

PENGARUH *RECREATION BENEFIT* DAN *RECREATION EXPERIENCE* TERHADAP *REVISIT INTENTION*
(Survei pada partisipan Rafting di Gravity Adventure)

SKRIPSI

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



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LEMBAR HAK CIPTA
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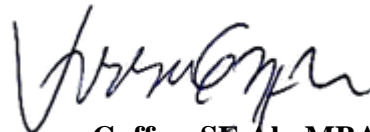
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ABSTRAK

Dimas Fikri Kusshofwan Althaf (1607703) “Pengaruh Recreation Benefit Dan Recreation Experience Terhadap Revisit Intention” (Survei pada partisipan Rafting di Gravity Adventure) di bawah bimbingan Dr. Vanessa Gaffar, SE.Ak.,MBA dan Oce Ridwanudin, S.E., MM. Penelitian ini bertujuan untuk menganalisis adanya pengaruh *recreation benefit* yang terdiri atas *relaxation*, *excitement*, dan *social benefit* serta *recreation experience* yang terdiri atas *self-esteem*, *concentration*, *calmness*, dan *anxiety* terhadap *revisit intention* di Gravity Adventure. Metode yang digunakan dalam penelitian ini adalah *explanatory survey* dengan pendekatan *cross sectional method*. Penelitian ini dilakukan dengan menyebarkan kuisioner *online* dan *offline* kepada partisipan yang sudah pernah *rafting* menggunakan jasa Gravity Adventure. Sebanyak 112 sampel yang dikumpulkan. Teknik analisis data yang digunakan adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa *Recreation Benefit* dan *Recreation Experience* memiliki pengaruh yang signifikan terhadap *revisit intention*. Pengaruh terbesar pada *revisit intention* di Gravity Adventure adalah *Recreation Benefit*. Pengaruh terendah pada *revisit intention* adalah *Recreation Experience*. Salah satu aspek yang perlu ditingkatkan adalah edukasi pemahaman jalur pada partisipan.

Kata kunci: *Recreation Benefit*, *Recreation Experience*, *Revisit Intention*, Gravity Adventure.

ABSTRACT

Dimas Fikri Kusshofwan Althaf (1607703) "*The Influence of Recreation Benefit and Recreation Experience on Revisit Intention*" (Survey on Rafting participants in Gravity Adventure) under the guidance of Dr. Vanessa Gaffar, SE.Ak., MBA and Oce Ridwanudin, S.E., MM. This study aims to analyze the influence of recreation benefits consisting of relaxation, excitement and social benefits as well as recreation experience which consists of self-esteem, concentration, calmness, and anxiety on revisit intention in Gravity Adventure. The method used in this research is explanatory survey with cross sectional method approach. This research was conducted by distributing online and offline questionnaires to participants who had rafting using Gravity Adventure services. A total of 112 samples were collected. The data analysis technique used is multiple linear regression. The results showed that Recreation Benefit and Recreation Experience had a significant influence on revisit intention. The biggest influence on revisit intention in Gravity Adventure is Recreation Benefit. The lowest effect on revisit intention is the Recreation Experience. One aspect that needs to be improved is rafting pathway education to participants.

Keyword: Recreation Benefit, Recreation Experience, Revisit Intention, Gravity Adventure.

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