

## **ABSTRACT**

Perceived crowding is one of the factors that influences the quality of tourists' experience and their satisfaction during their visit to a destination. Because of its individual nature, the perception of crowding is influenced by the personal characteristics and interests of each individual. This study is a descriptive quantitative research which aims to analyze the relationship between tourist's personal characteristics and their crowding perception. The result of this study indicates that tourist's characteristics can be determined based on their socio-demographic aspects, visitation patterns, and economic aspects. The study also indicates that 34,4% of the respondents perceived the destination as crowded. From the analysis on the relationship between tourist's characteristics and their perception of crowding, the results show that based on the socio-demographic aspects, tourist's perceived crowding is influenced by the place of origin, age, and educational level. On the other hand, based on the visitation patterns, tourist's perceived crowding is influenced by the travel motivation, experience level, and length of stay. Based on the economic aspects, the results show that the tourist's expenditure also plays a significant role on tourist's perceived crowding.

**Keywords: perceived crowding, tourist characteristic, Tlogo Muncar**

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Persepsi wisatawan terhadap terjadinya kesesakan merupakan salah satu faktor yang berpengaruh terhadap kualitas pengalaman dan kepuasan wisatawan pada sebuah destinasi. Karena sifatnya yang individual, maka persepsi kesesakan yang dialami dipengaruhi oleh karakteristik pribadi dan kepentingan masing-masing individu. Penelitian ini merupakan penelitian deskriptif kuantitatif yang bertujuan untuk menganalisis hubungan antara karakteristik wisatawan dan persepsi kesesakan yang mereka rasakan. Hasil penelitian ini menunjukkan bahwa karakteristik wisatawan dapat dilihat berdasarkan aspek sosio-demografi, pola kunjungan, dan aspek ekonomi mereka. Selanjutnya, diketahui juga bahwa 34,4% responden melaporkan bahwa mereka merasa sesak ketika mengunjungi Tlogo Muncar. Dari analisis yang dilakukan terhadap hubungan antara karakteristik wisatawan dan persepsi kesesakan mereka, diketahui bahwa berdasarkan aspek sosio-demografi, persepsi kesesakan dipengaruhi oleh asal daerah, usia, dan tingkat pendidikan. Sementara itu, berdasarkan pola kunjungan wisatawan, persepsi kesesakan dipengaruhi oleh motivasi berkunjung, tingkat pengalaman, dan lama kunjungan. Berdasarkan aspek ekonominya, diketahui pula bahwa pengeluaran wisatawan juga memiliki pengaruh yang signifikan terhadap terbentuknya persepsi kesesakan wisatawan.

**Kata kunci: persepsi kesesakan, karakteristik wisatawan, Tlogo Muncar**