

ABSTRAK

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Judul : Niat Wisata Ke Tangkahan : Pendekatan *Social Exchange Theory*

Penelitian ini bertujuan untuk menganalisis Niat Wisata Ke Tangkahan : Pendekatan *Social Exchange Theory*. Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Responden yang digunakan dalam penelitian ini yaitu berjumlah 114 orang. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS (Statistical Package for the Social Sciences). Hasil penelitian menunjukkan bahwa Terdapat pengaruh positif dan signifikan antara persepsi manfaat terhadap niat berwisata ke Wisata Tangkahan, Terdapat pengaruh negatif dan signifikan antara persepsi manfaat terhadap niat berwisata ke Wisata Tangkahan, Terdapat pengaruh negatif dan signifikan antara persepsi risiko terhadap niat berwisata ke Wisata Tangkahan. Secara simultan, hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara persepsi manfaat, persepsi biaya dan persepsi risiko terhadap niat berwisata ke Wisata Tangkahan

Keyword: Persepsi Manfaat, Persepsi Biaya, Persepsi Risiko, Niat Berwisata

ABSTARCT

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Title : *analyze the intention to visit Tangkahan: A Social Exchange Theory Approach.*

This research aims to analyze the intention to visit Tangkahan: A Social Exchange Theory Approach. Data for this research were collected through a survey method using a questionnaire as the data collection instrument. The respondents used in this study amounted to 114 people. This research employs a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results of the study indicate that there is a positive and significant influence between the perceived benefits towards the intention to visit Tangkahan Tourism, there is a negative and significant influence between the perceived benefits towards the intention to visit Tangkahan Tourism, there is a negative and significant influence between the perceived risks towards the intention to visit Tangkahan Tourism. Simultaneously, the results of the study show that there is a positive and significant influence between perceived benefits, perceived costs, and perceived risks towards the intention to visit Tangkahan Tourism.

Keywords: *Perceived Benefits, Perceived Costs, Perceived Risks, Intention to Visit*