

**THE INFLUENCE OF PLACE ATTACHMENT AND TOURIST
ENGAGEMENT ON TOURIST ACTUAL BEHAVIOR STUDY ON APAR
RURAL TOURISM AND NYARAI RURAL TOURISM IN THE POST
COVID-19 PANDEMIC STAGE**

THESIS

Submitted as one of the requirements to achieve a Bachelor's degree in the S1 Study Program, Majoring in Management, Faculty of Economics and Business, Universitas Andalas



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The Influence of Place Attachment and Tourist Engagement on Tourist Actual Behavior Study on Apar Rural Tourism and Nyarai Rural Tourism in the Post COVID-19 Pandemic Stage

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ABSTRACT

This study aims to determine The Effect of Place Attachment and Tourist Engagement on Tourist Actual Behavior Study on Apar Rural Tourism and Nyarai Rural Tourism in the Post COVID-19 Pandemic Stage. The sampling technique in this study was purposive sampling with non probability sampling and obtained a sample of 240 people, which mean both Apar Rural Tourism and Nyarai Rural Tourism is 140 sample. Data analysis uses a Likert scale of 1-5 using the SmartPLS 4.0 program and Microsoft Excel assistance to process data. Data testing techniques use measurement model tests and second order tests. The results showed that Place Attachment has a positive and significant effect on Tourist Actual Behavior, Tourist Engagement has a positive and significant effect on Tourist Actual Behavior.

Keywords: *Place Attachment, Tourist Engagement, Tourist Actual Behavior, Apar Rural Tourism, Nyarai Rural Tourism*

This thesis is already examined and passed on August 25th 2023. This abstract has been approved by supervisor and examiner

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