

LAPORAN PENELITIAN
THE EFFECT OF ALTERNATIVE TOURISM TRENDS ON THE VISITING
DECISIONS OF MILLENNIAL TOURISTS



Disusun Oleh:

Santosa

Hary Hermawan

Titah Sholihah

LEMBAGA PENELITIAN DAN PENGABDIAN MASYARAKAT
SEKOLAH TINGGI PARIWISATA AMPTA
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LEMBAR PENGESAHAN

Judul Penelitian	:	<i>The Effect of Alternative Tourism Trends on The Visiting Decisions of Millennial Tourists</i>
Ketua Peneliti	:	
Nama Lengkap dan Gelar	:	Drs. Santosa, M.M
NIDN	:	0519045901
Jabatan Fungsional	:	Lektor Kepala
Program Studi	:	Sarjana Pariwisata (S1)
Nomor Hp/ Email	:	santosa_59@ymail.com
Anggota ke-1	:	
Nama Lengkap dan Gelar	:	Hary Hermawan, S.Par., M.M
NIDN	:	0530099002
Jabatan Fungsional	:	Asisten Ahli
Anggota ke-2	:	
Nama Lengkap dan Gelar	:	Titah Sholihah
NIM	:	0519045901
Jabatan Fungsional	:	-
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Ketua Peneliti

Menyetujui,

Ketua LPPM



Hary Hermawan, S.Par., M.M

NIDN/ 0530099002

Drs. Santosa, M.M

NIDN. 0519045901

Mengetahui,

Ketua STP AMPTA



Drs. Rrihatno, M.M

NIDN. 0526125901

DAFTAR ISI

HALAMAN JUDUL	i
LEMBAR PENGESAHAN.....	ii
DAFTAR ISI	iii
ABSTRACT	iv
INTRODUCTION.....	1
METHOD.....	5
RESULTS AND DISCUSSION	7
Result	7
Variable Descriptive Analysis.....	7
Alternative Tourism Trend Variables.....	8
Millennial Tourist Visiting Decision Variables	9
Inferential Analysis.....	10
Simple Linear Regression Test.....	10
Hypothesis testing	11
Coefficient of Determination Test (R^2).....	11
Discussion	12
CONCLUSION	15
REFERENCES.....	17

ABSTRACT

Tourism trends are starting to shift from being oriented towards mass tourism to alternative tourism. The tendency of tourists to back to nature, making ecotourism, is growing in interest. These changes can affect tourist decision making when visiting a tourism destination. The study aims to determine the effect of alternative tourism trends on millennial tourists visiting decisions (a study of ecotourism destinations in Yogyakarta). Quantitative research was conducted by passing out questionnaires to 100 respondents who had visited the ecotourism destination in the Special Region of Yogyakarta (Ancient Volcano Nglanggeran, Mount Merapi Nation Park, and Mudal River Park). Sampling was done using cluster sampling and proportionate stratified random sampling techniques. Data analysis using simple linier regression analysis techniques. Based on the research results at a significant level of 5% shows that alternative tourism trends have a positive and significant effect on the decision to visit millennial tourists (a study of ecotourism destinations in Yogyakarta). This is proved by the results of t-test analysis obtained at $4,966 > 1,665$, then H_0 is rejected, and H_a is accepted. Based on the results of the coefficient determination (R^2), an Adjusted R Square value of 0,201 shows that alternative tourism trends contributed 20,1% to the decision of visiting millennial tourists at ecotourism destinations in Yogyakarta

Keywords: trends, alternative tourism, decision to visit, millennial tourist