

ABSTRAK

Ekowisata merupakan jenis *attraction* dalam pariwisata, yaitu merupakan kegiatan pariwisata yang berwawasan lingkungan dengan mengutamakan aspek konservasi alam, aspek pemberdayaan sosial budaya ekonomi masyarakat lokal serta aspek pembelajaran dan pendidikan. Adapun Taman Margasatwa Ragunan merupakan satu-satunya kebun binatang yang terletak di DKI Jakarta. Penelitian ini bertujuan untuk mengetahui pengaruh variabel *attitude*, *facility risk*, *perceived behavioral control*, *reflective engagement*, dan *subjective norms* terhadap minat kunjung wisatawan di Taman Margasatwa Ragunan dengan jumlah sampel sebanyak 190 responden yang pernah mengunjungi Taman Margasatwa Ragunan, menggunakan jenis *purposive sampling*. Adapun penelitian ini menggunakan pendekatan kuantitatif dan data akan dikumpulkan dengan metode kuesioner untuk kemudian diolah dengan analisis SEM-PLS menggunakan aplikasi SmartPLS. Hasil penelitian menemukan bahwa *attitude*, *perceived behavioral control*, dan *reflective engagement* secara positif dan signifikan mempengaruhi minat kunjung wisatawan, sementara itu *facility risk* dan *subjective norms* mempengaruhi minat kunjung wisatawan secara negative dan tidak signifikan.

Kata Kunci: Ecotourism, Wildlife Tourism, Theory of Planned Behavior, Reflective Engagement, Facility Risk, Ragunan Zoo, SEM-PLS



UNIVERSITAS
MERCU BUANA

ABSTRACT

Ecotourism is the type of attraction in tourism, which is an environmentally friendly tourism activity by prioritizing aspects of nature conservation, aspects of socio-cultural economic empowerment of local communities and aspects of learning and education. The Ragunan Zoo is the only zoo located in DKI Jakarta. This study aims to determine the effect of attitude, facility risk, perceived behavioral control, reflective engagement, and subjective norms on tourists' intention in Ragunan Zoo with a total sample of 190 respondents who have visited the Ragunan Zoo, using purposive sampling technique. This research use a quantitative approach and data will be collected using a questionnaire method and then processed with SEM-PLS analysis using SmartPLS application. The results of the study found that attitude, perceived behavioral control, and reflective engagement positively and significantly affect on tourists' intention, however facility risk and subjective norms negatively and not significantly affect on tourists' intention.

Keywords: Ecotourism, Wildlife Tourism, Theory of Planned Behavior, Reflective Engagement, Facility Risk, Ragunan Zoo, SEM-PLS

