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**PENGARUH *ENVIRONMENTAL BELIEF* TERHADAP NIAT  
BERKUNJUNG KE EKOWISATA MELALUI *ECOTOURISM ATTITUDE***

**(Survei pada Generasi Z dan *Family Group* yang Berniat Mengunjungi Ciletuh-  
Palabuhanratu UGGp)**

**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

### **PENGARUH *ENVIRONMENTAL BELIEF* TERHADAP NIAT BERKUNJUNG KE EKOWISATA MELALUI *ECOTOURISM ATTITUDE***

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Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat untuk 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 ENVIRONMENTAL BELIEF TERHADAP NIAT  
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(Survei pada Generasi Z dan *Family Group* yang Berniat Mengunjungi Ciletuh-  
Palabuhanratu UGGP)

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Menyatakan bahwa skripsi saya dengan judul “**Pengaruh *Environmental Belief* Terhadap Niat Berkunjung Ke Ekowisata Melalui *Ecotourism Attitude* (Survei pada Generasi Z dan *Family Group* yang Berniat Mengunjungi Ciletuh-Palabuhanratu UGGP)**” disusun dan dibuat oleh saya sendiri berdasarkan data dan informasi dari hasil penelitian saya. Skripsi saya bukan duplikasi atau plagiat yang pernah dibuat sebelumnya dan bukan terjemahan karya ilmiah orang lain.

Pernyataan ini saya buat dengan penuh tanggung jawab dan saya bersedia menanggung segala akibat yang ditimbulkan jika pernyataan saya tidak benar adanya.

Cirebon, Februari 2023

Yang Membuat Pernyataan

Banowati Azelia Putri Yuliawan

## ABSTRAK

**Banowati Azelia Putri Yuliawan, 1904791, “Pengaruh *Environmental Belief* Terhadap Niat Berkunjung Ke Ekowisata Melalui *Ecotourism Attitude*” (Survei pada Generasi Z dan *Family Group* yang Berniat Mengunjungi Ciletuh-Palabuhanratu UGGp)”** di bawah bimbingan Dr. Bagja Waluya, S.Pd., M.Pd dan Shandra Rama Panji Wulung, S.Par, MP.,Par.

Penelitian ini bertujuan untuk mengetahui pengaruh *environmental belief* terhadap niat berkunjung ke ekowisata melalui *ecotourism attitude*. Lokasi penelitian ini dilakukan di Ciletuh-Palabuhanratu UGGp. Pada penelitian ini, variabel eksogen yang digunakan adalah *environmental belief* dengan *ecotourism attitude* sebagai variabel mediasi dan niat berkunjung ke ekowisata sebagai variabel endogen. Jenis penelitian ini adalah deskriptif dan verifikatif dengan metode *explanatory research*. Teknik sampling yang digunakan adalah *purposive sampling* yang berjumlah 460 responden. Teknik analisis data pada penelitian ini menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian ini menunjukkan bahwa gambaran *environmental belief*, *ecotourism attitude*, dan niat berkunjung ke ekowisata berada pada katategori cukup baik. Temuan pada penelitian ini mengemukakan bahwa variabel *environmental belief* secara tidak langsung memengaruhi niat berkunjung ke ekowisata melalui *ecotourism attitude*.

**Kata Kunci:** *Environmental Belief*, *Ecotourism Attitude*, Niat Berkunjung ke Ekowisata, *Geopark*, UNESCO *Global Geopark Ciletuh-Palabuhanratu*

## **ABSTRACT**

**Banowati Azelia Putri Yuliawan, 1904791, “The Influence of Environmental Belief on Intention to Visit Ecotourism Through Ecotourism Attitude” (Survey of Generation Z and Family Group who Intend to Visit Ciletuh-Palabuhanratu UNESCO Global Geopark) under the guidance of Dr. Bagja Waluya, S.Pd., M.Pd and Shandra Rama Panji Wulung, S.Par, MP.,Par.**

*This study aims to determine the effect of environmental beliefs on the intention to visit ecotourism through ecotourism attitude. The location of this research was conducted in Ciletuh-Palabuhanratu UGGP. In this study, the exogenous variable used were environmental beliefs with ecotourism attitude as the mediating variable and intention to visit ecotourism as the endogenous variable. The type of this research uses descriptive and verification with explanatory research methods. The sampling technique used was purposive sampling, amounting to 460 respondents. Data analysis technique in this study used Structural Equating Modeling (SEM). The results of this study indicate that the description of environmental belief, ecotourism attitude, and intention to visit ecotourism are in a fairly good category. The findings in this study suggest that environmental belief variable indirectly influence the intention to visit ecotourism through ecotourism attitude.*

**Keywords:** *Environmental Belief, Ecotourism Attitude, Intention to Visit Ecotourism, Geopark, UNESCO Global Geopark Ciletuh-Palabuhanratu*

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Penelitian dengan judul **Pengaruh *Environmental Belief* Terhadap Niat Berkunjung Melalui *Ecotourism Attitude* (Survei pada Generasi Z dan *Family Group* yang Berniat Mengunjungi Ciletuh-Palabuhanratu UGGP)** ini disusun sebagai salah satu syarat untuk memperoleh gelar Sarjana Pariwisata Program Studi Manajemen Pemasaran Pariwisata.

Penulis menyadari bahwasanya dalam penulisan skripsi ini masih banyak kekurangan. Oleh karena itu, kritik dan saran sangat dibutuhkan untuk perbaikan skripsi ini di kesempatan yang akan datang agar dapat memberikan manfaat bagi secara teoritis maupun praktis.

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