the Guidance Mrs. Rini Andari, S.Pd.,SE.Par.,MM. dan Mr. Oce Ridwanudin, S.E.,MM.

Palayangan River is the most popular sport tourism sites in West Java, that located between Rahong Tourism Forest Area and Cileunca watershed. Package of rafting tourist attraction on Palayangan River handled by rafting operator. Year by year, the tourist and repeater of rafting tourist attraction continues to increase, but in 2014 decreased 30.45% from 2013. Therefore, this study aims to gain an overview of the influence of sports service quality on intent to return to rafting tourist attraction at Palayangan River use the survey method. The population in this study is a participant sport rafting tour from rafting operator, with 100 respondents as the sample size were selected through stratified random sampling proportionate. The data analysis technique used is the technique of multiple linear regression analysis. Based on the results of statistical tests indicated that access quality has the highest effect on intent to return by 53.58%. The overall results indicated that sport service quality significantly influence intent to return in partial and simultaneous 71.6%.

Keywords: Sport Service Quality, Intent to Return, Rafting, Palayangan River