

## **ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PERILAKU PEDULI LINGKUNGAN PENGUNJUNG DI KAWASAN WISATA ALAM TAMAN NASIONAL GUNUNG CIREMAI**

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### **INTISARI**

Wisata alam pada Taman Nasional (TN) memiliki peranan penting dalam mempromosikan konservasi keanekaragaman hayati serta meningkatkan perilaku peduli lingkungan (*Environmental Behavior*). Wisatawan merupakan salah satu faktor penting yang memiliki dampak signifikan pada pengembangan dan pengelolaan pariwisata berkelanjutan. Oleh karena itu, memahami *Environmental Behavior* (EB) wisatawan serta faktor-faktor yang mempengaruhinya menjadi penting guna memastikan fungsi TN untuk meningkatkan kepedulian terhadap keanekaragaman hayati sudah berjalan sesuai dengan fungsinya. Penelitian ini bertujuan untuk menganalisis EB wisatawan beserta faktor-faktor yang memengaruhinya saat mengunjungi kawasan wisata alam di desa penyangga Taman Nasional Gunung Ciremai (TNGC). Hasil studi mengidentifikasi EB berdasarkan tiga dimensi perilaku lingkungan wisatawan, yakni: *Environmental Conservative Behaviour* (ECB), *Environmental Disturbing Behaviour* (EDB), dan *Environmental Radical Behaviour* (ERB). Penelitian ini mengacu pada *Theory of Planned Behavior* (TPB), dimana berdasarkan TPB perilaku seseorang dipengaruhi oleh *Attitude Toward Behavior* (ATB), *Subjective Norms* (SN), dan *Perceived Behavioral Control* (PBC). *Structural Equation Modelling* (SEM) digunakan untuk menganalisis faktor-faktor penentu EB dan pengaruhnya terhadap EB. Hasil analisis menunjukkan bahwa penerapan EB wisatawan pada objek wisata alam di TNGC baik itu ECB, EDB maupun ERB dipengaruhi secara signifikan oleh faktor-faktor TPB yakni ATB, SN, dan PBC, dimana faktor yang paling berpengaruh pada penerapan ECB dan EDB adalah ATB sedangkan faktor yang paling berpengaruh pada penerapan ERB adalah PBC.

**Kata Kunci:** Taman Nasional Gunung Ciremai (TNGC), *Environmental Behavior* (EB), *Theory of Planned Behavior* (TPB).

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***ANALYSIS OF FACTORS THAT INVOLVING VISITORS'  
ENVIRONMENTAL BEHAVIOR IN NATURE-BASED DESTINATION OF  
GUNUNG CIREMAI NATIONAL PARK***

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***ABSTRACT***

*Nature tourism in National Parks (TN) plays an important role in biodiversity conservation and environmental behavior improvement (Environmental Behavior). Tourists are one of the important factors influencing the development and management of sustainable tourism. Consequently, it is essential to comprehend the environmental behavior (EB) of tourists and the elements that influence it to ensure that the role of TN to raise awareness of biodiversity is consistent with its purpose. This study intends to examine EB visitors and the factors that influence them when visiting natural tourism areas in Gunung Ciremai National Park's buffer town (GCNP). The study identified EB based on three characteristics of tourist environmental behavior: Environmental Conservative behavior (ECB), Environmental Disturbing behavior (EDB), and Environmental Radical behavior (ERB). Based on The Theory of Planned Behavior (TPB), an individual's behavior is affected by Attitude Toward Behavior (ATB), Subjective Norms (SN), and Perceived Behavioral Control (PBC). Utilizing Structural Equation Modeling (SEM), the factors of EB and its impact are analyzed. The analysis revealed that the applications of EB visitors to natural sites in TNGC were highly influenced by TPB variables ATB, SN, and PBC, with ATB being the most influential factor on the applications of ECB and EDB and PBC being the most influential factor on the applications of ERB.*

*Keywords: Gunung Ciremai National Park (GCNP), Environmental Behavior (EB), Theory of Planned Behavior (TPB).*

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