

ABSTRAK

Adrian Fauzi, 1105605 “PENGARUH *SPORT TOURISM CUSTOMER EXPERIENCE* TERHADAP *REVISIT INTENTION* DI TAMAN NASIONAL GUNUNG CIREMAI” (Survey pada Partisipan Pendakian di Taman Nasional Gunung Ciremai) Skripsi dibawah bimbingan Dr. Vanessa Gaffar, SE., Ak., MBA dan Oce Ridwanudin, SE., MM

Gunung Ciremai merupakan salah satu Gunung tertinggi di Indonesia dan menjadi Gunung Tertinggi di Provinsi Jawa Barat. Taman Gunung Ciremai berada diantara Kabupaten Kuningan dan Kabupaten Majalengka, diresmikan menjadi Taman Nasional pada tahun 2004. Meskipun saat ini Gunung Ciremai sudah menjadi Taman Nasional fungsi dari kawasan Gunung Ciremai dapat dimanfaatkan untuk kegiatan pendakian yang tergolong pada aktivitas wisata olahraga. Jumlah pendakian pada tahun 2015 mengalami penurunan sebesar 8,2%. Salah satu terjadinya penurunan jumlah pendakian karena adanya penurunan minat partisipan untuk melakukan pendakian kembali ke TNG. Oleh karena itu, penelitian ini bertujuan untuk mengetahui pengaruh *sport tourism customer experience* terhadap *revisit intention* di Taman Nasional Gunung Ciremai. Sampel dalam penelitian ini adalah sebanyak 100 partisipan. Metode yang digunakan adalah metode deskriptif dan verivikatif dengan waktu penelitian kurang dari satu tahun (*cross-sectional method*). Teknik analisis data yang digunakan adalah *proportionate stratified random sampling* dan *purposive sampling*. Teknis analisis data yang digunakan adalah teknik analisis linear berganda. Hasil penelitian menunjukkan bahwa *sport tourism customer experience* berada pada posisi kategori sangat tinggi, sedangkan *Revisit Intention* berada pada kategori sangat tinggi. *Sport Tourism Customer Experience* terdiri dari *hedonic enjoyment*, *personal progression*, dan *social interaction*. Secara simultan *sport tourism customer experience* berpengaruh secara signifikan terhadap *revisit intention*. Sedangkan secara parsial terdapat satu sub variable yaitu *hedonic enjoyment* berpengaruh signifikan terhadap *revisit intention*.

Kata kunci: *sport tourism customer experience*, *revisit intention*, Taman Nasional Gunung Ciremai

ABSTRACT

Adrian Fauzi, 1105605 "SPORT TOURISM EFFECT OF CUSTOMER EXPERIENCE TO REVISIT INTENTION IN NATIONAL PARK OF MOUNT CIREMAI" (Survey Participant Climbing Mountain National Park Ciremai) under the guidance of Dr. Vanessa Gaffar, SE., Ak., MBA and Oce Ridwanudin, SE., MM

Mount Ciremai is one of the highest mountain in Indonesia and became Highest mountain in West Java Province. National Park of Mount Ciremai is located between Kuningan and Majalengka regency, inaugurated a National Park in 2004. Although the current Ciremai Mountains National Park has become a function of the region of Mount Ciremai can be used for climbing activities that are categorized in sports tourism activities. Total ascent 2015 decreased by 8.2%. A decline in the number of climbing due to the decline of interest of participants to make the climb back to the TNGC. Therefore, this study aimed to determine the effect of sport tourism customer experience to revisit intention in Ciremai Mountain National Park. The sample in this study were 100 participants. The method used is descriptive method and Verivikatif with a time less than one year study (cross-sectional method). Data analysis technique used is proportionate stratified random sampling and purposive sampling, Technical analysis of the data used is multiple linear analysis techniques. The results showed that sport tourism customer experience are at the very high category, while Revisit Intention is at very high category. Sport Tourism Customer Experience consists of hedonic enjoyment, personal progression, and social interaction. Simultaneously sport tourism customer experience significantly influence revisit intention. Partially, there is one sub variables that significantly influence the hedonic enjoyment revisit intention.

Keywords: sport tourism customer experience, revisit intention, National Park of Mount Ciremai