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Knowledge, perception and attitude of visitors on the existence of Banua Botanical Garden of South Kalimantan Province

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Abstract

This study aimed to know the knowledge, perception and attitude, analyze the relationship between knowledge and perception, analyze the relationship between knowledge and attitude, analyze the relationship between perception and visitor's attitude toward Banua Botanical Garden in South Kalimantan. This study used a quantitative social approach. Data collection methods used in this study was questionnaires, field observations and observations. There were 4 (four) ways in collecting data on this study, they were questionnaire method, observation, interview, and literature study. Data analysis used quantitative approach which obtained from the questionnaire. Result of study indicated that the knowledge of visitor which was classified as "know" with percentage value of 69%. Visitor's perception was quite good with a percentage of 80%. The visitor's attitude was classified as neutral, with percentage value of 67%. The relationship of knowledge and visitor's perception of Banua Botanical Garden was strongly correlated. The relationship of knowledge with visitor's attitude towards Banua Botanical Garden was correlated weakly. The relationship of perception to the visitor's attitude toward Banua Botanical Garden was very weakly correlated.

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