

**PENGARUH SOSIAL BUDAYA, PERSEPSI MASYARAKAT, SARANA
DAN PRASARANA TERHADAP PERSEPSI MASYARAKAT
PRAMUWISATA
(STUDI KASUS LOKASI WISATA DI LAMPUNG)**

Astri Budi Candrarini

Abstrak

Indonesia memiliki banyak potensi daerah wisata yang dapat dijadikan sebagai sumber pendapatan daerah dan negara. Indonesia memiliki berbagai macam daya tarik wisata seperti kehidupan masyarakat yang terdiri dari berbagai suku, keindahan alam dan peninggalan sejarah budaya. Apabila dikelola dengan baik, pariwisata dapat menjadi salah satu sektor andalan pemerintah untuk memperoleh devisa tanpa mengurangi sumber-sumber yang ada. Penelitian ini bertujuan untuk mengetahui pengaruh sosial budaya, persepsi masyarakat, sarana dan prasarana secara langsung terhadap kompetensi pramuwisata di Lampung.

Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif, yaitu penelitian yang menekankan analisisnya pada dasar teori dengan melakukan hipotesis yang dapat dibuktikan kebenarannya. Design penelitian yang akan digunakan dalam penelitian ini adalah survey dengan pendekatan kausal. Hasil survey dengan pendekatan kausal tersebut akan dianalisis dengan menggunakan analisis regresi. Populasi dari penelitian ini adalah pramuwisata yang ada di Lampung sebanyak 350 orang. Metode penarikan sampel yang digunakan dalam penelitian ini menggunakan tehnik sampel yang diambil secara kebetulan (*accidental sampling/sampling by chance*) terhadap pramuwisata yang sedang bertugas dengan jumlah sampel sebanyak 100 orang.

Dari hasil analisa dapat ditarik kesimpulan bahwa secara parsial dan secara simultan terdapat pengaruh yang signifikan antara sosial budaya, persepsi masyarakat, dan sarana prasarana terhadap kompetensi pramuwisata di lokasi wisata Lampung, dimana sosial budaya, persepsi masyarakat, dan sarana prasarana mempunyai pengaruh yang positif dan kuat terhadap kompetensi pramuwisata dan memberikan pengaruh sebesar 48,6%.

Kata kunci : sosial budaya, persepsi masyarakat, sarana dan prasarana, kompetensi pramuwisata

THE INFLUENCE OF SOCIO-CULTURAL, PUBLIC PERCEPTION, FACILITIES AND INFRASTRUCTURE TOWARD GUIDES COMPETENCIES (STUDY CASE TRAVEL LOCATIONS IN LAMPUNG)

Astri Budi Candrarini

Abstract

Indonesia possesses mounting tourist attractions that can contribute to escalating the welfare of a local region and even the nation as well. A wide range of such tourist aspects can be named, such as the society's life pattern within the rich Indonesian culture, the natural beauty of its variety islands and coastlines as well as the unique mountains, plants and the richness of sea life as well as its beauty corals and reefs, to mention only a view. Obviously, when well managed, these become one of the golden eggs in solving some of the economic burden placed on the opposite scale in balancing the unrenovable natural resource consumptions.

This research aims to study the effects of the following factors : social-culture, public perception, facilities and infrastructure against tourist guides competencies in the Lampung province area.

The research implemented quantitative approach, initialized by in depth theoretical observations based on verifiable measuring units within the fourth variables consisting of social-culture, public perception, facilities and infrastructure, and guide competence. The three first mentioned variables acted as independent variables, the effect of which were tested against the latets independent variable guide competence.

100 tour guides in Lampung were randomly selected from 350 population based on the official statistical data of the local government. The tour guides are responsible to lead and guide tuorist from abroad or domestic, and were Indonesians as well as from alien countries.

The analysis revealed that partially tested calculation provided significant effects on each independent variables against the single dependent one, and are so in line with the stated hypothesis (t-test). Fortunaletely, so was the test, run simultaneously with the three independent variables tested against the independent variable "guide competence" (F-test).

The three independent variables mentioned, showed a strong and positive effects of 48,6% against the competence on the (tour) guides.

This study was relatively limited with respect to the time frame and scope, and despite the full efforts dedicated, the writer admitted, that some aspects might have been overlooked. For these reasons it is expected that other future research if any could flesh it out perfectly.

Keywords : socio cultural, public perception, infrastructure, guide competencies.