

PENGARUH *ENVIRONMENTAL QUALITY* TERHADAP *REVISIT INTENTION*

(Survei terhadap Wisatawan *First-Timer* Kampung Cai Ranca Upas)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana
Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata



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PENGARUH ENVIRONMENTAL QUALITY TERHADAP REVISIT INTENTION (SURVEI TERHADAP WISATAWAN FIRST-TIMER KAMPUNG CAI RANCA UPAS)

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LEMBAR HAK CIPTA
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Sebuah skripsi yang diajukan sebagai syarat untuk memperoleh gelar Sarjana
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Universitas Pendidikan Indonesia

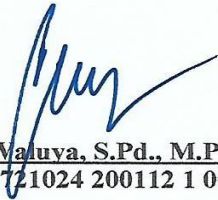
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(Survei terhadap Wisatawan *First-Timer* Kampung Cai Ranca Upas)

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ABSTRAK

Dian Dwi Jayanti, 1506974, “Pengaruh *Environmental Quality* terhadap *Revisit Intention* (Survey terhadap wisatawan *first-timer* Kampung Cai Ranca Upas)”, dibawah bimbingan Bagja Waluya, S.Pd., M.Pd dan Yeni Yuniawati, S.Pd., MM

Kampung Cai Ranca Upas merupakan destinasi wisata *ecotourism* serta sebagai kawasan produksi dan lindung di Ciwidey, Jawa Barat, berupaya untuk meningkatkan *revisit intention* wisatawan dengan menerapkan *environmental quality*. Penelitian ini bertujuan untuk mengetahui pengaruh *environmental quality* terhadap *revisit intention* di Kampung Cai Ranca Upas. Variabel independen (X) yaitu *environmental quality* terdiri dari *noise, waste, water quality and supply, pollution and air quality, cleanliness, street and environment* dan *advertisement banner*. Variabel dependen (Y) yaitu *revisit intention*. Metode penelitian adalah deskriptif dan verifikatif dengan metode *explanatory survey* dan pendekatan *cross sectional*. Teknik pengumpulan data menggunakan kuesioner. Populasi penelitian adalah wisatawan *first-timer* yang berkunjung ke Kampung Cai Ranca Upas. Pengambilan sampel dilakukan menggunakan teknik *purposive sampling* berjumlah 400 responden. Teknik analisis data menggunakan teknik regresi berganda. Hasil penelitian menunjukkan bahwa: 1) gambaran mengenai *environmental quality* di Kampung Cai Ranca Upas berada di kategori tinggi, 2) gambaran mengenai *revisit intention* di Kampung Cai Ranca Upas berada di kategori tinggi, 3) pengujian secara simultan *environmental quality* berpengaruh signifikan terhadap *revisit intention*, 4) secara parsial, dimensi *noise, water quality and supply, pollution and air quality, street and environment* dan *advertisement banner* berpengaruh signifikan terhadap *revisit intention*, namun dua dimensi yaitu *waste* dan *cleanliness* tidak berpengaruh signifikan terhadap *revisit intention*. Wisatawan merasa pengelolaan sampah dan kebersihan destinasi wisata perlu diperhatikan dengan lebih baik. *Water quality and supply* mendapatkan penilaian tertinggi karena wisatawan merasa kualitas air di toilet umum sangat bersih dan ketersediaan air bersih sangat memadai di Kampung Cai Ranca Upas.

Kata Kunci: *environmental quality, revisit intention, Kampung Cai Ranca Upas*

ABSTRACT

Dian Dwi Jayanti, 1506974, “Influence of Environmental Quality on Revisit Intention: The Case of Kampung Cai Ranca Upas”, under the guidance of Bagja Waluya, S.Pd., M.Pd dan Yeni Yuniawati, S.Pd., MM

