

## ABSTRAK

### Persepsi Pengunjung Terhadap Objek Wisata Mangrove Pasir Sakti Lampung Timur

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Persepsi pengunjung diartikan sebagai salah satu cara dalam mengetahui kepuasan pengunjung serta dapat memajukan peningkatan objek wisata. Tujuan penelitian ini untuk menganalisis persepsi pengunjung berdasarkan *Push Factor* dari pengunjung objek wisata mangrove Lampung timur, menganalisis persepsi pengunjung berdasarkan *Pull Factor* dari pengunjung objek wisata mangrove Lampung timur, mengetahui persepsi pengunjung berdasarkan upaya konservasi oleh pengunjung terhadap objek wisata mangrove Lampung timur dan mengetahui persepsi pengunjung sejauh mana protokol kesehatan dilakukan oleh pengunjung objek wisata mangrove Lampung Timur. Pengumpulan data dilakukan dengan wawancara, observasi dan studi literature. menggunakan kuesioner terhadap 100 responden secara acak. Pengumpulan data kemudian dihitung dengan menggunakan *skala likert* dan dianalisis menggunakan analisis asosiatif. Hasil penelitian menunjukkan bahwa persepsi pengunjung terhadap obyek wisata mangrove di Desa Purworejo Pasir Sakti Lampung Timur berdasarkan *push factor* dengan nilai 3,75, Hasil persepsi pengunjung berdasarkan *pull factor* dengan nilai 3,78, Hasil persepsi pengunjung berdasarkan upaya konservasi dengan nilai 3,72, Dan Hasil persepsi pengunjung berdasarkan protokol kesehatan dengan nilai 3,73 kategori cukup setuju. Menurut hasil uji T bahwa persepsi pengunjung berpengaruh signifikan terhadap objek wisata mangrove Desa Purworejo Pasir Sakti Lampung Timur. Pengelola sebaiknya melakukan perbaikan pada tracking area yang ada karena banyak yang sudah mulai rusak dan membahayakan pengunjung.

Kata kunci: Persepsi pengunjung, mangrove, upaya konservasi, protokol kesehatan.

**ABSTRACT**

**Visitor Perceptions of the Pasir Sakti Mangrove Tourism Object, East Lampung**

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Visitor perception is defined as one way to determine visitor satisfaction and can advance the improvement of tourist attractions. The purpose of this study was to analyze visitor perceptions based on the Push Factor from visitors to the East Lampung mangrove tourist attraction, to analyze visitor perceptions based on the Pull Factor from visitors to the East Lampung mangrove tourist attraction, to determine visitor perceptions based on conservation efforts by visitors to the East Lampung mangrove tourist attraction and to find out visitor perceptions the extent to which the health protocol is carried out by visitors to the East Lampung mangrove tourist attraction. Data collection was carried out by interviews, observation and literature studies. using a questionnaire to 100 respondents randomly. Data collection was then calculated using a Likert scale and analyzed using associative analysis. The results showed that visitor perceptions of mangrove tourism objects in Purworejo Pasir Sakti Village, East Lampung were based on a push factor with a value of 3.75, The results of visitor perceptions were based on a pull factor with a value of 3.78, The results of visitor perceptions were based on conservation efforts with a value of 3.72, And the results of visitor perceptions based on health protocols with a score of 3.73 are quite agree categories. According to the results of the T test that visitor perceptions have a significant effect on the mangrove tourism object in Purworejo Pasir Sakti Village, East Lampung. Managers should make improvements to the existing tracking areas because many of them have started to break down and endanger visitors.

*Keywords: visitor perception, mangrove, conservation efforts, health protocol*