

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh inflasi, nilai tukar, suku bunga dan pertumbuhan ekonomi terhadap kunjungan wisatawan mancanegara di Indonesia. Penelitian ini menggunakan metode analisis regresi linear berganda dengan data *time series* periode 2010-2024 yang diolah menggunakan perangkat lunak *Eviews 12*. Hasil penelitian secara parsial menunjukkan bahwa variabel inflasi berpengaruh positif namun tidak signifikan terhadap kunjungan wisatawan mancanegara di Indonesia. Variabel nilai tukar berpengaruh positif namun tidak signifikan terhadap kunjungan wisatawan mancanegara di Indonesia. Sementara itu, variabel suku bunga dan pertumbuhan ekonomi masing-masing berpengaruh positif dan signifikan terhadap kunjungan wisatawan mancanegara di Indonesia. Secara simultan, hasil penelitian menunjukkan bahwa keempat variabel independen yang diteliti, yaitu inflasi, nilai tukar, suku bunga dan pertumbuhan ekonomi berpengaruh signifikan terhadap variabel dependen yaitu kunjungan wisatawan mancanegara.

Kata Kunci : Kunjungan Wisatawan Mancanegara, Inflasi, Nilai Tukar, Suku Bunga, Pertumbuhan Ekonomi.

ABSTRACT

This study aims to examine the effects of Inflation, Exchange Rates, Interest Rates and Economic Growth on Internasional Tourist Arrivals in Indonesia. The study employs a quantitative approach using multiple linear regression analysis based on time series data covering the period from 2010 to 2024 the data were analyzed using EvIEWS 12 software. The partial results indicate that Inflation has a positive but insignificant effect on International Tourist Arrival in Indonesia. The Exchange Rates also has a positive but insignificant effect in International Tourist Arrivals in Indonesia. Meanwhile, Interest Rates and Economic Growth each have a positive and significant effect on International Tourist Arrivals in Indonesia. Simultaneously, the results show that the four independent variabels examined, namely Inflation, Exchange Rates, Interest Rates and Economic Growth have a significant effect on the dependent variabel namely International Tourist Arrival in Indonesia.

Keywords : *International Tourist Arrivals, Inflation, Exchange Rates, Interest Rates, Economic Growth.*