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PENGARUH *CAMPING EXPERIENCE* TERHADAP *BEHAVIORAL INTENTION* DI BUMI PERKEMAHAN RANCA CANGKUANG

(Survei terhadap wisatawan yang berkemah
di Bumi Perkemahan Ranca Canguang)

SKRIPSI

Diajukan sebagai salah satu syarat untuk mendapatkan gelar Sarjana Pariwisata pada
Program Studi Manajemen Pemasaran Pariwisata



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2023**

LEMBAR HAK CIPTA
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(Survei terhadap wisatawan yang berkemah
di Bumi Perkemahan Ranca Cangkuang)

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Sebuah skripsi yang diajukan untuk memenuhi sebagai syarat memperoleh gelar
Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
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PENGARUH *CAMPING EXPERIENCE* TERHADAP *BEHAVIORAL INTENTION* DI BUMI PERKEMAHAN RANCA CANGKUANG

(Survei terhadap wisatawan yang berkemah
di Bumi Perkemahan Ranca Cangkuang)

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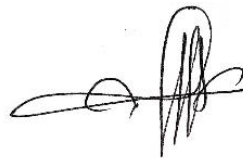
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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul **"Pengaruh *Camping Experience* terhadap *Behavioral Intention* di Bumi Perkemahan Ranca Cangkuang"** (Survei terhadap wisatawan yang berkemah di Bumi Perkemahan Ranca Cangkuang) ini beserta seluruh isinya adalah benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung resiko/sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Januari 2023
Yang Membuat Pernyataan



ABSTRAK

Shoniq Niwan Samaldha 1807365 “Pengaruh *Camping Experience* terhadap *Behavioral Intention* di Bumi Perkemahan Ranca Cangkuang” (Survei terhadap wisatawan yang berkemah di Bumi Perkemahan Ranca Cangkuang) di bawah bimbingan Oce Ridwanudin S.E., MM dan Rijal Khaerani, S.Si., M.Stat

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh dari *camping experience* terhadap *behavioral intention* di Bumi Perkemahan Ranca Cangkuang. Dalam penelitian ini menggunakan variabel bebas (X) yakni *camping experience* yang terdiri dari beberapa sub dimensi yaitu *escape experience*, *esthetic experience*, *entertainment experience* dan *educational experience* serta yang menjadi variabel terikat (Y) adalah *behavioral intention*. Jenis Penelitian yang digunakan adalah deskriptif dan verifikatif dengan *metode explanatory* survei dan menggunakan pendekatan *cross sectional study*. Data dalam penelitian menggunakan data primer dengan pengambilan sampel sebanyak 109 responden yaitu wisatawan yang pernah melakukan aktivitas berkemah di Bumi Perkemahan Ranca Cangkuang. Teknik analisis data yang digunakan adalah regresi berganda dengan menggunakan bantuan program perhitungan statistik. Dalam penelitian ini *esthetic experience* memperoleh penilaian tertinggi, sedangkan *educational experience* memperoleh nilai terendah. Hasil penelitian menunjukkan bahwa secara bersama-sama dan terpisah variabel *camping experience* memberikan pengaruh yang signifikan pada *behavioral intention* di Bumi Perkemahan Ranca Cangkuang.

Kata Kunci : *Camping Experience*, *Behavioral Intention*, Bumi Perkemahan Ranca Cangkuang

ABSTRACT

Shoniq Niwan Samaldha 1807365 "The Effect of Camping Experience on Behavioral Intention at Ranca Cangkuang Campground" (Survey of tourists camping at Ranca Cangkuang Campground) under the guidance of Oce Ridwanudin S.E., MM and Rijal Khaerani, S.Si., M.Stat

This study aims to determine how the influence of camping experience on behavioral intention at Ranca Cangkuang Campground. This study uses independent variables (X), namely camping experience which consists of several sub-dimensions, namely escape experience, aesthetic experience, entertainment experience and educational experience and the dependent variable (Y) is behavioral intention. The type of research used is descriptive and verification with an explanatory survey method and using a cross sectional study approach. The data in the study used primary data with a sampling of 109 respondents, namely tourists who have done camping activities at Ranca Cangkuang Campground. The data analysis technique used is multiple regression using the help of a statistical calculation program. In this study, esthetic experience obtained the highest assessment, while educational experience obtained the lowest score. The results showed that together and separately camping experience variables have a significant influence on behavioral intention at Ranca Cangkuang Campground.

Keywords: Camping Experience, Behavioral Intention, Ranca Cangkuang Campground

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Penelitian ini dilakukan untuk mengetahui gambaran deskriptif mengenai *camping experience* dan *behavioral intention* di Bumi Perkemahan Ranca Cangkuang, serta untuk mengetahui pengaruhnya secara simultan dan parsial. Penulis menyadari masih banyak kekurangan pada skripsi ini. Oleh karena itu, penulis mengundang pembaca untuk memberikan saran serta kritik yang bersifat membangun agar skripsi ini lebih baik. Penulis berharap agar laporan ini dapat menjadi manfaat dan memberi inspirasi dalam pengembangan ilmu manajemen pemasaran pariwisata khususnya dalam *camping experience* dan *Behavioral Intention*

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