

**PENGARUH MOTIVASI WISATAWAN TERHADAP
PSYCHOLOGICAL WELL-BEING DI DESTINASI *WELLNESS*
TOURISM KABUPATEN BANDUNG BARAT MELALUI *TOURIST*
*ENGAGEMENT***

SKRIPSI

Diajukan untuk memenuhi persyaratan
kelulusan masa studi Program Strata 1



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JURUSAN KEPARIWISATAAN
POLITEKNIK PARIWISATA NHI BANDUNG
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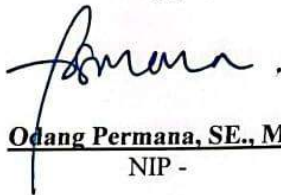
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ABSTRAK

Penelitian terdahulu mengungkapkan bahwa pandemic Covid-19 yang berkepanjangan memiliki peran terhadap masifnya permasalahan kesehatan mental yang dialami oleh individu, sehingga berdampak terhadap *psychological well-being* seseorang. Permasalahan kesehatan mental tersebut mencakup stress, depresi, dan gejala psikologis lainnya. Dengan demikian, hal tersebut mendorong wisatawan untuk melakukan perjalanan wisata yang memberikan pengalaman transformatif. Pengalaman transformatif yang diharapkan wisatawan terangkum dalam aktivitas wisata di destinasi *wellness tourism*. Penelitian ini menyelidiki pengaruh pada hubungan antara motivasi wisatawan terhadap *psychological well-being* pasca kebijakan pandemi di destinasi *wellness tourism* Kabupaten Bandung Barat. *Tourist engagement* sebagai kondisi perilaku dan psikologis wisatawan ketika terlibat dalam aktivitas wisata di destinasi *wellness tourism*, dipandang dapat menjadi variabel moderasi/*intervening* dalam hubungan tersebut. Responden mengisi kuesioner secara *online* pasca kunjungannya ke destinasi *wellness tourism* Kabupaten Bandung Barat pada tahun 2020-2021. Analisis jalur diterapkan dalam mengkaji hubungan antar variabel yang disusun. Hasil menunjukkan bahwa terdapat pengaruh signifikan dari motivasi wisatawan terhadap *psychological well-being* di destinasi *wellness tourism* Kabupaten Bandung Barat, serta *tourist engagement* dapat memoderasi pengaruh pada hubungan tersebut. Secara umum, hasil penelitian ini menunjukkan bahwa: 1) terdapat pengaruh langsung motivasi wisatawan terhadap *psychological well-being*; 2) terdapat pengaruh tidak langsung motivasi wisatawan terhadap *psychological well-being* melalui *tourist engagement*; dan 3) *tourist engagement* dapat memoderasi pengaruh hubungan motivasi wisatawan terhadap *psychological well-being*. Implikasi dari hasil penelitian ini memiliki kontribusi terhadap kajian perilaku wisatawan pada konteks destinasi *wellness tourism*.

Kata kunci: Motivasi wisatawan, *psychological well-being*, *tourist engagement*, *wellness tourism*, Kabupaten Bandung Barat

ABSTRACT

Previous research revealed that the prolonged Covid-19 pandemic had a role in the massive mental health problems experienced by individuals, thus impacting a person's psychological well-being. These mental health problems include stress, depression, and other psychological symptoms. Thus, it encourages tourists to take tours that provide transformative experiences. The transformative experiences expected by tourists are summarized in tourism activities at wellness tourism destinations. This study hides the influence on the relationship between tourist motivation and psychological well-being after the pandemic policy in wellness tourism destinations in West Bandung Regency. Tourist engagement as a behavioral and psychological condition of tourists when involved in tourism activities at wellness tourism destinations, is seen as a moderating/intervention variable in this relationship. Respondents filled out questionnaires online after their visit to the West Bandung Regency wellness tourism destination in 2020-2021. Path analysis is applied in examining the relationship between the compiled variables. The results show that there is a significant effect of tourist motivation on psychological well-being in wellness tourism destinations in West Bandung Regency, and tourist engagement can moderate the effect on this relationship. In general, the results of this study indicate that: 1) there is a direct influence of tourist motivation on psychological well-being; 2) there is an indirect effect of tourist motivation on psychological well-being through tourist engagement; and 3) tourist engagement can moderate the influence of the relationship between tourist motivation and psychological well-being. The implications of the results of this study have contributed to the study of tourist behavior in the context of wellness tourism destinations.

Keywords: Tourist motivation, psychological well-being, tourist engagement, wellness tourism, West Bandung Regency

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