

INTISARI

Penelitian ini membahas motivasi wisatawan dalam berkunjung ke Maribaya Natural Hot Spring Resort, Bandung, Jawa Barat. Berawal dari fenomena meningkatnya minat wisatawan terhadap wisata kesehatan, khususnya pemandian air panas, penelitian ini hadir agar diketahuinya berbagai faktor pendorong maupun penarik yang mempunyai pengaruhnya pada motivasi wisatawan, serta mengkaji implikasinya terhadap upaya pengembangan destinasi. Dengan menggunakan pendekatan kualitatif melalui teknik pengumpulan data yakni wawancara mendalam, observasi lapangan, serta analisis dokumen serta ulasan wisatawan.

Hasil penelitian menunjukkan bahwasanya motivasi wisatawan didominasi oleh keinginan dalam melarikan diri dari rutinitas maupun mencari ketenangan alam, serta dorongan untuk memperoleh pengalaman baru dan manfaat kesehatan. Faktor penarik yang paling dominan adalah daya tarik pemandian air panas alami, panorama pegunungan, serta fasilitas penunjang yang disediakan. Namun, ditemukan pula beberapa aspek yang perlu mendapat perhatian, seperti kebersihan, kenyamanan, dan pengaturan kapasitas pengunjung.

Kata kunci: Motivasi wisatawan, Maribaya Natural Hot Spring Resort, faktor pendorong, faktor penarik, health tourism

ABSTRACT

This study examines tourist motivation in visiting Maribaya Natural Hot Spring Resort, Bandung, West Java. Originating from the phenomenon of increasing interest in health tourism, particularly hot spring attractions, this research is conducted to identify the various push and pull factors that influence tourist motivation and to analyze their implications for destination development. Using a qualitative through data collection techniques such as in depth interviews, field observations, and analysis of documents and tourist review.

The research results show that tourists motivation is dominated by the desire to escape from daily routines and seek tranquility in nature, as well as the urge to gain new experiences and health benefits. The most dominant pull factors include the natural hot spring attraction, mountain scenery, and supporting facilities provided. However, the research also reveals several aspects that require attention, such as cleanliness, comfort, and visitor capacity management.

Keywords: Tourist motivation, Maribaya Natural Hot Spring Resort, push factors, pull factors, health tourism