Kampung Cai Ranca Upas is an ecotourism destination, a production and protected area in Ciwidey, West Java, seeks to increase revisit intention of tourists by applying environmental quality. *The study aimed to examine the influence of environmental quality on revisit intention in Kampung Cai Ranca Upas. Independent variable (X) is environmental quality consisting of noise, waste, water quality and supply, pollution and air quality, cleanliness, street and environment, and advertisement banner. The dependent variable (Y) is revisit intention. The research method is descriptive and verificative with explanatory survey and cross sectional approach method. Data collection techniques using a questionnaire. The research population is first-timer tourists visiting Kampung Cai Ranca Upas. The technique for collecting sample is a purposive sampling to get 400 respondent. Data analysis techniques using multiple linier regression. The results showed that: 1) the description of environmental quality in Kampung Cai Ranca Upas is in the high category, 2) the description of revisit intention in Kampung Cai Ranca Upas is in the high category, 3). the results of simultaneous is environmental quality significant influence on revisit intention, 4) in partial, the dimension of noise, water quality and supply, pollution and air quality, street and environment, and advertisement banner have a significant influence on revisit intention, but two dimension of waste and cleanliness has no significant influence on revisit intention. Tourists feel the waste management and cleanliness of tourist destinations need to be considered better. Water quality and supply are the dimensions that get the highest ratings because tourists feel that the quality of water in public lavatories is very clean and the availability of clean water is very adequate in Kampung Cai Ranca Upas.*

Keywords: environmental quality, revisit intention, Kampung Cai Ranca Upas.

DAFTAR ISI

	Hal
LEMBAR HAK CIPTA	i
LEMBAR PENGESAHAN	ii
LEMBAR PERNYATAAN	iii
ABSTRAK	iv
KATA PENGANTAR	v
UCAPAN TERIMA KASIH	Vi
DAFTAR ISI	vii
DAFTAR TABEL	viii
DAFTAR GAMBAR	ix
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian.....	1
1.2 Rumusan Masalah.....	12
1.3 Tujuan Penelitian.....	12
1.4 Kegunaan Penelitian.....	12
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	
2.1 Kajian Pustaka.....	13
2.1.1 Konsep <i>Revisit Intention</i>	13
2.1.1.1 Konsep <i>Revisit Intention</i> dalam <i>Kajian Consumer Behavior</i>	13
2.1.1.2 Definisi <i>Revisit Intention</i>	17
2.1.1.3 Dimensi <i>Revisit Intention</i>	18
2.1.1.4 Model <i>Revisit Intention</i>	20
2.1.2 Konsep <i>Environmental Quality</i>	22
2.1.2.1 Konsep <i>Environmental Quality</i> dalam <i>Marketing for Hospitality and Tourism</i>	22
2.1.2.2 Definisi <i>Environmental Quality</i>	27
2.1.2.3 Dimensi <i>Environmental Quality</i>	29
2.1.2.3 Model <i>Environmental Quality</i>	32
2.1.3 Pengaruh <i>Environmental Quality</i> terhadap <i>Revisit Intention</i>	34
2.1.4 Penelitian Terdahulu.....	35
2.2 Kerangka Pemikiran.....	37
2.3 Hipotesis.....	43
BAB III OBJEK DAN METODE PENELITIAN	
3.1 Objek Penelitian.....	45
3.2 Metode Penelitian.....	45
3.2.1 Jenis dan Metode Penelitian.....	46
3.2.2 Operasionalisasi Variabel.....	46
3.2.3 Jenis dan Sumber Data.....	46
3.2.4 Populasi, Sampel dan Teknik Sampling.....	49
3.2.4.1 Populasi.....	50
3.2.4.2 Sampel.....	51
3.2.4.3 Proses Pengambilan Sampel.....	51
3.2.4.4 Teknik Pengumpulan Data.....	52
3.2.5 Hasil Pengujian Validitas dan Reliabilitas.....	53
3.2.5.1 Hasil Pengujian Validitas.....	53

