

ABSTRAK

Rosita, Nurul Mega. 2018. Skripsi. **Pengaruh *Word of Mouth*, Atribut Produk Wisata, dan Harga Terhadap Keputusan Berkunjung pada objek wisata BeeJay Bakau Resort (BJBR) Probolinggo.** Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian dilakukan di BeeJay Bakau Resort (BJBR) Probolinggo dengan tujuan untuk mengetahui pengaruh secara parsial maupun simultan dan signifikan antara *word of mouth*, atribut produk wisata, dan harga terhadap keputusan berkunjung pada objek wisata BeeJay Bakau Resort Probolinggo.

Jenis penelitian yang digunakan adalah kuantitatif dengan pendekatan kausal, dengan variabel independen yaitu *word of mouth*, atribut produk wisata, dan harga serta variabel dependen yaitu keputusan berkunjung. Populasi dalam penelitian ini adalah seluruh pengunjung pada objek wisata BeeJay Bakau Resort Probolinggo dengan jumlah sampel sebanyak 90 responden. Metode analisis data yang digunakan yaitu uji validitas dan uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, dan koefisien berganda. Pengolahannya dilakukan dengan program SPSS versi 22.

Hasil penelitian menunjukkan pada uji hipotesis secara parsial bahwa variabel *word of mouth* diperoleh nilai $t_{hitung} > t_{tabel}$ ($4,840 > 1,987$) dengan nilai signifikansi (0,000), variabel atribut produk wisata diperoleh nilai $t_{hitung} > t_{tabel}$ ($3,253 > 1,987$) dengan nilai signifikansi (0,002), dan variabel harga diperoleh nilai $t_{hitung} > t_{tabel}$ ($3,113 > 1,987$) dengan nilai signifikansi (0,003), yang membuktikan bahwa terdapat pengaruh secara parsial dan signifikan antara *word of mouth*, atribut produk wisata, dan harga terhadap keputusan berkunjung pada objek wisata BeeJay Bakau Resort Probolinggo. Hasil uji F adalah $F_{hitung} > F_{tabel}$ ($48,632 > 2,71$) dengan nilai signifikansi sebesar (0,000), yang membuktikan bahwa terdapat pengaruh secara simultan dan signifikan antara *word of mouth*, atribut produk wisata, dan harga terhadap keputusan berkunjung pada objek wisata BeeJay Bakau Resort Probolinggo. Serta hasil uji koefisien determinasi menunjukkan bahwa keputusan berkunjung dipengaruhi *word of mouth*, atribut produk wisata, dan harga sebesar 61,6%, sedangkan sisanya sebesar 38,4% dipengaruhi oleh variabel lain yang tidak termasuk dalam penelitian ini.

Kata Kunci : *Word of Mouth*, Atribut Produk Wisata, Harga, Keputusan Berkunjung

ABSTRACT

Rosita, Nurul Mega. 2018. Thesis. ***The Influence of Word of Mouth, Tourist Product Attributes, and Price of Visiting Decisions on BeeJay Bakau Resort (BJBR) Probolinggo.*** Management Study Program, Faculty of Economics, University of Panca Marga Probolinggo.

The study was conducted at BeeJay Bakau Resort (BJBR) Probolinggo with the aim to determine the effect of partial and simultaneous and significant between word of mouth, attributes of tourism products, and prices on the decision to visit the BeeJay Bakau Resort Probolinggo tourist attraction.

The type of research used is quantitative with a causal approach, with independent variables namely word of mouth, tourist product attributes, and prices as well as the dependent variable that is the decision to visit. The population in this study were all visitors to the BeeJay Bakau Resort Probolinggo tourism object with a total sample of 90 respondents. Data analysis methods used are validity and reliability test, classic assumption test, multiple linear regression analysis, t test, F test, and multiple coefficients. The processing is done with the SPSS version 22 program.

The results showed that the partial hypothesis test that the word of mouth variable obtained the value of t count > t table ($4.840 > 1.987$) with a significance value (0.000), tourism product attribute variables obtained the value of t count > t table ($3.253 > 1.987$) with a value significance (0.002), and the price variable obtained by the value of t count > t table ($3.113 > 1.987$) with a significance value (0.003), which proves that there is a partial and significant influence between word of mouth, tourist product attributes, and prices on visiting decisions on the BeeJay Bakau Resort Probolinggo tourist attraction. The result of the F test is F count > F table ($48,632 > 2,71$) with a significance value of (0,000), which proves that there is a simultaneous and significant influence between word of mouth, tourist product attributes, and prices on visiting decisions on tourist attractions BeeJay Bakau Resort Probolinggo. As well as the coefficient of determination test results show that visiting decisions are influenced by word of mouth, tourist product attributes, and prices by 61.6%, while the remaining 38.4% is influenced by other variables not included in this study.

Keywords: Word of Mouth, Tourist Product Attributes, Prices, Visiting Decisions