

**PENGARUH *CREATIVE TOURISM* TERHADAP *REVISIT INTENTION***

(Survei terhadap wisatawan yang berkunjung ke Rumah Batik Giriloyo)

**SKRIPSI**

Diajukan sebagai salah satu syarat untuk mendapatkan  
Gelar Sarjana Pariwisata  
Pada Program Studi Manajemen Pemasaran Pariwisata



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2022**

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**PENGARUH *CREATIVE TOURISM* TERHADAP *REVISIT INTENTION***

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

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LEMBAR PENGESAHAN

**PENGARUH *CREATIVE TOURISM* TERHADAP *REVISIT INTENTION***  
(Survei pada Wisatawan yang Pernah Berkunjung ke Kampung Batik Giriloyo)

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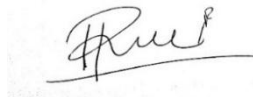
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## SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul “Pengaruh *Creative Tourism* Terhadap *Revisit Intention*” (Survey terhadap wisatawan yang Pernah Berkunjung ke Kampung Batik Giriloyo) ini beserta seluruh isinya adalah benar hasil karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara yang tidak sesuai etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, Januari 2022

Yang Membuat Pernyataan



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## ABSTRAK

**Andi Setiawan (1603908),” Pengaruh *Creative Tourism* Terhadap *Revisit Intention*”** (Survei kepada Wisatawan yang Pernah mengunjungi Kampung Batik Giriloyo) di bawah bimbingan Drs. Bambang Widjajanta, M.M. dan Oce Ridwanudin, SE., M.M.

Penelitian ini memiliki tujuan untuk menganalisa pengaruh Wisata Kreatif yaitu, *creative spectacles*, *creative spaces*, serta *creative tourism* terhadap *Revisit Intention*. Kampung Batik Giriloyo merupakan satu dari beberapa kawasan wisata kreatif yang ada di Indonesia yang berada di Daerah Istimewa Yogyakarta. Peneliti memilih *Creative Tourism* sebagai suatu jalan keluar yang diterapkan untuk mengatasi masalah itu dengan membuat wisatawan merasa puas dengan pengalaman yang dirasakan setelah mengunjungi Kampung Batik Giriloyo. Penelitian ini memiliki variabel independen wisata kreatif yang terdiri *creative spectacles*, ruang kreatif dan *creative tourism*, dan variabel dependennya *revisit intention*. Penelitian ini dilaksanakan dengan membagikan kuisisioner kepada sampel sebanyak 200 orang yang pernah mengunjungi Kampung Batik Giriloyo. Metode yang digunakan peneliti untuk penelitian ini yaitu *explanatory survey* dengan pendekatan metode penampang. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Survei yang dipakai adalah teknik sampel purposif. Teknik menganalisa data dan pengujian hipotesis yang dipakai adalah regresi linear. Tanggapan wisatawan mengenai *creative tourism* termasuk dalam kategori tinggi dengan subvariabel tontonan kreatif dibandingkan dengan ruang kreatif dan pariwisata kreatif. Selanjutnya tanggapan wisatawan mengenai *revisit intention* berada dalam kategori tinggi. Dengan dimensi *Tourist Motivation* memiliki nilai tertinggi dan *Perceived Attractiveness* memiliki nilai terendah. Hasil penelitian ini menunjukkan bahwa *creative tourism* mempengaruhi *revisit intention* di Kampung Batik Giriloyo

**Kata kunci:** *Creative Tourism, Creative Spaces, Creative Spectacles, Creative Experience, revisit intention, Kampung Batik Giriloyo*

## **ABSTRACT**

**Andi Setiawan (1603908), "The Influence of Creative Tourism on Revisit Intention" (Survey of Tourists Who Have Been to Kampung Batik Giriloyo) under the guidance of Drs. Bambang Widjajanta, M.M. and Oce Ridwanudin, SE., M.M.**

*This study aims to analyze the effect of Creative Tourism, namely, creative spectacles, creative spaces, and creative tourism on Revisit Intention. Kampung Batik Giriloyo is one of the creative tourism areas in Indonesia which is located in the Special Region of Yogyakarta. Researchers chose Creative Tourism as one of the solutions applied to overcome these problems by making tourists feel satisfied with the experience they felt after visiting Kampung Batik Giriloyo. This study has creative tourism independent variables consisting of creative spectacles, creative spaces and creative tourism, and the dependent variable is revisit intention. This research was conducted by distributing to a sample of 200 respondents who had visited Kampung Batik Giriloyo. The method used in this research is an explanatory survey with a cross sectional method approach. The type of research used is descriptive and verification. The survey used is a purposive sampling technique. The data analysis technique and hypothesis testing used is linear regression technique. Respondents' responses to creative tourism are included in the high category with creative spectacles sub-variables compared to creative spaces and creative tourism. Furthermore, tourist responses regarding revisit intention are in the high category. With the Tourist Motivation dimension having the highest value and Perceived Attractiveness having the lowest value. The results of this study indicate that creative tourism affects revisit intention in Kampung Batik Giriloyo*

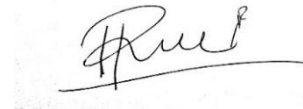
**Keywords: Creative Tourism, Creative Spaces, Creative Spectacles, Creative Experience, revisit intention, Kampung Batik Giriloyo**

## KATA PENGANTAR

Puji dan syukur penulis panjatkan ke hadirat Allah SWT yang telah melimpahkan rahmat, taufik dan hidayah-Nya, sehingga penulis dapat menyelesaikan skripsi ini dengan baik. Skripsi ini berisikan penelitian mengenai pengaruh *Creative Tourism* terhadap *Revisit Intention* (Survei terhadap Wisatawan yang pernah Berkunjung ke Kampung Batik Giriloyo). Tujuan penelitian ini untuk mengetahui gambaran mengenai *Creative Tourism* terhadap *revisit intention*.

