

## **ABSTRAK**

**FERNANDO BRAMANTO. 8215132751.** *Pengaruh Sikap dan Sensation Seeking terhadap Intensi Terlibat Volunteer Tourism dengan Motivasi sebagai Intervening.* Skripsi, Jakarta : Konsenterasi Manajemen Pemasaran, Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing : Usep Suhud, M.Si, Ph.D & Dra.Basrah Saidani, M.Si

Tujuan penelitian ini adalah untuk: (1) menguji secara empiris pengaruh sikap terhadap intensi terlibat *volunteer tourism*, (2) menguji secara empiris pengaruh sikap terhadap motivasi terlibat *volunteer tourism*, (3) menguji secara empiris pengaruh *sensation seeking* terhadap motivasi, (4) menguji secara empiris pengaruh *sensation seeking* terhadap niat terlibat *volunteer tourism*, dan (5) menguji secara empiris pengaruh motivasi terhadap niat terlibat *volunteer tourism*. Populasi dalam penelitian ini yaitu karyawan yang bekerja di daerah Jl.M.Thamrin,Sudirman. Jumlah sampel ditentukan oleh J.F Hair yaitu sebanyak 300 responden dengan metode *convinience sampling* yang merupakan mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Jakarta yang diambil secara acak. Analisis data menggunakan SEM (*Structural Equation Modeling*) AMOS versi 21. Hasil pengujian hipotesis menunjukkan: (1) sikap berpengaruh positif dan signifikan terhadap niat terlibat *volunteer tourism*, terbukti melalui pengujian yang menghasilkan nilai C.R  $4.179 > 2.00$  dan  $P < 0.05$  yang berarti hipotesis pertama diterima, (2) sikap berpengaruh positif signifikan terhadap motivasi terlibat *volunteer tourism*, terbukti melalui pengujian yang menghasilkan nilai C.R  $5.774 < 2.00$  dan  $P < 0.05$  yang berarti hipotesis kedua diterima, (3) *sensation seeking* berpengaruh positif signifikan terhadap motivasi terlibat *volunteer tourism*, terbukti melalui pengujian yang menghasilkan nilai C.R  $3.658 < 2.00$  dan  $P < 0.05$  yang berarti hipotesis ketiga diterima, dan (4) *Sensation seeking* berpengaruh positif dan signifikan terhadap niat terlibat *volunteer tourism*, terbukti melalui pengujian yang menghasilkan nilai C.R  $3.157 > 2.00$  dan  $P 0.001 < 0.05$  yang berarti hipotesis keempat diterima.

**Kata Kunci:** *volunteer tourism*, sikap, *sensation seeking*, motivasi, intensi

## **ABSTRACT**

**FERNANDO BRAMANTO. 8215132751** *The Impact of Attitude and Sensation Seeking to Involved Volunteer Tourism with Motivation as Intervening.* Thesis, Jakarta: Marketing Management Concentration, Study Program S1 Management, Faculty of Economics, State University of Jakarta. Counselor Team: Usep Suhud, M.Si, Ph.D & Dra.Basrah Saidani, M.Si

*The purpose of this study was to: (1) to test empirically the impact of attitude to intention involved volunteer tourism , (2) to test empirically attitude to motivation involved volunteer tourism., (3) to test empirically the effect of sensation seeking to motivation, and(4) to test empirically the effect of sensation seeking to intention involved volunteer tourism.The population in this research the employee which work at M.Thamrin Street..The number of samples are determined by the J.F.Hair formula as many as 300 respondents with conviniences sampling method which is employee who work on M.thamrin Street, The data analysis using SEM(StructuralEquation Modeling) AMOS version 21.The results of hypothesis testing showed: (1) attitude has positive and significant impact to intention involved volunteer tourism, proven through testing that generate value C.R  $4.179 > 2.00$  and  $P < 0.05$  which means that the first hypothesis is accepted, (2) attitude has positive and significant impact motivation involved volunteer tourism, proven through testing that generate value C.R  $5.774 < 2.00$  and  $P < 0.05$  which means that the second hypothesis is accepted, (3) sensation seeking has positive and significant impact to motivation involved volunteer tourism, proven through testing that generate value C.R  $3658 < 2.00$  and  $P < 0.05$  which means that the third hypothesis is accepted, and (4) sensation seeking has positive and significant impact to intention involved volunteer tourism, proven through testing generate value C.R  $3175 > 2.00$  and  $P 0001 < 0.05$  which means fourth hypothesis is accepted.*

**Keywords:** attitude, sensation seeking, motivation. Intention, volunteer tourism