

**PENGARUH *OUTDOOR REACTION MOTIVATION* DAN AMENITAS
TERHADAP *REVISIT INTENTION* PADA JANS PARK JATINANGOR**

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ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui gambaran *Outdoor Reaction Motivation* dan Amenitas Terhadap *Revisit Intention* pada Jans Park Jatinangor serta pengaruh *Outdoor Reaction Motivation* dan Amenitas Terhadap *Revisit Intention* pada Jans Park Jatinangor secara simultan maupun parsial. Dilatarbelakangi dengan terjadinya peningkatan kunjungan wisatawan di kabupaten sumedang pada tiap tahunnya, namun wisata Jans Park Jatinangor mengalami kenaikan dan penurunan pada tiap bulannya. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi pada penelitian ini adalah jumlah kunjungan wisatawan Jans Park Jatinangor tahun 2023. Teknik sampling yang digunakan adalah *purposive sampling* yang dihitung menggunakan Rumus Slovin dengan tingkat *error* 10% dan didapatkan sebesar 100 wisatawan. Berdasarkan hasil penelitian yang diolah menggunakan aplikasi SPSS 26 diperoleh bahwa *Outdoor Reaction Motivation* berpengaruh sebesar 83,6% terhadap *Revisit Intention*, Amenitas berpengaruh sebesar 80,1% terhadap *Revisit Intention*, *Outdoor Reaction Motivation* dan Amenitas berpengaruh sebesar 89,2% terhadap *Revisit Intention*. Hasil penelitian menunjukkan bahwa variabel *Outdoor Reaction Motivation* Dan Amenitas berpengaruh terhadap *Revisit Intention* pada Jans Park Jatinangor baik secara parsial maupun simultan.

Kata Kunci: *Outdoor Reaction Motivation, Amenitas, Revisit Intention*

**THE EFFECT OF OUTDOOR REACTION MOTIVATION AND
AMENITIES ON REVISIT INTENTION AT JANS PARK JATINANGOR**

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ABSTRACT

This study was conducted with the aim of finding out the overview of Outdoor Reaction Motivation and Amenities on Revisit Intention in Jans Park Jatinangor and the influence of Outdoor Reaction Motivation and Amenities on Revisit Intention in Jans Park Jatinangor simultaneously or partially. Motivated by the increase in tourist visits in Sumedang Regency every year, but Jans Park Jatinangor tourism has increased and decreased every month. The methods used in this study are descriptive and verifiable methods with a quantitative approach. The population in this study is the number of Jans Park Jatinangor tourist visits in 2023. The sampling technique used is purposive sampling which is calculated using the Slovin Formula with an error rate of 10% and obtained by 100 tourists. Based on the results of the research processed using the SPSS 26 application, it was obtained that Outdoor Reaction Motivation had an effect of 83.6% on Revisit Intention, Amenity had an effect of 80.1% on Revisit Intention, Outdoor Reaction Motivation and Amenity had an effect of 89.2% on Revisit Intention. The results showed that the variables Outdoor Reaction Motivation and Amenity had an effect on Revisit Intention in Jans Park Jatinangor both partially and simultaneously.

Keywords: Outdoor Reaction Motivation, Amenities, Revisit Intention