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PENGARUH *TOURIST EXPERIENCE* DAN *ENVIRONMENTAL QUALITY* TERHADAP *REVISIT INTENTION*

(Survey Terhadap Wisatawan *First-Timer*
Glamping Ciwidey Valley Resort)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat
Memperoleh Gelar Sarjana Pariwisata



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TERHADAP *REVISIT INTENTION***

(Survey terhadap Pengunjung Wisatawan *First-timer* Glamping Ciwidey Valley
Resort)

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Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
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ABSTRAK

Mutia Rahma Santika (1505486), “Pengaruh *Tourist Experience* dan *Environmental Quality* terhadap *Revisit Intention*” (Survey Terhadap Wisatawan *First-Timer Glamping* Ciwidey Valley Resort) di bawah bimbingan Yeni Yuniawati, S.Pd., MM dan Oce Ridwanudin, SE., MM

Revisit intention merupakan topik penelitian yang penting di dunia akademisi maupun praktisi di industri pariwisata. Sudut pandang penelitian menilai, variabel "*revisit intention*" mendapat perhatian langka dalam studi kuantitatif. Sementara menurut sudut pandang praktisi, penting untuk memprediksi kunjungan berulang ke destinasi wisata. Masalah yang dihadapi oleh Glamping Ciwidey Valley Resort yaitu tidak tercapainya target tahunan yang telah ditetapkan dan rendahnya tingkat *revisit intention*. Dengan demikian, peneliti memilih *tourist experience* dan *environmental quality* sebagai solusi yang dapat diterapkan dalam meningkatkan *revisit intention*. Variable independen (X) yang digunakan dalam penelitian yaitu *tourist experience* (X1) dan *environmental quality* (X2) dengan variable dependent (Y) yaitu *revisit intention*. Jenis penelitian yang digunakan yaitu *explanatory survey* dengan pendekatan *cross-sectional*. Teknik sampling yang digunakan yaitu *purposive sampling* dengan sampel penelitian sebanyak 400 responden yaitu tamu yang sudah pernah menginap sebanyak satu kali. Hasil penelitian menunjukkan terdapat pengaruh yang signifikan antara *tourist experience* dan *environmental quality* terhadap *revisit intention*.

Kata Kunci : *Tourist Experience, Environmental Quality, Revisit Intention*

ABSTRACT

Mutia Rahma Santika (1505486), “The Influence of Tourist Experience and Environmental Quality toward Revisit Intention” (Survey of first-timerr tourist in Glamping Ciwidey Valley Resort) under guidance of Yeni Yuniawati, S.Pd., MM and Oce Ridwanudin, SE., MM

Revisit intention is important topic for academics or practitioners in tourism industry. From the research perspective, revisit intention gets special attention in quantitative study. From the practitioner’s view, it’s important to predict repeat visit to tourist destination. The problem faced by Glamping Ciwidey Valley Resort is failure to fulfill the annual target and low revisit intention. Researcher see tourist experience and environmental quality as solution that can be applied to improve revisit intention. The independent variables are tourist experience (X1) and environmental quality (X2) while the dependent variable (Y) is revisit intention. The type of research used in this study is explanatory survey with cross-sectional approach. Using purposive sampling as technic sampling with 400 respondents as sample. The respondents are first-timer tourist who have been stayed overnight in Glamping Ciwidey Valley Resort. The result of the research shows that tourist experience and environmental quality have significant influence on revisit intention.

Keywords : Tourist Experience, Environmental Quality, Revisit Intention

DAFTAR ISI

LEMBAR JUDUL	
LEMBAR HAK CIPTA	ii
LEMBAR PENGESAHAN	iii
SURAT PERNYATAAN	iv
ABSTRAK	v
ABSTRACT	vi
KATA PENGANTAR	vii
UCAPAN TERIMAKASIH	viii
DAFTAR ISI	xi
DAFTAR TABEL	xvi
DAFTAR GAMBAR	xvii
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	10
1.3 Tujuan Penelitian	10
1.4 Kegunaan Penelitian	11
1.4.1 Kegunaan Penelitian Teoritis	11
1.4.2 Kegunaan Penelitian Praktis	11
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	12
2.1 Kajian Pustaka	12
2.1.1 Konsep <i>Revisit Intention</i>	12
2.1.1.1 Konsep <i>Revisit Intention</i> Dalam Kajian <i>Consumer Behavior</i>	12
2.1.1.2 Definisi <i>Revisit Intention</i>	14
2.1.1.3 Dimensi/Indicator/Unsur Unsur <i>Revisit Intention</i>	16
2.1.2 Konsep <i>Tourist Experience</i>	17
2.1.2.1 Konsep <i>Tourist Experience</i> Dalam Kajian <i>Consumer Behavior</i>	17
2.1.2.2 Definisi <i>Tourist Experience</i>	19
2.1.2.3 Dimensi/Indicator/Unsur Unsur <i>Tourist Experience</i>	21

