

ABSTRACT

This research is entitled "Level Of Visitor's Agreement Toward Kind Of Tourism Motivation And The Impact Towards Intention To Revisit Religious Tourism Destination (Case Study of Gua Maria Kerep Ambarawa)". The purpose of this study is to get an impact between level of visitors agreement toward tourism motivation and intention to revisit. This research is using regression analysis.

The method used in this study is descriptive quantitative data analysis. This study was conducted at Maria Kerep Ambarawa Cave (GMKA) involving 100 respondents who were taken using non probability sampling method with a purposive sampling approach. Data collection methods were carried out using questionnaires distributed to visitors who visited GMKA. Questionnaires were distributed directly to visitors in the GMKA area.

In the research of tourism motivation found that there is two main motivation, that is religious motivation and non religious motivation. Religious motivation is the motivation of religious needs themselves and non religious motivation that is personal and social needs. In the religious needs contains praying, getting knowledge, knowing the history, and seeing a building that having an emotional relation. Second motivation is personal needs, including out of daily routine, curiosity, need for appreciation, and want to find peace. Third motivation is social needs, meeting with other people to emotionally deep talking, and meeting with religious related siblings. The results of this study found nine tourist motivations which were the reasons for visiting GMKA. The findings of visitor's tourist motivation consist of two, namely religious and non-religious motivation. Religious motivation is the motivation of religious needs themselves and non-relational motivation consists of motivation for personal and social needs. Conclusion of this research found that there is an impact of tourist motivation towards willingness to revisit. Impact of tourist motivation is as higher the motivation along as higher the willingness to revisit.

Keywords: Religious tourism, Cave of Maria Kerep Ambarawa, Tourism Motivation, Willing Revisit

INTISARI

Penelitian ini berjudul “Tingkat Persetujuan Pengunjung Terhadap Jenis Motivasi Wisata dan Pengaruhnya Terhadap Kehendak Kunjungan Ulang Di Objek Wisata Religi (Studi Kasus Gua Maria Kerep Ambarawa)”. Tujuan penelitian ini adalah ingin mengetahui pengaruh tingkat persetujuan motivasi wisata terhadap kehendak kunjungan ulang pengunjung. Penelitian ini bersifat regresi untuk melihat bagaimana pengaruh kedua variabel tersebut.

Metode yang digunakan dalam penelitian ini adalah analisis deskriptif dan data kuantitatif. Penelitian dilakukan di Gua Maria Kerep Ambarawa (GMKA) dengan melibatkan 100 orang responden yang diambil dengan metode *Non Probability Sampling* dengan pendekatan *Purposive Sampling*. Metode pengumpulan data dilakukan dengan kuesioner yang dibagikan kepada pengunjung yang mengunjungi GMKA. Kuesioner dibagikan secara langsung kepada pengunjung di area GMKA.

Hasil dari penelitian ini ditemukan sembilan motivasi wisata yang memiliki tingkat persetujuan dalam kategori setuju. Temuan motivasi wisata pengunjung terdiri dari dua yaitu motivasi religius dan non religius. Motivasi religius merupakan motivasi kebutuhan religius itu sendiri dan motivasi non religius terdiri atas motivasi kebutuhan pribadi dan sosial. Motivasi pertama, kebutuhan religius diantaranya: berdoa, mendapatkan pengetahuan, ingin mengetahui sejarah, dan ingin melihat bangunan yang memiliki hubungan emosional. Motivasi kedua, kebutuhan pribadi pengunjung dalam mengunjungi GMKA diantaranya: keinginan keluar dari rutinitas sehari-hari, keingintahuan, kebutuhan akan penghargaan, keinginan menemukan kedamaian. Motivasi ketiga, kebutuhan sosial yaitu bertemu orang lain dengan mencurahkan isi hati dan untuk bertemu dengan saudara seiman. Terdapat pengaruh motivasi wisata pengunjung terhadap kehendak kunjungan ulang. Artinya semakin tinggi motivasi wisata pengunjung, dapat mempengaruhi semakin tinggi kehendak kunjungan ulang.

Kata Kunci: Wisata religi, Gua Maria Kerep Ambarawa, Motivasi wisata, Kehendak Kunjungan Ulang