

“PENGARUH *DESTINATION IMAGE* DAN *DESTINATION PERSONALITY* TERHADAP *BEHAVIORAL INTENTION* PADA SARI ATER CAMPERVAN PARK”

ABSTRAK

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Penelitian ini dilakukan dengan tujuan untuk mengetahui gambaran *Destination Image* dan *Destination Personality* terhadap *Behavioral Intention* Sari Ater *Campervan Park*. Metode penelitian yang digunakan dalam penelitian ini yaitu metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Populasi dalam penelitian ini merupakan pengunjung Sari Ater *Campervan Park* yang pernah berkunjung tahun 2023 sebanyak 23.980. Jumlah sampel yang diambil dalam penelitian ini yaitu sebanyak 100 responden. Hasil penyebaran kuesioner dianalisis dengan menggunakan analisis regresi berganda, koefisien determinasi, uji t dan uji f. Berdasarkan penyebaran data diperoleh bahwa *Destination Image*, *Destination Personality*, dan *Behavioral Intention* berada dalam kategori baik. Berdasarkan hasil uji determinasi yang telah dilakukan pada variabel *Destination Image* berpengaruh sebesar 76,7% terhadap *Behavioral Intention*, *Destination Personality* tidak berpengaruh sebesar 53,4% terhadap *Behavioral Intention*, *Destination Image* dan *Destination Personality* berpengaruh sebesar 76,5% terhadap *Behavioral Intention*. Hasil penelitian menunjukkan bahwa variabel *Destination Image* dan *Destination Personality* berpengaruh secara simultan terhadap *Behavioral Intention* pada Sari Ater *Campervan Park*.

Kata Kunci: *Destination Image*, *Destination Personality*, *Behavioral Intention*, Sari Ater *Campervan Park*.

***"THE EFFECT OF DESTINATION IMAGE AND DESTINATION
PERSONALITY ON BEHAVIORAL INTENTION IN SARI ATER
CAMPERVAN PARK"***

ABSTRACT

This research was conducted with the aim of finding out the description of *Destination Image* and *Destination Personality* towards *Behavioral Intention* of *Sari Ater Campervan Park*. The research method used in this study is a quantitative method with a descriptive and verifiable approach. The population in this study is 23,980 visitors to *Sari Ater Campervan Park* who have visited in 2023. The number of samples taken in this study was 100 respondents. The results of the questionnaire distribution were analyzed using multiple regression analysis, determination coefficient, t-test and f-test. Based on the distribution of data, it was obtained that *Destination Image*, *Destination Personality*, and *Behavioral Intention* were in the good category. Based on the results of the determination test that has been carried out on the *Destination Image* variable has an effect of 76.7% on *Behavioral Intention*, *Destination Personality* has no effect of 53.4% on *Behavioral Intention*, *Destination Image* and *Destination Personality* has an effect of 76.5% on *Behavioral Intention*. The results of the study showed that the variables *Destination Image* and *Destination Personality* had a simultaneous effect on *Behavioral Intention* in *Sari Ater Campervan Park*.

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Keywords: Destination Image, Destination Personality, Behavioral Intention, Sari Ater Campervan Park.

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