2.1.3 Konsep <i>Environmental Quality</i>	22
2.1.3.1 Konsep <i>Environmental Quality</i> Dalam Kajian <i>Nature-Based Tourism</i>	22
2.1.3.2 Definisi <i>Environmental Quality</i>	24
2.1.3.3 Dimensi/Indicator/Unsur Unsur <i>Environmental Quality</i>	25
2.1.4 Hasil Penelitian Terdahulu	26
2.2 Kerangka Penelitian	28
2.3 Hipotesis	31
BAB III OBJEK DAN METODOLOGI PENELITIAN	33
3.1 Objek Penelitian	33
3.2 Metode Penelitian	33
3.2.1 Jenis dan Metode yang Digunakan	33
3.2.2 Operasionalisasi Variable	34
3.2.3 Jenis dan Sumber Data	38
3.2.4 Populasi, Sampel dan Teknik Sampling	39
3.2.4.1 Populasi	39
3.2.4.2 Sampel	40
3.2.4.3 Teknik Sampling	40
3.2.5 Teknik Pengumpulan Data	41
3.2.6 Pengujian Validitas dan Reliabilitas	42
3.2.6.1 Hasil Pengujian Validitas	42
3.2.6.2 Hasil Pengujian Reliabilitas	48
3.2.7 Rancangan Analisis Data	49
3.2.7.1 Rancangan Analisis Data Deskriptif	49
3.2.7.2 Pengujian Hipotesis	50
3.2.7.3 Pengujian Hipotesis Regresi Berganda	55
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	56
4.1 Profil Perusahaan dan Wisatawan Ciwidey Valley Resort	56
4.1.1 Profil Perusahaan	56
4.1.1.1 Identitas Perusahaan	56
4.1.1.2 Daya Tarik Wisata yang Ditawarkan Ciwidey Valley Resort	57

4.1.2 Karakteristik Wisatawan	58
4.1.2.1 Karakteristik Wisatawan Berdasarkan Jenis Kelamin dan Usia	58
4.1.2.2 Karakteristik Wisatawan Berdasarkan Pekerjaan dan Penghasilan	59
4.1.2.3 Karakteristik Wisatawan Berdasarkan Asal Daerah	60
4.1.2.4 Pengalaman Wisatawan Berdasarkan Sumber Informasi dan Metode Pembelian	61
4.1.2.5 Pengalaman Wisatawan Berdasarkan Tipe Glamping dan Lama Menginap	62
4.1.2.6 Pengalaman Wisatawan Berdasarkan Bersama Siapa Wisatawan Menginap	64
4.2 Gambaran <i>Tourist Experience</i> dan <i>Environmental Quality</i> di Glamping Ciwidey Valley Resort	64
4.2.1 Rekapitulasi Tanggapan Wisatawan Terhadap <i>Tourist Experience</i> di Glamping Ciwidey Valley Resort	65
4.2.2 Tanggapan Wisatawan Terhadap <i>Tourist Experience</i> di Glamping Ciwidey Valley Resort	67
4.2.3 Rekapitulasi Tanggapan Wisatawan Terhadap <i>Environmental Quality</i> di Glamping Ciwidey Valley Resort	74
4.2.4 Tanggapan Wisatawan Terhadap <i>Environmental Quality</i> di Glamping Ciwidey Valley Resort	77
4.3 Gambaran <i>Revisit Intention</i> di Glamping Ciwidey Valley Resort	82
4.3.1 Rekapitulasi Tanggapan Wisatawan Terhadap <i>Revisit Intention</i> di Glamping Ciwidey Valley Resort	82
4.3.2 Tanggapan Wisatawan Terhadap <i>Revisit Intention</i> di Glamping Ciwidey Valley Resort	84
4.4 Pengaruh <i>Tourist Experience</i> dan <i>Environmental Quality</i> Terhadap <i>Revisit Intention</i> di Glamping Ciwidey Valley Resort	85
4.4.1 Hasil Uji Asumsi Normalitas	85
4.4.2 Hasil Uji Asumsi Heteroskedastisitas	86
4.4.3 Hasil Uji Asumsi Linearitas Data	87

4.4.4 Hasil Uji Asumsi Autokorelasi	88
4.4.5 Hasil Uji Asumsi Multikolinearitas	88
4.4.6 Hasil Pengujian Uji Korelasi Dan Determinasi	89
4.4.7 Pengujian Hipotesis	90
4.4.7.1 Pengujian Hipotesis Secara Simultan (Uji F)	90
4.4.7.2 Pengujian Hipotesis Secara Parsial (Uji T)	91
4.5 Model Persamaan Regresi Berganda Pengaruh <i>Tourist Experience</i> dan <i>Environmental Quality</i> terhadap <i>Revisit Intention</i> di Glamping Ciwidey Valley Resort	92
4.6 Implikasi Hasil Temuan	93
4.6.1 Temuan Penelitian Bersifat Teoritik	93
4.6.2 Temuan Penelitian Bersifat Empirik	93
BAB V KESIMPULAN DAN REKOMENDASI	95
5.1 Kesimpulan	95
5.2 Rekomendasi	96

