

PENGARUH *HIKING MOTIVATION* TERHADAP *REVISIT INTENTION* DI TAMAN NASIONAL GUNUNG CIREMAI

(Survei Terhadap Wisatawan yang Melakukan Pendakian di Taman Nasional Gunung Ciremai Pada Masa Pandemi Covid-19)

SKRIPSI

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



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PENGARUH *HIKING MOTIVATION* TERHADAP *REVISIT INTENTION* DI TAMAN NASIONAL GUNUNG CIREMAI
(Survei Terhadap Wisatawan yang Melakukan Pendakian di Taman Nasional Gunung Ciremai Pada Masa Pandemi Covid-19)

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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi yang berjudul “**Pengaruh Hiking Motivation terhadap Revisit Intention di Taman Nasional Gunung Ciremai**” (Survei terhadap wisatawan yang melakukan pendakian di Taman Nasional Gunung Ciremai Pada Masa Pandemi Covid-19) 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

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Pembuat Pernyataan



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ABSTRAK

Ferdiansyah Saiful Bahri 1800158 “Pengaruh *Hiking Motivation* terhadap *Revisit Intention* di Taman Nasional Gunung Ciremai” (Survei Terhadap Wisatawan yang Melakukan Pendakian di Taman Nasional Gunung Ciremai Pada Masa Pandemi Covid-19) di bawah bimbingan Oce Ridwanudin S.E., MM dan Yeni Yuniawati. S.Pd.,MM.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh dari *hiking motivation* terhadap *revisit intention* di Taman Nasional Gunung Ciremai. Dalam penelitian ini menggunakan variabel bebas (X) yakni *achievement*, *enjoy nature*, *escape*, *social* dan *health* serta menjadi variabel terikat (Y) *revisit intention*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan *metode explanatory survey* dan menggunakan pendekatan *cross sectional study*. Data dalam penelitian ini menggunakan data primer dengan pengambilan sampel sebanyak 124 responden yaitu wisatawan yang pernah melakukan aktivitas pendakian di Taman Nasional Gunung Ciremai. Teknik analisis data yang digunakan adalah regresi berganda dengan menggunakan bantuan program software SPSS for windows 26.0. Hasil penelitian menunjukkan bahwa secara simultan terdapat pengaruh yang signifikan antara *hiking motivation* terhadap *revisit intention*. Secara parsial sub variabel *achievement*, *enjoy nature*, *escape*, dan *social* berpengaruh signifikan terhadap *revisit intention*. namun tidak terdapat pengaruh yang signifikan pada sub variabel *health* terhadap *revisit intention*. Dimensi *achievement* mendapat penilaian tertinggi, sedangkan dimensi *health* mendapatkan penilaian terendah. Hasil penelitian menunjukkan adanya pengaruh antara *hiking motivation* terhadap *revisit intention*.

Kata Kunci : *Hiking Motivation*, *Revisit Intention*, Taman Nasional Gunung Ciremai

ABSTRACT

Ferdiansyah Saiful Bahri 1800158 "The Influence of Hiking Motivation on Revisit Intention in Mount Ciremai National Park" (Survey of Tourists Climbing Mount Ciremai National Park During the Covid-19 Pandemic) under the guidance of Oce Ridwanudin S.E., MM and Yeni Yuniawati. S.Pd., MM.

The purpose of this research is to investigate the relationship between the reason for going trekking and the desire to return to Mount Ciremai National Park. In this research, the independent variable (X) was employed, and its relationship to the dependent variable (Y) was analyzed. The independent variable (X) was comprised of accomplishment, enjoy nature, escape, social, and health, respectively. Research that is descriptive and verification in nature, using explanatory survey methodologies, and taking a cross-sectional study strategy are the types that are conducted. For the purpose of this research, primary data were collected from a sample of 124 respondents. These respondents were travelers who had participated in mountaineering activities at Mount Ciremai National Park. Multiple regression is the method of data analysis that is carried out with the assistance of the software package SPSS for Windows 26.0. The findings of the research indicate that there is a strong relationship, concurrently, between the urge to go hiking and the intention to return to an area. There is a considerable relationship between the subvariables of achieving, enjoying nature, escaping, and socializing with others, and the wish to return. On the other hand, the health sub-variable does not have a substantial influence on the desire to return. The rating that was given to the accomplishment component was the highest, while the rating that was given to the health dimension was the lowest. The findings of the research indicate that there is a connection between the desire to go hiking and the likelihood of doing so in the future.

Keywords : Hiking Motivation, Revisit Intention, Mount Ciremai National Park

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Puji dan syukur penulis panjatkan kehadiran Allah SWT, karena berkat rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi yang berjudul "Pengaruh *hiking motivation* terhadap *revisit intention* di Taman Nasional Gunung Ciremai (Survei terhadap wisatawan yang melakukan pendakian di Taman Nasional Gunung Ciremai Pada Masa Pandemi Covid-19) sebagai salah satu syarat menempuh ujian sidang sarjana Program Studi Manajemen Pemasaran Pariwisata UPI Bandung.

Penyusunan skripsi ini dilakukan untuk memperoleh gambaran deskriptif dan verifikatif *hiking motivation* di Taman Nasional Gunung Ciremai serta keputusan *revisit intention* yang ada di TNGC pada era New Normal, serta memahami pengaruhnya secara simultan maupun parsial.

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