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**PENGARUH *ENVIRONMENTAL QUALITY* TERHADAP
*TOURIST SATISFACTION***

(Survei terhadap wisatawan domestik yang berkunjung ke
TAHURA Djuanda, Bandung)

SKRIPSI

Diajukan untuk mengikuti Sidang Skripsi
pada Program Studi Manajemen Pemasaran Pariwisata



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Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

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TAHURA Djuanda Bandung)

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ABSTRAK

Varhan Verdiansyah Pratama, 1505845, “Pengaruh *Environmental Quality* Terhadap *Tourist Satisfaction* (Survei Terhadap Wisatawan Domestik yang Berkunjung ke TAHURA Djuanda Bandung), di bawah bimbingan Bapak Bagja Waluya, S.Pd., M.Pd dan Bapak Oce Ridwanudin, SE., MM.

Tourist satisfaction dapat memberikan informasi yang signifikan untuk proses pengembangan strategi sebuah perusahaan dan menjadi sinyal peringatan mengenai hasil bisnis dimasa depan. *Tourist satisfaction* memiliki peran penting bagi sebuah perusahaan. Kepuasan dapat dicapai setelah pelanggan merasakan kepuasan atas produk maupun jasa yang telah diberikan perusahaan melebihi harapan. Dalam penelitian ini, variabel bebas (X) yang digunakan yaitu *environmental quality* yang terdiri dari *noise*, *water*, *waste*, *pollution*, *cleanliness*, dan *street and environment*. Variabel terikat (Y) dalam penelitian ini yaitu *Tourist Satisfaction*. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif. Metode penelitian yang digunakan adalah pendekatan *cross sectional* dan metode *explanatory survey*, dengan sampel jenuh sebanyak 400 wisatawan TAHURA Djuanda Bandung. Teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa dari enam sub variabel *environmental quality* hanya lima variabel yang dinyatakan memiliki pengaruh signifikan terhadap *Tourist Satisfaction*, yaitu *noise*, *water*, *waste*, *pollution*, dan *cleanliness*. Faktor yang paling berpengaruh pada *environmental quality* adalah *noise*, lokasi TAHURA Djuanda Bandung yang jauh dari pusat keramaian membuat tingkat gangguan dan kebisingan dapat diminimalisir. Faktor yang memberikan pengaruh paling rendah adalah *waste*, aspek ini perlu ditingkatkan dengan lebih menambah jumlah ketersediaan tempat sampah. Faktor yang memberikan pengaruh paling rendah di *tourist satisfaction* adalah *waste*. Pihak TAHURA Djuanda perlu untuk mempertimbangkan kembali kebijakan dalam menambah jumlah ketersediaan tempat sampah untuk wisatawan.

Kata Kunci : *Environmental Quality*, *Tourist Satisfaction*, TAHURA Djuanda Bandung.

ABSTRACT

Varhan Verdiansyah Pratama, 1505845, “The Influence Of Environmental Quality Toward Tourist Satisfaction” (Survey on domestic tourist in TAHURA Djuanda Bandung), under the guidance of Bagja Waluya, S.Pd., M.Pd and Oce Ridwanudin, SE.,MM.

Tourist satisfaction can provide information that is important for the process of developing a company's strategy and be an information signal about future business results. Tourist satisfaction has an important role for the company. Satisfaction can be received after the tourist experiences satisfaction with the product provided for the company exceeds expectations. In this study, the independent variable (X) used is the Environmental Quality consisting of noise, water, waste, pollution, cleanliness, and street and environment. The dependent variable (Y) in this study is Tourist Satisfaction. This research uses descriptive and verification research types. The research method used was cross sectional and explanatory survey methods, with a saturated sample of 400 TAHURA Djuanda Bandung tourists. Techniques of data analysis and hypothesis testing used multiple linear regression analysis. The results showed that only five variables of Environmental Quality were claimed to have a significant influence on tourist satisfaction, namely noise, water, waste, pollution, and cleanliness. The most influencing factor in the Environmental Quality is noise, the location of TAHURA Djuanda Bandung which is far from the center of the crowd makes the level of noise can be minimized. The factor that has the lowest influence is waste, this aspect needs to be improved by further increasing the amount of trash availability. The factor that gives the lowest influence on tourist satisfaction is waste. TAHURA Djuanda needs to reconsider its policy of increasing the number of rubbish bins availability for tourists.

Keywords: *Environmental Quality, Tourist Satisfaction, TAHURA Djuanda Bandung.*

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