

ABSTRAK

Putri Siti Buni Ayu (1306724), “Pengaruh *Agritourism Experience* Terhadap *Behavioral Intention* Wisatawan Jendela Alam”, di bawah bimbingan Bapak Bagja Waluya., S.Pd., M.Pd. dan Ibu Rini Andari., S.Pd., SE.,Par., MM.

Jendela alam merupakan suatu daya tarik wisata berbasis agrowisata edukasi yang menawarkan pengalaman agrowisata kepada wisatawan. Namun, *behavioral intention* wisatawan Jendela Alam masih berada pada kategori sangat rendah. Hal tersebut mempengaruhi jumlah wisatawan Jendela Alam yang tidak memenuhi target dan mengalami penurunan pada tahun 2016. Karena itu, Jendela Alam harus menerapkan strategi guna mengatasi permasalahan tersebut. Dengan demikian, peneliti memilih *agritourism experience* sebagai salah satu solusi guna meningkatkan *behavioral intention*. Penelitian ini menggunakan variabel independen (X) yaitu *agritourism experience* yang terdiri dari *learners experience*, *naturalist experience*, *leisurely experience*, *purchasing/marketing experience* dan *entertainment/partying experience*. Variabel dependen (Y) yaitu *behavioral intention* wisatawan Jendela Alam. Jenis penelitian menggunakan deskriptif dan verifikatif dengan metode *explanatory survey* dan pendekatan *cross sectional*. Sampel penelitian sebanyak 100 responden wisatawan Jendela Alam dengan teknik sampling menggunakan *purposive sampling*. Teknik analisis data menggunakan regresi berganda. Pelaksanaan *agritourism experience* di Jendela Alam berada pada kategori tinggi, dimensi *leisurely experience* mendapatkan penilaian tertinggi dan penilaian terendah yaitu *entertainment/partying experience*. Kemudian tanggapan mengenai *behavioral intention* di Jendela Alam berada pada kategori sangat rendah, dimensi *word of mouth* mendapatkan penilaian tertinggi dan dimensi *price premium* mendapatkan penilaian paling rendah. Hasil penelitian menunjukkan adanya pengaruh antara *agritourism experience* dan *behavioral intention*.

Kata Kunci : *Agritourism Experience*, *Behavioral Intention*, Jendela Alam

ABSTRACT

Putri Siti Buni Ayu (1306724), “The Influence of Agritourism Experience Towards Tourist’s Behavioral Intention in Jendela Alam” . Under the guidance of Bagja Waluya., S.Pd., M.Pd. and Rini Andari., S.Pd., SE.,Par., MM.

Jendela alam is an educational agritourism destination that offering agritourism experience to the tourist. But, tourist’s behavioral intention in Jendela Alam is in very low category. It’s affects the number of Jendela Alam tourist’s visitation, which isn’t fulfill the target and decreased in 2016. Therefore, Jendela Alam has to implement the strategy to solve this problem. According to the problem, the researcher choosed agritourism experience as one of the solution that can be implemented to improve tourist’s behavioral intention. This study used the independent variable (X) agritourism experience consisting of learners experience, naturalist experience, leisurely experience, purchasing/marketing experience and entertainment/partying experience. Dependent variable (Y) is tourist’s behavioral intention in Jendela Alam. The type of research used are descriptive and verificative with explanatory survey method and cross sectional approach. The sample in this study are 100 respondents Jendela Alam visitors, the sampling technique used purposive sampling. The data analysis technique used multiple regression. The Implementation of agritourism experience in Jendela Alam is in the high category, the dimension of leisurely experience get the highest ratings and the lowest ratings is entertainment/partying experience. Then the feedback regarding tourist’s behavioral intention in Jendela Alam is located in the very low category, the dimension of the word of mouth get the highest ratings and the dimension of price premium get the lowest ratings. The results showed there is an influence between agritourism experience and tourist’s behavioral intention.

Key words : *Agritourism Experience, Behavioral Intention, Jendela Alam*