ABSTRACT

currently tourism is one of the suppliers of state income that can boost the people's economy. Tourism is currently a source of foreign exchange for the country, apart from that tourism also strengthens economic growth, tourism also opens up many jobs, which greatly helps the community's economy. This study aims to determine the influence of educational tourism experience on tourist satisfaction in the cikole bandung orchid forest. This study uses independent variables namely educational tourism experience with Attraction and event sub-variables, Resource specialists, Affinity travel planners and Tour and receptive operators With dependent variables namely Tourist Satisfaction with sub-variables, Overall Customer Satisfaction, Dimensions of customer satisfaction, Confirmation of expectations, re-purchase interest, willingness to recommend and customer dissatisfaction. This research was conducted using quantitative methods. In this study the researchers determined the sample using the author's technique using purposive and nonprobalility sampling techniques. With 100 respondents. Data analysis techniques used were descriptive data analysis, normality test, person correlation analysis, coefficient of determination, simple linear regression analysis and hypothesis testing. The results of the hypothesis test using the t-test get the results that the educational tourism experience has the influence of tourist satisfaction. This is proven by t hitung (10.183)> t table (1.984). The results showed that the value of educational tourism experience was 82.5% in the high category and the value of tourist satisfaction was 78.2% in the high category. Based on the coefficient of determination it can be that educational tourism experience has an effect of 51.4% on the satisfaction of orchid forest cikole bandung tourists

Keywords: Educational tourism experience, tourist satisfaction, orchid forest