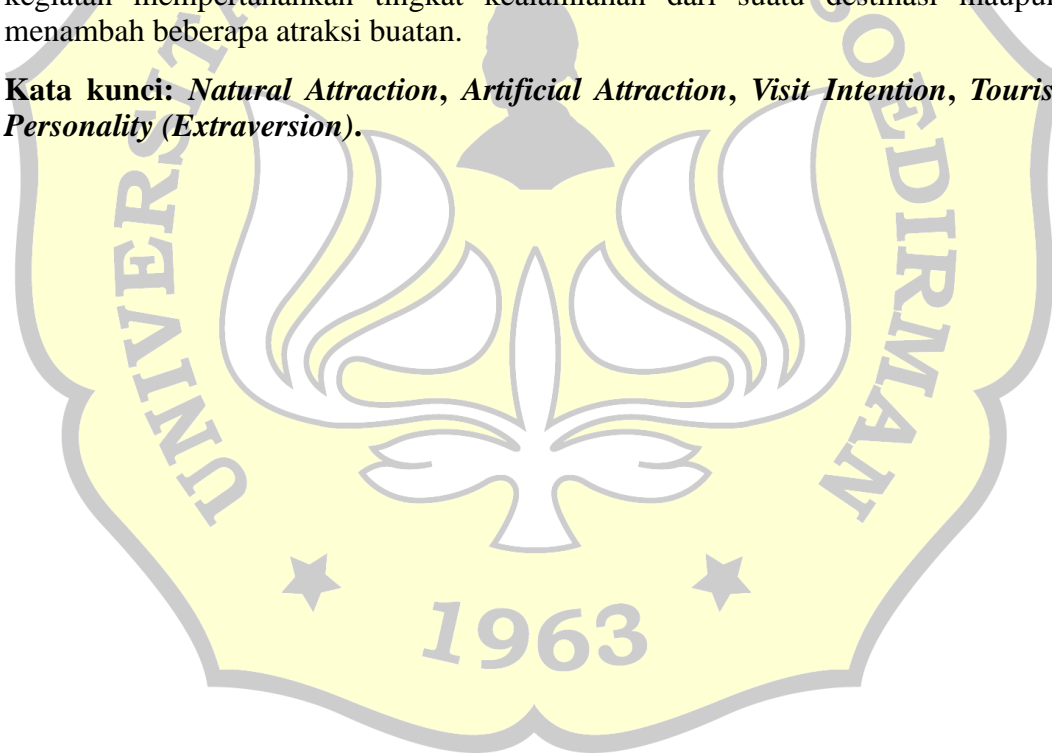


Ringkasan

Penelitian berjudul “**Pengaruh *Natural Dan Artificial Attraction Terhadap Visit Intention Dimoderasi oleh Tourist Personality (Extraversion)***”. bertujuan untuk mengetahui pengaruh *natural* dan *artificial attraction* terhadap *visit intention* dimoderasi oleh *tourist personality*. Sampel pada penelitian ini berjumlah 116 responden dengan teknik pengambilan sampel menggunakan *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan *Moderated Regession Anaysis* (MRA) diolah dengan *software* SPSS menunjukkan bahwa: (1) *Natural Attraction* berpengaruh positif terhadap *Visit Intention* (2) *Artificial Attraction* berpengaruh positif terhadap *Visit Intention* (3) *Tourist Personality* memoderasi pengaruh *Artificial Attraction* terhadap *Visit Intention* (4) *Tourist Personality* tidak memoderasi pengaruh *Artificial Attraction* terhadap *Visit Intention*. Hasil dari penelitian ini dapat dijadikan bahan pertimbangan bagi para pengelola destinasi wisata, terutama pengelola destinasi wisata alam dalam upaya meningkatkan niat kunjung dari para wisatawan melalui kegiatan mempertahankan tingkat kealamiahannya dari suatu destinasi maupun menambah beberapa atraksi buatan.

Kata kunci: *Natural Attraction, Artificial Attraction, Visit Intention, Tourist Personality (Extraversion)*.



Summary

The research is entitled "The Influence of Natural and Artificial Attraction on Visit Intention Moderated by Tourist Personality (Extraversion)". aims to determine the influence of natural and artificial attractions on visit intention moderated by tourist personality. The sample in this study amounted to 116 respondents with a sampling technique using purposive sampling. Based on the results of research conducted using Moderated Regression Analysis (MRA) processed with SPSS software, it shows that: (1) Natural Attraction has a positive effect on Visit Intention (2) Artificial Attraction has a positive effect on Visit Intention (3) Tourist Personality moderates the effect of Artificial Attraction on Visit Intention (4) Tourist Personality does not moderate the influence of Artificial Attraction on Visit Intention. The results of this research can be used as consideration for tourist destination managers, especially managers of natural tourist destinations, in an effort to increase tourist intention to visit through activities to maintain the natural level of a destination or add several artificial attractions.

Keywords: *Natural Attraction, Artificial Attraction, Visit Intention, Tourist Personality (Extraversion)*

