

ABSTRAK

Debby Christina (1300272), “Pengaruh Destination Personality terhadap Behavioral Intentions Wisatawan di Nuart Sculpture Park” (Survei terhadap Wisatawan Individu yang berkunjung ke Nuart Sculpture Park), di bawah bimbingan Bagja Waluya, S.Pd.,M.Pd dan Rini Andari, S.Pd.,SE.Par.

Permasalahan yang sedang dihadapi oleh destinasi wisata pada saat ini adalah masih rendahnya *behavioral intentions* wisatawan, salah satunya destinasi di museum dan galeri seni Nuart Sculpture Park. Penulis melakukan prapenelitian mengenai *behavioral intentions* wisatawan individu Nuart Sculpture park yang menghasilkan bahwa *behavioral intentions* wisatawan individu rendah yang didukung dengan pernyataan karyawan Nuart Sculpture Park. Dengan demikian peneliti memilih *destination personality* sebagai salah satu solusi yang dapat diterapkan untuk meningkatkan *behavioral intentions*. Dalam penelitian ini variabel independen (X) yang digunakan yaitu *destination personality* yang terdiri dari *competence*, *contemporary*, *shopisticated*, dan *excitement*. Variabel dependen (Y) yaitu *behavioral intentions* wisatawan individu. Jenis penelitian yang digunakan adalah deskriptif dan verivikatif dengan metode yang digunakan adalah *explanatory survey* dan pendekatan *cross sectional*. Sampel penelitian ini sebanyak 109 responden yaitu wisatawan individu. Teknik sampling yang digunakan yaitu *purposive sampling*. Teknik analisis data yang digunakan adalah regresi berganda. Pelaksanaan *destination personality* di Nuart Sculpture Park berada pada kategori tinggi, dimensi *contemporary* mendapatkan penilaian tertinggi dan penilaian terendah yaitu *competence*. Tanggapan mengenai *behavioral intentions* wisatawan di Nuart Sculpture park berada pada kategori tinggi, dimensi *intention to recommend* mendapatkan penilaian tertinggi dan dimensi *intention to return* mendapatkan penilaian terendah. Hasil penelitian menunjukkan adanya pengaruh antara *destination personality* dan *behavioral intentions*.

Kata Kunci: *Destination Personality*, *Behavioral Intentions*, Nuart Sculpture Park

ABSTRACT

Debby Christina (1300272), “The Influence of Destination Personality Towards Tourist Behavioral Intentions at NuartSculpture Park” (Survey of Individual Tourist That Visit Nuart Sculpture Park), Under Guidance Bagja Waluya, S.Pd., M.Pd and Rini Andari, S.Pd., SE.Par.

The Problem that faced by tourism destination right now is the lackness of tourist's behavioral intentions, one of them is destination in the museum and NuartSculpture park art galery. The writer did pre-research about Nuartsclupture park individual tourist's behavioral intentions that resulted low individual tourist's behavioral intentions, supported by the Nuartsclupturepark staff's statement. Therefore the writer choosed destination personality as one of the solution that can be implement to generate behavioral intentions. In this study the independent variable (X) is destination personality that consists of competence, contemporary, shopisticated, dan excitement. The dependent variable (Y) is individual tourist's behavioral intentions. The type of research used are descriptive and verificative with method used are explanatory survey and cross sectional approach. The sample in this study of 109 respondentsof individual tourists. the sampling technique used ispurposive sampling. The data analysis technique used is multiple regression. Implementation of destination personality atNuart Sculpture Park is in the high category, dimenssion of contemporary get the highest rattings and lowest ratings iscompetence. Then the feedback regarding Nuartsclupture park tourist's behavioral intentions is in the high category, dimenssion of intention to recommend get the highest rattings and lowest ratings isintention to return. The results showed there is a influence of destination personalityandbehavioral intentions.

Key words :Destination Personality, Behavioral Intentions, Nuart Sculpture Park Art Galery