

## ABSTRAK

**E.M Yudha Bani Alam 1100928, Pengaruh *Tourist Perceived Value* Terhadap *Behavioral Intention* di Destinasi Wisata Alam Cibulan** (Survei terhadap wisatawan Nusantara di Destinasi Wisata Alam Cibulan). Dibawah bimbingan Yeni Yuniawati S.Pd., MM dan Taufik Abdullah SE. Par., MM.

Destinasi Wisata Alam Cibulan adalah salah satu destinasi wisata yang ada di Kabupaten Kuningan dan satu-satunya tempat tinggal bagi ikan kancra bodas atau biasa disebut ikan dewa dan menjadi daya tarik wisata untuk mendatangkan wisatawan. Hal ini dibuktikan dengan peningkatan jumlah kunjungan pada tahun 2013 namun terjadi penurunan sampai tahun 2015. Banyaknya tanggapan negatif dan keluhan-keluhan tentang *behavioral intention* wisatawan dimasa yang akan datang, membuat pihak pengelola mencari cara untuk mengatasi masalah *behavioral intention*. Salah satu usahanya adalah dengan cara meningkatkan *tourist perceived value* wisatawan. Pada penelitian ini terdiri dari variabel bebas yaitu *tourist perceived value* (X) dan variabel terikat *behavioral intention* (Y). Tujuan penelitian ini adalah untuk memperoleh temuan mengenai gambaran *tourist perceived value* dan *behavioral intention* serta pengaruh *tourist perceived value* terhadap *behavioral intention* di Destinasi Wisata Alam Cibulan. Jenis penelitian yang digunakan bersifat deskriptif dan verifikatif dengan menggunakan metode *explanatory survey*. Sampel dalam penelitian ini sebanyak 98 responden dengan teknik sampling yang digunakan yaitu *systematic random sampling*. Teknik analisis yang digunakan adalah regresi linier berganda dengan menggunakan *software SPSS 20 for windows*. Hasil dari penelitian ini diketahui bahwa *tourist perceived value intention* berpengaruh secara signifikan terhadap *behavioral intention* wisatawan di Destinasi Wisata Alam Cibulan.

Kata Kunci : *Tourist Perceived Value, Perceived Value, Behavioral Intention, Destinasi Wisata Alam Cibulan*

## **ABSTRACT**

***E.M Yudha Bani Alam 1100928, The Impact of Tourist Perceived Value towards Behavioral Intention at Cibulan Natural Tourism Destination*** (Survey to domestic tourist who has visited Natural Tourism Destination Cibulan). Under the guidance of *Yeni Yuniawati S.Pd., MM and Taufik Abdullah SE. Par., MM.*

*Cibulan natural tourism destination is one of tourism attraction in Kuningan, West Java and the only habitat for Kancra Bodas fishes or commonly people called it as Ikan Dewa (God Fish), it has been one that attract tourist to visit Kuningan. It proved by the improvement of tourist amount in Kuningan during 2013, however it decreased after that time until 2015. A numbers of negative opinions and complaints about tourists' future behavioral intention has made the management party try to resolve this behavioral intention problem. Increasing the tourists' perceived value during they stay has become a chosen way to fix this problem. This research is consisted of dependent variable Tourist Perceived Value (X) and independent variable Behavioral Intention (Y). The purpose of this research is to gain some understanding and finding about tourist perceived value and behavioral intention as well as the impact between tourist perceived value and behavioral intention at Cibulan Natural Tourism Destination. Explanatory survey used in this research with descriptive and verification method. The amount of sample gathered in this research is 98 respondents with systematic random sampling technique applied during the research. The analysis technique used multiple linear regression supported by SPSS 20 software for windows. It resulted that tourist perceived value intention is impacting tourists' behavioral intention significantly at Cibulan Natural Tourism Destination.*

*Keywords: Tourist Perceived Value, Perceived Value, Behavioral Intention, Destinasi Wisata Alam Cibulan*