

ABSTRAK

PENGARUH DAYA TARIK WISATA DAN EDUKASI TERHADAP MOTIVASI BERKUNJUNG WISATAWAN DI KAMPUNG CIREUNDEU

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Penelitian ini menganalisis tentang pengaruh daya tarik wisata dan edukasi terhadap motivasi berkunjung wisatawan di Kampung Cireundeu. Penelitian ini bertujuan untuk: (1) mengidentifikasi kondisi daya tarik wisata yang terdapat di Kampung Cireundeu. (2) mengidentifikasi proses edukasi yang dirasakan wisatawan di Kampung Cireundeu. (3) mengidentifikasi motivasi berkunjung wisatawan ke Kampung Cireundeu. (4) menganalisis pengaruh daya tarik wisata terhadap motivasi berkunjung wisatawan di Kampung Cireundeu. (5) menganalisis pengaruh edukasi terhadap motivasi berkunjung wisatawan di Kampung Cireundeu. dan (6) menganalisis pengaruh daya tarik wisata dan edukasi terhadap motivasi berkunjung wisatawan di Kampung Cireundeu. Variabel bebas dalam penelitian ini adalah daya tarik wisata (X_1) yang terdiri dari enam dimensi: keaslian, keberagaman/variasi, keunikan, kemenarikan, kebersihan, dan keamanan. Dan edukasi (X_2) yang terdiri dari enam dimensi: *learning to know*, *learning to do*, *learning to be*, *learning to live together*, *learning how to learn*, dan *learning throughout life*. Sedangkan variabel terikat pada penelitian ini adalah motivasi berkunjung. Metode penelitian yang digunakan ini adalah analisis deskriptif menggunakan pendekatan kuantitatif, dengan teknik sampel *incidental sampling*. Sedangkan analisis data menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa daya tarik wisata di Kampung Cireundeu memperoleh skor 80,94% dan berada pada kategori baik, sedangkan proses edukasi yang dirasakan wisatawan di Kampung Cireundeu memperoleh skor 78,31% dan berada pada kategori tinggi, dan motivasi berkunjung memperoleh skor 77,57% dan berada pada kategori tinggi. Daya tarik wisata dan Edukasi secara simultan memiliki pengaruh yang signifikan terhadap motivasi berkunjung. Semakin tinggi atau kuat daya tarik wisata dan edukasi maka motivasi berkunjung akan semakin meningkat. Hal ini didasarkan pada adanya hubungan yang kuat antara variabel daya tarik wisata dan edukasi dengan motivasi berkunjung.

Kata kunci: daya tarik wisata, edukasi, motivasi berkunjung.

ABSTRACT

THE INFLUENCE OF TOURIST ATTRACTION AND EDUCATION TOWARD VISITING TOURISTS OF MOTIVATION TO KAMPUNG CIREUNDEU

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This research tried to analyze the influence of tourist attraction and education to their visiting motivation to Kampung Cireundeu. The objectives of this research were to: (1) identify the condition of tourist attraction in Kampung Cireundeu. (2) identify educational process perceived by tourists in Kampung Cireundeu. (3) indentify visiting motivation of tourists to the Kampung Cireundeu. (4) analyze the influence of the tourist attraction to the visiting motivation of tourist in Kampung Cireundeu. (5) analyze the influence of education opportunity to visiting motivation of tourists in Kampung Cireundeu. and (6) analyze the influence of tourist attraction and education opportunity toward visiting motivation of tourists in Kampung Cireundeu. Independent variable of this research are Tourist Attraction (X_1) which consist of 6 dimensions: the originality, diversity/variety, uniqueness, attractiveness, cleanliness and security. And education (X_2) which consist 6 dimensions: learning to know, learning to do, learning to be, learning to live together, learning how to learn, and learning throughout life. Meanwhile the bound variables of this research is visiting motivation of tourist. The kind of this research is descriptive analyze and the techniques used in this research is incidental sampling. While the data analysis techniques used in this research is multiple linear regression. The result of this research show that the tourist attraction in Kampung Cireundeu obtained gain 80.94% and are on a good category, meanwhile the educational elements that occur in Kampung Cireundeu gain score 78.31% and are at a high category, and visit motivation gain score 77.57% and are at a high category. Tourist attraction and educational elements simultaneously having significant influence of visit motivation. The higher or stronger tourist attraction and educational elements, the decision been increasing. This based on strong connection between variables tourist attraction and education with visiting motivation of tourist.

Key words: tourist attraction, education, visiting motivation of tourist