Dengan segala keterbatasan penulis yakin bahwa skripsi ini masih banyak kekurangan. Masukan saran dan kritik dari semua pihak penulis harapkan, guna lebih menyempurnakan penyajian data dan informasi di skripsi ini. Demikianlah semoga Allah SWT selalu melimpahkan rahmat dan hidayah-Nya kepada penulis dan semua pembaca. Amiin Ya Rabbal ‘Alamin

Bandung, Januari 2022



Andi Setiawan

## UCAPAN TERIMAKASIH

Puji dan syukur penulis panjatkan ke hadirat Allah SWT, karena berkat Rahmat dan Karunia-Nya penulis dapat menyelesaikan skripsi ini, guna memenuhi salah satu syarat ujian sidang sarjana pariwisata. Penulis menyadari bahwa penulisan skripsi ini tidak terlepas dari bimbingan, dukungan, bantuan serta motivasi dari berbagai pihak. Atas segala kerendahan hati, dengan penuh rasa hormat penulis mengucapkan terima kasih kepada:

1. Bapak Prof. Dr. M. Solehuddin, M.PD., M.A selaku Rektor Universitas Pendidikan Indonesia.
2. Bapak Dr. Agus Mulyana, M.Hum selaku Dekan Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia.
3. Ibu Yeni Yuniawati S.Pd., MM., selaku Ketua Program Studi Manajemen Pemasaran Pariwisata.
4. Bapak Drs. Bambang Widjajanta, M.M. selaku Dosen Pembimbing I atas segala ilmu, motivasi, pengalaman, waktu, do'a dan kesabaran yang diberikan kepada penulis dalam menyelesaikan skripsi ini.
5. **Bapak Oce Ridwanudin, SE., MM.,**selaku Dosen Pembimbing II atas segala ilmu, bimbingan, pembelajaran, motivasi waktu dan kesabaran yang diberikan kepada penulis dalam menyelesaikan skripsi ini.
6. Ibu Yeni Yuniawati S.Pd., MM.,selaku dosen Pembimbing Akademik atas segala bimbingan, motivasi, dan dukungan kepada penulis dari semester satu hingga semester akhir sehingga penulis dapat menyelesaikan skripsi dan perkuliahan.
7. Seluruh staff administrasi dan pengajar di lingkungan Program Studi Manajemen Pemasaran Pariwisata yaitu Bapak Taufik Abdullah, SE., Par., Bapak Bagja Waluya, S.Pd., M.Pd., Ibu Dr. Vanessa Gaffar, S.E., Ak., MBA, Bapak Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M, Ibu Dewi Pancawati Novalita, S.Pd., MM, Bapak Rijal Khaerani, M.Stat., dan Ibu Endah Fitriyani S.Par., MM. Par. yang telah membekali ilmu dan pengetahuan kepada penulis selama mengikuti perkuliahan.
8. Dinas Pariwisata dan Kebudayaan Kabupaten Bandung Barat yang menjadi tempat pemagangan selama dan penulis menyusun penelitian, staff yang



selalu mendukung dan memberikan pesan moral dan moril agar penulis kuat, sabar, dan tabah selama penelitian ini berlangsung.

9. Putri Nadia Shafiera yang selalu mendengarkan keluh kesah selama perkuliahan, selalu menemani dari awal pembuatan penelitian ini hingga selesai, selalu memberikan semangat, selalu mengingatkan, selalu mendoakan dan memberikan semangat dari awal perkuliahan hingga selesai.
10. Para teman dan sahabat seperjuangan Fajar Nuralam, Raken Giadhi Awwangga, Alwin Awwabin Achdiana, Salma Khairunnisa, Kristin Eka P, serta seluruh teman-teman angkatan 2016 yang telah membantu dan memotivasi dalam menyelesaikan Skripsi ini hingga selesai.
11. Kaka tingkat yang selalu memberikan semangat dari awal seminar proposal skripsi hingga selesai dalam menyusun skripsi ini.

Semoga Allah SWT selalu memberikan kesehatan dan membalas segala kebaikan dan doa yang telah diberikan mendapatkan balasan dan pahala dari Allah SWT, Aamiin.

Ucapan *special* untuk orang tercinta dan terkasih kepada Bapak Nurholis, Ibu Katminah, Kaka Rizal, Teh Bela, Abang A, dan keluarga yang selalu memberikan dukungan dan senantiasa mendukung dan memotivasi selama kuliah, dukungan moril dan materi sehingga penulis dapat menyelesaikan dengan baik, selalu memberikan doa yang tiada hentinya, sehingga penulis dapat menyelesaikan penyusunan skripsi ini. Terakhir penulis ucapkan Jazakumullaahu khairan katsiran, semoga Allah membalas semua kebaikan semua pihak yang telah membantu menyelesaikan skripsi ini. Amiin

Bandung, Januari 2022



Andi Setiawan

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