

ABSTRAK

Mentari Mardiani Sunandi (1002172), “Pengaruh *Tourist Experience* Terhadap *Behavioural Intention* di Wisata Berbasis Alam (Survei terhadap wisatawan yang berkunjung ke Taman Wisata Alam Kawah Talaga Bodas di Kabupaten Garut). Dibawah bimbingan Bagja Waluya, S.Pd., MPd dan Heri Puspito Diyah Seitorini, MM.

Taman Wisata Alam Kawah Talaga Bodas merupakan taman wisata alam yang berlokasi di Kabupaten Garut. Dari tahun ke tahun pengunjung yang datang mengalami fluktuatif, Selain itu *behavioural intention* di Taman Wisata Alam Kawah Talaga Bodas juga tidak tinggi. Hal itu berdasarkan pada penelitian yang telah dilakukan. Oleh karena itu pengelola Taman Wisata Alam Kawah Talaga Bodas harus memiliki strategi untuk mengatasi masalah tersebut. Dengan demikian peneliti memilih *tourist experience* sebagai salah satu solusi yang dapat diterapkan untuk meningkatkan *behavioural intention*. Variabel *independent* (X) yang digunakan yaitu *tourists experience* di wisata berbasis alam atau *nature-based tourist experiences (nature-based experiences as the genuine, nature-based experiences as entertainment, nature-based experiences as state of being, dan nature-based experience as socio-cultural community)*. Variabel *dependent* (Y) yaitu *behavioural intention*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Sampel dalam penelitian ini sebanyak 100 responden wisatawan dengan teknik penarikan sampel yang digunakan yaitu *systematic random sampling*. Teknik analisis data yang digunakan yaitu regresi berganda. Analisis pengaruh *tourist experience* terhadap *behavioural intention* berdasarkan hasil pengujian secara simultan (uji F) menunjukkan hasil bahwa adanya pengaruh antara *tourist experience* dan *behavioural intention*. Sedangkan berdasarkan hasil pengujian secara parsial (uji t) dari 4 sub variabel yang diteliti, 3 sub variabel yaitu *nature-based experiences as the genuine, nature-based experiences as entertainment* dan *nature-based experience as socio-cultural community* memiliki pengaruh yang signifikan dan 1 sub variabel yaitu *nature-based experiences as state of being* kurang memiliki pengaruh yang signifikan.

Kata Kunci : *tourists experience, nature-based tourism, nature-based tourist, behavioural intention*

ABSTRACT

Mentari Mardiani Sunandi (1002172) **“The Influence of Tourist Experience in Nature-Based Tourism toward Behavioral Intention at Taman Wisata Alam Kawah Talaga Bodas”** (a survey to tourists visiting Taman Wisata Alam Kawah Talaga Bodas in Kabupaten Garut). Under the guidance of Bagja Waluya, S.Pd., MPd and Heri Puspito Diyah Seitorini, MM.

Taman Wisata Alam Kawah Talaga Bodas is a natural tourism park located in Kabupaten Garut. From year to year, number of visitors who come here fluctuated. In addition, behavioural intention in Taman Wisata Alam Kawah Talaga Bodas is also not high. This is based on the research that has been done. Therefore, the manager of Taman Wisata Alam Kawah Talaga Bodas must have a strategy to overcome the problem. Then, the researchers chose tourist experience as one solution that can be applied to improve behavioral intention. The independent variable (X) used is tourist experience in nature-based tourism or nature-based tourist experiences (nature-based experiences as the genuine, nature-based experiences as entertainment, nature-based experiences as state of being, and nature-based experience as socio-cultural community). The dependent variable (Y) is behavioural intention. The type of research used is descriptive and verificative. The samples in this study are as many as 100 respondents of tourists with sampling technique using systematic random sampling. The data analysis technique used is multiple regression. The analysis of the influence of tourist experience toward behavioral intention based on simultaneous test results (F test) shows that there is indeed an influence between tourist experience and behavioral intention. Meanwhile, based on partial test result (t test) from 4 sub variables that was studied, 3 sub variables, that are nature-based experiences as the genuine, nature-based experiences as entertainment and nature-based experience as socio-cultural community, have significant influence and 1 sub variable that is nature-based experiences as state of being have less significant influence.

Key Words: tourists experience, nature-based tourism, nature-based tourist, behavioural intention