

ABSTRAK

Keputusan berkunjung yang diambil oleh wisatawan merupakan salah satu tolak ukur keberhasilan suatu wisata dalam menyampaikan informasi. Penelitian ini bertujuan untuk mengetahui pengaruh promotion mix, service quality dan kepuasan sebagai variabel intervening terhadap keputusan berkunjung Destinasi Seribu Rumah Gadang Solok Selatan.

Hasil penelitian ini menunjukkan hasil Uji t yaitu: a) promotion mix mempunyai pengaruh yang positif dan signifikan terhadap kepuasan. b) service quality mempunyai pengaruh yang positif dan signifikan terhadap kepuasan. c) promotion mix mempunyai pengaruh yang positif dan signifikan terhadap keputusan berkunjung d) service quality tidak berpengaruh terhadap keputusan berkunjung. e) kepuasan tidak berpengaruh terhadap keputusan berkunjung. Uji F terdapat pengaruh positif signifikan secara bersama-sama promotion mix , service quality, kepuasan terhadap keputusan berkunjung. Uji Determinasi (R^2) terdapat sumbangan variabel Persamaan I variabel independen promotion mix, service quality terhadap variabel dependen kepuasan sebesar 56,1% sedangkan sisanya dipengaruhi variabel lain. Sedangkan sumbangan Persamaan II variabel independen promotion mix , service quality dan kepuasan terhadap variabel dependen keputusan berkunjung sebesar 52,6% sedangkan sisanya di pengaruhi oleh variabel lain.

Kata Kunci : promotion mix, service quality,kepuasan dan keputusan berkunjung

ABSTRACT

Visiting decision taken by tourists are one of the benchmarks for a tour to be successful or not in conveying information. This study aims to determine the effect of the promotion mix, service quality and satisfaction as an intervening variable on the decision to visit destinasi wisata seribu rumah gadang solok selatan.

The results of this study indicate the results of the t test, namely: a) Mpromotion mix has a positive and significant effect on satisfaction. b) service quality has a positive and significant effect on satifiction. c) promotion mix has a positive and significant effect on visiting decisions. d)service quality does not affect the decision to visit. e) satisfaction does not affect the decision to visit. The F test shows a significant positive effect jointly with promotion mix,service quality, satisfaction with visiting decisions. The Determination Test (R2) shows the contribution of the variable Equation I, the independent variable promotion mix,service quality to the dependent variable of satisfaction by 56,1%, while the rest is influenced by other variables. While the contribution of Equation II to the independent variable promotion mix, service qualit and satisfaction to the dependent variable visiting decisions is 52,6% while the rest is influenced by other variables.

Keywords: Market Orientation, Entrepreneurial Orientation, Competitive Advantage and Innovation.