

ABSTRAK

Faizah, Siti Nur. 2019. Skripsi. **Pengaruh Daya Tarik Wisata, Promosi dan Sarana Prasarana Terhadap Keputusan Berkunjung di BJBR Kota Probolinggo**. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian dilakukan di BeeJay Bakau *Reesort* (BJBR) Kota Probolinggo dengan tujuan untuk mengetahui pengaruh secara parsial maupun simultan dan signifikan antara Daya Tarik Wisata, Promosi dan Sarana Prasarana Terhadap Keputusan Berkunjung di BJBR Kota Probolinggo.

Jenis penelitian yang digunakan adalah jenis penelitian kuantitatif dengan pendekatan deskriptif, dengan variabel bebas yaitu daya tarik wisata, promosi dan sarana prasarana serta variabel terikat yaitu keputusan berkunjung. Populasi dalam penelitian ini adalah seluruh pengunjung pada objek wisata BeeJay Bakau *Reesort* (BJBR) Kota Probolinggo dengan jumlah sampel sebanyak 98 responden. Metode analisis data yang digunakan yaitu uji validitas dan uji reliabilitas, uji asumsi klasik, analisis regresi berganda, uji f, uji t, dan koefisien determinasi. Pengolahannya dilakukan dengan program SPSS versi 22.

Hasil penelitian menunjukkan pada uji hipotesis secara parsial bahwa variabel daya tarik wisata diperoleh nilai $t_{hitung} > t_{tabel}$ ($9,457 > 1,986$) dengan nilai signifikan (0,000), variabel promosi diperoleh nilai $t_{hitung} > t_{tabel}$ ($3,254 > 1,986$) dengan nilai signifikan (0,002), dan variabel sarana prasarana diperoleh nilai $t_{hitung} > t_{tabel}$ ($2,788 > 1,986$) dengan nilai signifikan (0,006), yang membuktikan bahwa terdapat pengaruh secara signifikan dan positif antara daya tarik wisata, promosi dan sarana prasarana terhadap keputusan berkunjung di BJBR Kota Probolinggo. Hasil uji F adalah $F_{hitung} > F_{tabel}$ ($54,142 > 2,70$) dengan nilai signifikan sebesar 0,000, yang membuktikan bahwa terdapat variabel daya tarik wisata, promosi dan sarana prasarana secara simultan berpengaruh signifikan dan positif terhadap keputusan berkunjung di BJBR Kota Probolinggo. Serta hasil uji koefisien determinasi menunjukkan bahwa keputusan berkunjung dipengaruhi daya tarik wisata, promosi dan sarana prasarana sebesar 63,3%, sedangkan sisanya sebesar 36,7% dipengaruhi oleh variabel lain yang tidak termasuk dalam penelitian ini.

Kata Kunci : Daya Tarik Wisata, Promosi, Sarana Prasarana, Keputusan Berkunjung

ABSTRACT

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The study was conducted at BeeJay Bakau Reesort (BJBR) Probolinggo City with the aim to determine the partial and simultaneous influence between Tourism Attraction, Promotion and Infrastructure Against the Decision to Visit at BJBR Probolinggo City.

The type of research is a type of quantitative research with a descriptive approach, with independent variables namely tourist attraction, promotion and infrastructure as well as the dependent variable, namely the decision to visit. The population in this study were all visitors to the Probolinggo City BeeJay Bakau Reesort (BJBR) tourist object with a sample size of 98 respondents. Data analysis methods used are validity and reliability test, classic assumption test, multiple regression analysis, f test, t test, and coefficient of determination. The processing is done with the SPSS version 22 program.

The results showed in the hypothesis test partially that the tourist attraction variable obtained the value of $t_{\text{arithmetic}} > t_{\text{table}}$ ($9,457 > 1,986$) with a significant value (0,000), the promotion variable obtained $t_{\text{arithmetic value}} > t_{\text{table}}$ ($3,254 > 1,986$) with a significant value (0,002), and the infrastructure variable obtained $t_{\text{count}} > t_{\text{table}}$ ($2,788 > 1,986$) with a significant value (0,006), which proves that there is a significant and positive influence between tourist attraction, promotion and infrastructure facilities on the decision to visit at BJBR City Probolinggo. The results of the F test are $F_{\text{arithmetic}} > F_{\text{table}}$ ($54,142 > 2.70$) with a significant value of 0,000, which proves that there are variables of tourist attraction, promotion and infrastructure simultaneously have a significant and positive effect on the decision to visit the BJBR in Probolinggo City. And the results of the coefficient of determination test indicate that the decision to visit is influenced by tourist attraction, promotion and infrastructure by 63.3%, while the remaining 36.7% is influenced by other variables not included in this study.

Keywords: *Tourism Attraction, Promotion, Infrastructure, Visiting Decisions*