

ABSTRAK

Nama : Desi Parida
Program Studi : Manajemen
Judul : Pengaruh Daya Tarik Wisata, Harga Tiket, Fasilitas dan Aksesibilitas Terhadap Keputusan Berkunjung Ke Objek Wisata Camping Pentago Gaerden Di Bener Meriah

Penelitian ini bertujuan untuk mengetahui Pengaruh Daya Tarik Wisata, Harga Tiket, Fasilitas dan Aksesibilitas Terhadap Keputusan Berkunjung Ke Objek Wisata Camping Pentago Garden Di Bener Meriah. Dengan variabel bebas pada penelitian ini adalah daya Tarik wisata, harga tiket, fasilitas dan aksesibilitas sedangkan variabel terikat adalah keputusan berkunjung. Jenis penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini adalah wisatawan yang sudah pernah berkunjung di objek wisata camping pentago garden, penentuan sampel menggunakan rumus Hair sehingga jumlah sampel penelitian sebanyak 100 responden. Instrumen penelitian menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, hipotesis penelitian, uji (t), dan uji f. Hasil penelitian dengan uji t mendapati daya tarik wisata tidak berpengaruh secara signifikan terhadap Keputusan berkunjung ke objek wisata camping pentago garden di bener meriah, harga tiket tidak berpengaruh secara signifikan terhadap Keputusan berkunjung ke objek wisata camping pentago garden di bener meriah, aksesibilitas tidak berpengaruh secara signifikan terhadap Keputusan berkunjung ke objek wisata camping pentago garden di bener meriah, hal ini dikarenakan nilai signifikansi $> 0,05$. Sedangkan fasilitas berpengaruh secara signifikan terhadap Keputusan berkunjung ke objek wisata camping pentago garden di bener meriah, hal ini dikarenakan nilai signifikansi $< 0,05$. Hasil uji f mendapati nilai signifikansi $0,000 < 0,05$ artinya secara simultan variable daya Tarik wisata, harga tiket, fasilitas dan aksesibilitas secara simultan berpengaruh secara signifikan terhadap Keputusan berkunjung ke objek wisata camping pentago garden di bener meriah.

Kata Kunci: Daya Tarik Wisata, Harga Tiket, Fasilitas dan Aksesibilitas, Keputusan Berkunjung

ABSTRACT

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Study Program : Management
Title : The Influence of Tourist Attractions, Ticket Prices, Facilities, and Accessibility on the Decision to Visit the Pentago Gaerden Camping Tourist Attraction in Bener Meriah*

This study aims to determine the influence of tourist attractions, ticket prices, facilities and accessibility on the decision to visit the Pentagon Garden camping tourist attraction in Bener Meriah. With the independent variables in this study are tourist attractions, ticket prices, facilities and accessibility while the dependent variable is the decision to visit. This type of research uses quantitative methods. The population in this study were tourists who had visited the Pentagon Garden camping tourist attraction, sample determination used the Hair formula so that the number of research samples was 100 respondents. The research instrument used a validity test, reliability test, classical assumption test, multiple linear regression analysis, research hypothesis, test (t), and f test. The results of the study with the t test found that tourist attractions did not significantly influence the decision to visit the Pentagon Garden camping tourist attraction in Bener Meriah, ticket prices did not significantly influence the decision to visit the Pentagon Garden camping tourist attraction in Bener Meriah, accessibility did not significantly influence the decision to visit the Pentagon Garden camping tourist attraction in Bener Meriah, this is because the significance value is > 0.05 . Meanwhile, facilities significantly influence the decision to visit the Pentagon Garden camping tourist attraction in Bener Meriah, this is because the significance value is < 0.05 . The results of the f test found a significance value of $0.000 < 0.05$, meaning that simultaneously the variables of tourist attraction, ticket prices, facilities, and accessibility simultaneously significantly influence the decision to visit the Pentagon Garden camping tourist attraction in Bener Meriah.

Keywords: Tourist Attractions, Ticket Prices, Facilities and Accessibility, Visiting Decisions