

ABSTRAK

MODEL BEHAVIOR INTENTION DALAM MENDUKUNG AGROWISATA KOPI GAYO ARABIKA SEBAGAI ICON DAERAH ACEH TENGAH

ABEDNEGO SURANTA KARO SEKALI
223311072001

Penelitian ini bertujuan untuk menganalisis pengaruh perceived authenticity, tourist motivation, dan social influence terhadap behavior intention dalam mendukung agrowisata Kopi Gayo Arabika sebagai ikon daerah Aceh Tengah melalui Perceived Quality. Metode analisis dalam penelitian ini menggunakan Structural Equation Modeling (SEM) berbasis Smart PLS. Target populasi dalam penelitian ini adalah jumlah kunjungan wisatawan tahun 2022 di Danau Laut Tawar berjumlah 309 wisatawan. Kemudian teknik penarikan sampel menggunakan accidental sampling. Dimana 309 wisatawan yang telah melakukan 2 kali kunjungan dipilih untuk dijadikan sampel. Data dikumpulkan melalui kuesioner yang disebarakan kepada wisatawan yang mengunjungi destinasi Agrowisata Kopi Gayo Arabika di Aceh Tengah.

Hasil analisis menunjukkan bahwa perceived authenticity, tourist motivation, dan social influence memiliki pengaruh positif dan signifikan terhadap perceived quality. Selanjutnya, perceived quality terbukti berperan sebagai mediator yang signifikan dalam hubungan antara perceived authenticity, tourist motivation, social influence, dan behavior intention wisatawan untuk mendukung Agrowisata Kopi Gayo Arabika. Temuan ini mengindikasikan bahwa meningkatkan kualitas yang dirasakan oleh wisatawan dapat memperkuat niat mereka untuk berpartisipasi dalam dan mendukung agrowisata kopi ini. Penelitian ini memberikan kontribusi praktis bagi pengelola agrowisata dalam merancang strategi yang efektif untuk meningkatkan daya tarik dan kualitas destinasi, serta membangun motivasi dan pengaruh sosial yang kuat untuk menarik lebih banyak wisatawan. Dengan demikian, pengembangan Agrowisata Kopi Gayo Arabika sebagai ikon daerah Aceh Tengah dapat berjalan dengan lebih optimal dan berkelanjutan.

Kata Kunci: Perceived Authenticity, Tourist Motivation, Dan Social Influence, Perceived Quality Dan Behavior Intention

ABSTRACT

BEHAVIOUR INTENTION MODEL IN SUPPORTING GAYO ARABICA COFFEE AGRITOURISM AS A REGIONAL ICON OF CENTRAL ACEH

ABEDNEGO SURANTA KARO SEKALI
223311072001

This study aims to analyse the influence of perceived authenticity, tourist motivation, and social influence on behaviour intention in supporting Gayo Arabica Coffee agritourism as a regional icon of Central Aceh through Perceived Quality. The analysis method in this study uses Structural Equation Modeling (SEM) based on Smart PLS. The target population in this study is the number of tourist visits in 2022 at Lake Laut Tawar totalling 309 tourists. Then the sample drawing technique uses accidental sampling. Where 309 tourists who have made 2 visits are selected to be sampled. Data were collected through questionnaires distributed to tourists visiting Gayo Arabica Coffee Agrotourism destinations in Central Aceh.

The analysis shows that perceived authenticity, tourist motivation, and social influence have a positive and significant influence on perceived quality. Furthermore, perceived quality was shown to act as a significant mediator in the relationship between perceived authenticity, tourist motivation, social influence, and tourists' behaviour intention to support Gayo Arabica Coffee Agrotourism. These findings indicate that improving the perceived quality of tourists can strengthen their intention to participate in and support this coffee agrotourism. This research provides a practical contribution for agritourism managers in designing effective strategies to improve the attractiveness and quality of the destination, as well as building strong motivation and social influence to attract more tourists. Thus, the development of Gayo Arabica Coffee Agrotourism as a regional icon of Central Aceh can run more optimally and sustainably.

Keywords: Perceived Authenticity, Tourist Motivation, and Social Influence, Perceived Quality and Behaviour Intention

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