3.2.5.2 Hasil Pengujian Reliabilitas.....	56
3.2.6 Rancangan Analisis Data.....	58
3.2.6.1 Rancangan Analisis Data Deskriptif.....	58
3.2.6.2 Rancangan Analisis Data Verifikatif.....	59
3.2.7 Pengujian Hipotesis.....	65
3.2.7.1 Pengujian Hipotesis secara Simultan (<i>F Test</i>).....	65
3.2.7.2 Pengujian Hipotesis secara Parsial (<i>t Test</i>).....	66
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	
4.1 Profil Perusahaan, Karakteristik dan Pengalaman Responden.....	67
4.1.1 Profil Perusahaan.....	67
4.1.1.1 Identitas Perusahaan.....	67
4.1.1.2 Sejarah Singkat Perusahaan.....	68
4.1.1.3 Dasar Aturan Perusahaan.....	69
4.1.1.4 Produk yang Ditawarkan Perusahaan.....	69
4.1.2 Karakteristik responden Kampung Cai Ranca Upas.....	71
4.1.2.1 Keterkaitan Karakteristik Responden berdasarkan Jenis Kelamin dan Usia.....	71
4.1.2.2 Karakteristik Responden berdasarkan Asal Daerah.....	72
4.1.2.3 Karakteristik Responden berdasarkan Pendidikan Terakhir.....	72
4.1.2.4 Keterkaitan Karakteristik Responden berdasarkan Pekerjaan dan Pendapatan Perbulan.....	73
4.1.3 Pengalaman Responden.....	74
4.1.3.1 Keterkaitan Pengalaman Responden berdasarkan Sumber Informasi dan Rekan Berkunjung.....	74
4.1.3.2 Pengalaman Responden berdasarkan Waktu yang Dhabiskan.....	75
4.1.3.3 Pengalaman Responden berdasarkan Biaya yang dikeluarkan.....	76
4.1.3.4 Pengalaman Responden berdasarkan Alasan Berkunjung dan Hal yang Paling Disukai di Kampung Cai Ranca Upas..	77
4.2 Gambaran <i>Environmental Quality</i> di Kampung Cai Ranca Upas.....	78
4.2.1 Tanggapan Responden terhadap <i>Noise</i> di Kampung Cai Ranca Upas.....	78
4.2.2 Tanggapan Responden terhadap <i>Waste</i> di Kampung Cai Ranca Upas.....	80
4.2.3 Tanggapan Responden terhadap <i>Water Quality and Supply</i> di Kampung Cai Ranca Upas.....	82
4.2.4 Tanggapan Responden terhadap <i>Pollution and Air Quality</i> di Kampung Cai Ranca Upas.....	83
4.2.5 Tanggapan Responden terhadap <i>Cleanliness</i> di Kampung Cai Ranca Upas.....	84
4.2.6 Tanggapan Responden terhadap <i>Street and Environment</i> di Kampung Cai Ranca Upas.....	86
4.2.7 Tanggapan Responden terhadap <i>Advertisement Banner</i> di Kampung Cai Ranca Upas.....	87
4.2.8 Rekapitulasi Tanggapan Responden terhadap <i>Environmental Quality</i> di Kampung Cai Ranca Upas.....	88
4.3 Gambaran <i>Revisit Intention</i> di Kampung Cai Ranca Upas.....	91
4.3.1 Tanggapan Responden terhadap <i>Revisit Intention</i> di Kampung Cai Ranca Upas.....	91

4.3.2 Rekapitulasi Tanggapan Responden terhadap <i>Revisit Intention</i> di Kampung Cai Ranca Upas.....	93
4.4 Pengaruh <i>Environmental Quality</i> terhadap <i>Revisit Intention</i> di Kampung Cai Ranca Upas.....	95
4.4.1 Hasil Pengujian Asumsi Regresi.....	95
4.4.1.1 Hasil Pengujian Asumsi Normalitas.....	95
4.4.1.2 Hasil Pengujian Asumsi Heteroskedastisitas.....	96
4.4.1.3 Hasil Pengujian Asumsi Linearitas.....	96
4.4.1.4 Hasil Pengujian Asumsi Autokorelasi.....	97
4.4.1.5 Hasil Pengujian Asumsi Multikolinearitas.....	98
4.4.1.6 Hasil Pengujian Korelasi dan Koefisien Determinasi.....	99
4.4.2 Hasil Pengujian Hipotesis.....	100
4.4.2.1 Pengujian Hipotesis secara Simultan (Uji F).....	100
4.4.2.2 Pengujian Hipotesis secara Parsial (Uji t).....	100
4.5 Pembahasan Penelitian.....	102
4.5.1 Persamaan Regresi Berganda Pengaruh <i>Environmental Quality</i> terhadap <i>Revisit Intention</i>	102
4.5.1 Pembahasan Mengenai Pengaruh <i>Environmental Quality</i> terhadap <i>Revisit Intention</i> di Kampung Cai Ranca Upas.....	103
4.5.1 Pembahasan Mengenai Implikasi Hasil Temuan Penelitian.....	105
4.4.2.1 Temuan Penelitian Bersifat Teoritis.....	105
4.4.2.2 Temuan Penelitian Empiris.....	106
BAB V KESIMPULAN DAN REKOMENDASI	
5.1 Kesimpulan.....	106
5.2 Rekomendasi.....	107
DAFTAR PUSTAKA	108
LAMPIRAN	120

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