DAFTAR TABEL

Tabel 1.1 Jumlah Wisatawan ke Destinasi Wisata di Kabupaten Bandung.....	3
Tabel 1.2 Jumlah Penjualan Akomodasi Ciwidey Valley Resort 2015 – 2018	4
Tabel 1.3 Data Penjualan Akomodasi Ciwidey Valley Resort Berdasarkan Jenis Akomodasi	5
Tabel 1.4 Implementasi <i>Tourist Experience</i> dan <i>Environmental Quality</i> di Ciwidey Valley Resort	8
Tabel 2.1 Tabel Definisi <i>Revisit Intention</i>	14
Tabel 2.2 Tabel Definisi <i>Tourist Experience</i>	19
Tabel 2.3 Tabel Definisi <i>Environmental Quality</i>	24
Tabel 2.4 Penelitian dan Temuan Penelitian Sebelumnya	26
Tabel 3.1 Operasionalisasi Variable	35
Tabel 3.2 Jenis Dan Sumber Data	38
Tabel 3.3 Hasil Pengujian Validitas	43
Tabel 3.4 Hasil Uji Reliabilitas <i>Cornbach's Alpha</i>	49
Tabel 3.5 Alternatif Jawaban Menurut Skala <i>Likert</i>	50
Tabel 4.1 Karakteristik Wisatawan Berdasarkan Jenis Kelamin dan Usia	58
Tabel 4.2 Karakteristik Wisatawan Berdasarkan Pekerjaan dan Penghasilan	59
Tabel 4.3 Karakteristik Wisatawan Berdasarkan Asal Daerah	61
Tabel 4.4 Pengalaman Wisatawan Berdasarkan Sumber Informasi dan Metode Pembelian	61
Tabel 4.5 Pengalaman Wisatawan Berdasarkan Tipe Glamping dan Lama Menginap	62
Tabel 4.6 Pengalaman Wisatawan Berdasarkan Bersama Siapa Menginap	64
Tabel 4.7 Rekapitulasi Tanggapan Wisatawan terhadap <i>Tourist Experience</i> di Glamping Ciwidey Valley Resort	65
Tabel 4.8 Tanggapan Wisatawan terhadap <i>Tourist Experience</i> di Glamping Ciwidey Valley Resort	67
Tabel 4.9 Rekapitulasi Tanggapan Wisatawan terhadap <i>Environmental Quality</i>	75

di Glamping Ciwidey Valley Resort	
Tabel 4.10 Tanggapan Wisatawan terhadap <i>Environmental Quality</i> di Glamping Ciwidey Valley Resort	77
Tabel 4.11 Rekapitulasi Tanggapan Wisatawan Terhadap <i>Revisit Intention</i> di Glamping Ciwidey Valley Resort	82
Tabel 4.12 Tanggapan Wisatawan Terhadap <i>Revisit Intention</i> di Glamping Ciwidey Valley Resort	84
Tabel 4.13 Uji Asumsi Normalitas Menggunakan <i>Kolmogrov Smirnov</i>	86
Tabel 4.14 Hasil Uji Asumsi Heteroskedastisitas	87
Tabel 4.15 Hasil Uji Asumsi Linearitas	87
Tabel 4.16 Hasil Uji Asumsi Autokorelasi	88
Tabel 4.17 Hasil Uji Asumsi Multikolinearitas	89
Tabel 4.18 Hasil Uji Korelasi dan Determinasi	89
Tabel 4.19 Hasil Uji Hipotesis Secara Simultan (Uji F)	90
Tabel 4.20 Hasil Uji Hipotesis Secara Parsial (Uji T)	91

DAFTAR GAMBAR

Gambar 1.1	Area Glamping Ciwidey Valley Resot	4
Gambar 1.2	Hasil Pra Penelitian	6
Gambar 1.3	Glamping Tipe Suite dan Junior Suite.....	8
Gambar 2.1	<i>Five Stage Model Of Customer Buying Process</i>	13
Gambar 2.2	Kerangka Pemikiran <i>Tourist Experience</i> dan <i>Environmental Quality Terhadap Revisit Intention</i> Wisatawan Glamping Ciwidey Valley Resort	30
Gambar 2.3	Paradigma Penelitian	31
Gambar 3.1	Regresi Berganda	53
Gambar 4.1	Logo Ciwidey Valley Resort	56
Gambar 4.2	<i>Tourist Experience</i> Wisatawan Glamping Ciwidey Valley Resort pada Garis Kontinum	67
Gambar 4.3	<i>Environmental Quality</i> Wisatawan Glamping Ciwidey Valley Resort pada Garis Kontinum	76
Gambar 4.4	<i>Revisit Intention</i> Wisatawan Glamping Ciwidey Valley Resort pada Garis Kontinum	83
Gambar 4.5	Diagram Struktur Hipotesis	92

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