

## ABSTRAK

**Dikdik Siswanto, 0901883, PENGARUH *SUSTAINING QUALITIES OF THE ENVIRONMENT* TERHADAP KEPUTUSAN BERKUNJUNG WISATAWAN KE SITU BAGENDIT. Di bawah bimbingan Heri Puspito Diyah Setiyorini, MM dan Bagja Waluya, S.Pd., M.Pd.**

Situ Bagendit merupakan salah satu daya tarik wisata yang ada di Kabupaten Garut. Situ Bagendit merupakan jenis wisata alam berupa danau (situ). Berdasarkan data yang diperoleh, tingkat kunjungan pada tahun 2012 mengalami penurunan. Oleh karena itu, pengelola daya tarik wisata melakukan strategi *sustaining qualities of the environment* yang terdiri dari *image of the place*, *accessibility*, *aesthetic value*, *social affective value*, dan *entertainment*. Tujuan penelitian ini adalah untuk memperoleh temuan mengenai sejauh mana program *sustaining qualities of the environment*, keputusan berkunjung di Situ Bagendit dan bagaimana pengaruh strategi *sustaining qualities of the environment* terhadap keputusan berkunjung di Situ Bagendit. Jenis penelitian yang digunakan bersifat deskriptif dan verifikatif dengan metode yang digunakan yaitu *explanatory survey*. Sampel dalam penelitian ini sebanyak 100 wisatawan individu dengan teknik penarikan sampel yang digunakan yaitu *mobile population*. Teknik analisis data yang digunakan yaitu *path analysis*. Dari 5 variabel yang diteliti dari hasil penghitungan jalur *path* semua variabel memiliki pengaruh yang signifikan. Berdasarkan hasil pengujian statistik menunjukkan bahwa *sustaining qualities of the environment* memiliki pengaruh sebesar 83,1% kemudian untuk pengaruh langsung paling besar terhadap keputusan berkunjung adalah *social affective value* yaitu sebesar 15,4% sedangkan yang terkecil adalah *accessibility* yaitu sebesar 2,4%. Pengaruh tidak langsung keseluruhan *sustaining qualities of the environment* terhadap keputusan berkunjung adalah sebesar 31%.

**Kata Kunci: *Sustaining Qualities Of The Environment*, Keputusan Berkunjung**

## ABSTRACT

**Dikdik Siswanto, 0901883, *The Effect of Sustaining Qualities Of The Environment To The Purchase Decision of The Tourist Attrcation Situ Bagendit. Under the guidance of Heri Puspito Diyah Setiyorini, MM and Bagja Waluya, S.Pd., M.Pd.***

*Bagendit Lake there is one of the tourist attraction in Garut district .There is the type of tourist nature. Based on data obtained, the level of the visit of decline in 2012. Because of it, the management of tourist attraction doing the strategy of sustaining qualities of the environment consisting of image of the place, accesibility, aesthetic value, social affective value, and entertainment. The purpose of this research is to obtain the findings on sustaining extent to which the qualities of the environment, the decision of a visit there and how the influence of the strategy of sustaining Bagendit qualities of the environment of the decision Bagendit visit there. The type of research and used a descriptive verification with the method used is explanatory survey .The sample in this research as many as 100 tourists individuals with the technique of the withdrawal of the sample used namely mobile population. Data analysis technique used namely path analysis. Variable of 5 who examined from track the results of the tally path all the variables having significant influence. Based on the results of the testing statistics show that the sustaining qualities of the environment having influence worth 83,1 % later to direct influence most of the decision is a social affective value 15,4 % while the smallest is accesibility 2.4 %. Indirect effect overall sustaining qualities of the environment against the decision of a visit is as much as 31%.*

***Keywords: Sustaining Qualities Of The Environment, Purchase Decision***