

ABSTRAK

Anneu Anggraeni, 1202911, "Pengaruh *Perceived Attractiveness* terhadap Minat Kunjungan Ulang Wisatawan Kawasan Curug Cilember (Survey terhadap wisatawan yang berkunjung ke Curug Cilember, Puncak, Bogor)", di bawah bimbingan Bagja Waluya, S.Pd., M.Pd dan Oce Ridwanudin, MM.

Permasalahan yang terjadi yaitu rendahnya minat kunjungan ulang wisatawan yang terdiri dari *intention to revisit* dan *intention to recommend* diantaranya sedang dihadapi oleh beberapa destinasi wisata termasuk destinasi wisata alam di kawasan Puncak Bogor, yaitu destinasi wisata kawasan Curug Cilember. Curug Cilember merupakan air terjun yang memiliki 7 susunan dengan ketinggian yang berbeda yang berlokasi di Puncak Bogor. Jumlah kunjungan wisatawan di kawasan Curug Cilember cenderung fluktuatif dan muncul berbagai keluhan dari wisatawan, maka perlu dilakukan pra-penelitian guna mengetahui sejauh mana minat kunjungan ulang wisatawan paska melakukan kunjungan di kawasan Curug Cilember. Hasil pra penelitian mengindikasikan minat kunjungan ulang wisatawan di kawasan Curug Cilember rendah. Penelitian ini bertujuan untuk mengetahui pengaruh *perceived attractiveness* sebagai variabel independen (X) yang terdiri dari *accomodation, activities, food and beverage, service, safety of activities, cleanliness, uniqueness, cottage, climate, accessibility, availability of public transport, parking facilities and space, general infrastructure, travel information* dan *signs and indicators* terhadap minat kunjungan ulang wisatawan sebagai variabel dependen (Y). Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode yang digunakan adalah *explanatory survey*. Sampel penelitian sebanyak 106 responden dengan menggunakan teknik *simple random sampling*. Teknik analisis data yang digunakan adalah regresi sederhana dengan program SPSS 20.0. Hasil penelitian menunjukkan bahwa skor tertinggi dalam *perceived attractiveness* adalah penilaian untuk indikator *signs and indicators* dan terendah adalah *availability of public transport*. Penilaian tertinggi untuk variabel minat kunjungan ulang wisatawan adalah *intention to revisit* sementara dimensi *intention to recommend* memperoleh penilaian terendah. Hasil penelitian menunjukkan bahwa *perceived attractiveness* memberikan pengaruh terhadap minat kunjungan ulang wisatawan.

Kata Kunci : *Perceived Attractiveness, Minat Kunjungan Ulang, Kawasan Curug Cilember.*

ABSTRACT

Anneu Anggraeni, 1202911, "The Impact of Perceived Attractiveness towards Tourist Revisit Intention in Curug Cilember (Survey of tourists who visit the Region of Curug Cilember, Puncak, Bogor)", under guidance Bagja Waluya, S.Pd., M.Pd and Oce Ridwanudin, MM.

The problems that occurred as the low tourist intention to repeated visit which consists of intention to revisit and intention to recommend such being encountered by some of the tourist destinations, including natural tourist destinations in the area of Puncak, Bogor, which is Curug Cilember. Cilember Waterfall is a waterfall which has 7 arrangement with different heights are located in Puncak, Bogor. The number of tourist arrivals in Curug Cilember tend to fluctuate and emerged a variety of complaints from tourists, it is necessary to pre-research to determine the extent of post-visit interest to visit in Curug Cilember in the future. The results of the pre study indicate revisit intention tourists in Curug Cilember is low. Therefore, this study aimed to determine the effect of perceived attractiveness as a variable independent (X), which consists of accomodation, activities, food and beverage, service, safety of activities, cleanliness, uniqueness, cottages, climate, accessibility, availability of public transport, parking fasilities and space, general infrastructure, travel information and signs and indicators to revisit intention rating as the dependent variable (Y). This type of research is descriptive and verification method is explanatory survey. Samples are 106 respondents using simple random sampling technique. Data analysis technique used is simple regression using SPSS 20.0. The results showed that the highest score in the perceived attractiveness are the ratings for the indicators of signs and indicators and the lowest is availability of public transport. The highest ratings for a variable interest in re-visit tourist is the intention to revisit while the dimensions of intention to recommend obtaining the lowest ratings. The results showed that the perceived attractiveness to give effect to revisit intention tourists. The most influential factors are the signs and indicators, with the acquisition of the highest ratings, travelers find it more convenient to signs and directions in Curug Cilember.

Key Word : Perceived Attractiveness, Revisit Intention, Region of Curug Cilember.

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