

RINGKASAN

Penelitian ini dilakukan pada pengunjung destinasi wisata pedesaan di Kabupaten Purbalingga. Tesis ini berjudul “Pengaruh Citra Destinasi Wisata Pedesaan, Motivasi Berwisata, Pariwisata Berbasis Masyarakat Terhadap Minat Kunjung Kembali yang Dimediasi Oleh Kepuasan Wisatawan (Studi Tentang Wisata Pedesaan Di Kabupaten Purbalingga).”.

Populasi yang digunakan dalam penelitian ini adalah pengunjung destinasi wisata pedesaan. Jumlah responden dalam penelitian ini adalah 203 responden. Menggunakan teknik pengumpulan data dengan convenience sampling. Berdasarkan hasil penelitian dan analisis data menggunakan SEM (Structural Equation Modeling) menunjukkan bahwa: (1) Citra destinasi wisata pedesaan tidak berpengaruh positif terhadap kepuasan wisatawan, (2) Motivasi berwisata tidak berpengaruh positif terhadap kepuasan wisatawan, (3) Pariwisata berbasis komunitas berpengaruh positif terhadap kepuasan wisatawan, (4) Kepuasan wisatawan berpengaruh positif terhadap niat berkunjung kembali, (5) Kepuasan wisatawan tidak memediasi hubungan citra destinasi wisata pedesaan terhadap niat berkunjung kembali, (6) Kepuasan wisatawan tidak memediasi hubungan antara motivasi berwisata terhadap niat berkunjung kembali, (7) Kepuasan wisatawan memediasi hubungan antara pariwisata berbasis komunitas terhadap niat berkunjung kembali.

Implikasi dari kesimpulan di atas adalah pengelolaan pariwisata dapat membuat strategi seperti memberikan pelatihan kepada masyarakat lokal tentang keberlanjutan, etika pariwisata, dan keterampilan yang dibutuhkan untuk berinteraksi dengan pengunjung. Juga memfasilitasi peluang bisnis lokal, mendukung produk dan layanan lokal, dan mempromosikan kemitraan dengan pelaku bisnis lokal.

Kata Kunci: *Citra Destinasi Wisata Pedesaan, Motivasi Berwisata, Pariwisata Berbasis Komunitas, Kepuasan Wisatawan, Niat Berkunjung Kembali, Kabupaten Purbalingga*

SUMMARY

This thesis research was conducted on visitors to rural tourism destinations in Purbalingga Regency. This thesis is entitled "The Effect Of Rural Tourism Destination Image, Travel Motivation, Community-Based Tourism On Revisit Intention Mediated By Tourist Satisfaction (Study Of Rural Tourism in Purbalingga Regency)." This research explains the influence of the variables rural tourism destination image, travel motivation, community-based tourism on revisit intention and mediated by tourist satisfaction on rural tourism in Purbalingga Regency.

The population used in this research was visitors to rural tourist destinations. The number of respondents in this study was 203 respondents. Using data collection techniques with convenience sampling. Based on the results of this research and data analysis using SEM (Structural Equation Modeling) it shows that: (1) Rural tourism destination image does not have a positive effect on tourist satisfaction, (2) Travel motivation does not have a positive effect on tourist satisfaction, (3) Community-based tourism has a positive effect on tourist satisfaction, (4) Tourist satisfaction has a positive effect on revisit intention, (5) Tourist satisfaction does not mediate the relationship between rural tourism destination image on revisit intention, (6) Tourist satisfaction does not mediate the relationship between travel motivation on revisit intention, (7) Tourist satisfaction mediates the relationship between community-based tourism on revisit intention.

Implication of the conclusion above is that tourism management can create strategies like provide training to local communities on sustainability, tourism ethics and the skills needed to interact with visitors. Also facilitate local business opportunities, support local products and services, and promote partnerships with local business people. Carry out conservation and preservation of cultural and environmental aspects that are the main attraction. Involving the community in conservation efforts.

Keyword: Rural Tourism Destination Image, Travel Motivation, Community-Based Tourism, Tourist Satisfaction, Revisit Intention, Purbalingga Regency