

**PENGARUH *PHYSICAL ENVIRONMENT* TERHADAP
*BEHAVIORAL INTENTIONS***

(Survei terhadap wisatawan yang berkunjung ke Taman Satwa Taru Jurug
Surakarta)

SKRIPSI

Diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata



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FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
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Universitas Pendidikan Indonesia

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ABSTRAK

Syava Pradina Falah Amanda (1505716), “Pengaruh *Physical Environment Terhadap Behavioral Intentions*” (Survei terhadap wisatawan yang berkunjung ke Taman Satwa Taru Jurug Surakarta) di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Rini Andari, S.Pd., SE.Par., M.M.

Penelitian ini bertujuan untuk menganalisis adanya pengaruh *physical environment* yang terdiri dari *air freshness, layout accessibility, cleanliness, interior/exterior design, odor, décor, dan lighting* terhadap *behavioral intentions* di Taman Satwa Taru Jurug. Metode yang digunakan dalam penelitian ini adalah *explanatory survey* dengan pendekatan *cross sectional method*. Penelitian ini dilakukan dengan menyebarkan kuesioner kepada sampel sebanyak 112 responden dari wisatawan yang berkunjung ke Taman Satwa Taru Jurug Surakarta. Teknik analisis data yang digunakan adalah teknik analisis jalur. Pelaksanaan *physical environment* dan *behavioral intentions* di Taman Satwa Taru Jurug berada pada kategori tinggi. *Physical environment* yang terdiri dari *air freshness, layout accessibility, cleanliness, interior/exterior design, odor, décor, dan lighting* memiliki pengaruh positif terhadap *behavioral intentions*, dengan sub variabel *layout accessibility* sebagai pengaruh tertinggi. Penelitian ini dapat digunakan sebagai evaluasi serta masukan untuk meningkatkan penilaian wisatawan terhadap kualitas lingkungan, pelayanan, serta kinerja sumber daya manusia di Taman Satwa Taru Jurug. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan antara *physical environment* terhadap *behavioral intentions*.

Kata kunci : *Physical Environment, Behavioral Intentions, Taman Satwa Taru Jurug Surakarta*

ABSTRACT

Syava Pradina Falah Amanda (1505716), “The Influence of Physical Environment on Behavioral Intentions” (Survey to a tourist who is visiting to Taman Satwa Taru Jurug Surakarta), under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M and Rini Andari, S.Pd., SE.Par., M.M.

This study aims to analyze the influence of physical environment consisting of air freshness, layout accessibility, cleanliness, interior/exterior design, odor, décor, and lighting on behavioral intentions at Taman Satwa Taru Jurug. Methods used in this research is explanatory survey with cross sectional method approach. This research was conducted by spreading questionnaire to samples of 112 respondents from tourists who visited Taman Satwa Taru Jurug. Data analysis technique used is path analysis technique. The implementation of physical environment and behavioral intentions at Taman Satwa Taru Jurug stays in the high category. Physical environment consisting of air freshness, layout accessibility, cleanliness, interior/exterior design, odor, décor, and lighting has a positive influence on behavioral intentions, with layout accessibility sub variable as the highest influence. This research can be used as an evaluation and input to improve tourist assessment of environmental quality, services, and human resource at Taman Satwa Taru Jurug. The results showed that there was a significant influence between physical environment on behavioral intentions.

Keywords : *Physical Environment, Behavioral Intentions, Taman Satwa Taru Jurug Surakarta*

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