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TIPOLOGI WISATAWAN DALAM MEMILIH *RESORT* BERDASARKAN *VALUE OF STAY* DAN *RESORT ATTRIBUTES CRITERIA*

SKRIPSI

Disusun untuk memenuhi sebagian dari persyaratan untuk memperoleh gelar

Sarjana Pariwisata

Program Studi Manajemen Resort dan Leisure

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PROGRAM STUDI MANAJEMEN *RESORT* DAN LEISURE

FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL

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Oleh

Nabila Mondri

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana pada program Studi Manajemen *Resort* dan *Leisure*

Fakultas Pendidikan Ilmu Pengetahuan Sosial

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Saya yang bertanda tangan di bawah ini menyatakan bahwa karya tulis skripsi dengan judul "Tipologi Wisatawan Dalam Memilih *Resort* Berdasarkan *Value of Stay* dan *Resort Attributes Criteria*" ini beserta seluruh isinya adalah benar-benar karya saya sendiri tanpa ada penjiplakan ataupun pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku. Atas pernyataan ini, apabila dikemudian hari ditemukan adanya pelanggaran, baik itu terhadap etika keilmuan ataupun terdapat klaim dari pihak lain terhadap orisinalitas karya ini, saya siap menanggung risiko/sanksinya.

Bandung, 15 Agustus 2022

Nabila Mondri

KATA PENGANTAR

Segala puji dan syukur penulis panjatkan atas kehadirat Allah swt. atas rahmat dan ridha-Nya sehingga penulis dapat menyelesaikan penyusunan skripsi yang berjudul "Tipologi Wisatawan Dalam Memilih *Resort* Berdasarkan *Value of Stay* dan *Resort Attributes Criteria*" sebagai syarat untuk mendapatkan gelar sarjana pariwisata dan lulus dari Program Studi Manajemen *Resort* dan Leisure.

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Bandung, 15 Agustus 2022

Hormat saya,

Nabila Mondri

FOREWORD

Praise to Almighty God who has been giving blessing and mercy to me in finally completing my study and finish this paper as a partial fulfillment of the requirements for obtaining the Strata One Degree.

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TIPOLOGI WISATAWAN DALAM MEMILIH *RESORT* BERDASARKAN *VALUE OF STAY* DAN *RESORT ATTRIBUTES CRITERIA*

ABSTRAK

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Perkembangan wisata yang meningkat pesat melahirkan pasar-pasar dengan karakteristik baru dalam berwisata, salah satunya saat menentukan pilihan *resort*. Minimnya penelitian segmentasi wisatawan *resort* di Indonesia membuat peneliti bertujuan untuk mengeksplorasi tipologi wisatawan dalam memilih pilihan *resort*nya berdasarkan *value of stay* dan *resort attributes criteria*. Teknik pengambilan data menggunakan *purposive sampling* yang disebarkan kepada 150 wisatawan dengan kriteria pernah menginap di *resort*. Penelitian ini menggunakan teknik analisis data cluster *k-means* dan analisis deskriptif *crosstab* melalui program SPSS 26 *for Windows*. Hasil dari penelitian ini menunjukkan bahwa dari 21 indikator dapat terbentuk empat cluster wisatawan dalam memilih *resort* diantaranya adalah: *(a) Novelty seekers & Ambience Oriented, (b) Social seekers & Benefits Oriented, (c) Superior & Luxury Oriented, (d) Meditate seekers & Leisure Oriented.*

Kata Kunci: *Resort Attributes Criteria*, Tipologi wisatawan, *Value of Stay*, Wisatawan.

TOURIST TYPOLOGY IN CHOOSING RESORTS BASED ON VALUE OF STAYING AND RESORT ATTRIBUTES CRITERIA

ABSTRACT

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The rapid development of tourism has lead to a number of new characteristic markets in tourism, particularly when determining a resort choices. The lack of research on resort tourist segmentation in Indonesia makes researchers aim to explore the typology of tourists in choosing their resort choices based on value of stay and resort attribute criteria. Data were collected by distributing online questionnaire using purposive sampling technique to collect 150 travelers with criteria that had stayed at the resort. This study use k-means cluster *analysis and cross-tab descriptive analysis techniques (SPSS 26 for Windows). The results shows that out of 21 indicators, four* clusters *were formed in selecting resorts, those four* cluster *are (a) Novelty seekers & Ambience Oriented, (b) Social seekers & Benefits Oriented, (c) Superior & Luxury Oriented, (d) Meditate seekers & Leisure Oriented.*

Keywords: *Resort Attributes Criteria, Tourist Typology, Value of Stay*.

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