

ABSTRAK

Rahmadia Putra Wendi, 17101155310352, Jurusan Si-Manajemen, Tahun 2021, Pengaruh Lokasi, Promosi dan Fasilitas Terhadap Keputusan Berkunjung Wisatawan Di Objek Wisata Danau Kembar Kabupaten Solok. Dibawah bimbingan I bapak Dr. Yulismi, SE.MM. dan pembimbing II Ibuk Olandari Mulyani SE.MM

Penelitian ini bertujuan untuk mengetahui seberapa besar pembahasan Pengaruh Pengaruh Lokasi, Promosi dan Fasilitas Terhadap Keputusan Berkunjung Wisatawan Di Objek Wisata Danau Kembar Kabupaten Solok. Metode pengumpulan data melalui Kuesioner dan studi kepustakaan. Metode analisis yang digunakan adalah analisis regresi berganda. Hasil penelitian yang didapatkan berdasarkan uji parsial(uji t) diperoleh : (a) Terdapat Pengaruh Lokasi terhadap Keputusan Berkunjung (b) Tidak Terdapat Pengaruh Promosi terhadap Keputusan Berkunjung (c) Terdapat Pengaruh Fasilitas terhadap Keputusan Berkunjung (d) Terdapat Pengaruh Lokasi, Promosi dan Fasilitas Keputusan Berkunjung (e) hasil Koefisien Determinasi terdapat angka R^2 (R square) sebesar 0,86 atau 86 %, hal ini menunjukkan bahwa persentase kontribusi dari variabel independen terhadap variable dependen sebesar 0,86 atau 86 %. Sedangkan sisanya sebesar 0,14 atau 14 % dipengaruhi oleh variabel lain di luar penelitian

Akhirnya penulis menyarankan kepada Objek Wisata Danau Kembar Kabupaten Solok Dapat memaksimalkan Keputusan Berkunjung Melalui faktor-faktor yang mempengaruhinya.

Kata kunci :Lokasi, Promosi, Fasilitas, Keputusan Berkunjung

ABSTRACT

Rahmadia Putra Wendi, 17101155310352, Department of Management, Year 2021, Influence of Location, Promotion and Facilities on Tourist Visiting Decisions at the Twin Lakes Tourism Object, Solok Regency. Under the guidance of I Mr. Dr. Yulasmu, SE.MM. and supervisor II Ibu Olandari Mulyani SE.MM

This study aims to determine how big the discussion of the influence of the influence of location, promotion and facilities on the decision to visit tourists at the Twin Lakes Tourism Object, Solok Regency. Methods of collecting data through questionnaires and literature study. The analytical method used is multiple regression analysis. The results obtained based on the partial test (t test) obtained: (a) There is an influence of location on visiting decisions (b) There is no influence of promotion on visiting decisions (c) There is an influence of facilities on visiting decisions (d) There is an influence of location, promotion and Visiting Decision Facility (e) the results of the Coefficient of Determination have the number R² (R square) of 0.86 or 86%, this shows that the percentage contribution of the independent variable to the dependent variable is 0.86 or 86%. While the remaining 0.14 or 14% is influenced by other variables outside the study

Finally, the author suggests that the Twin Lakes Tourism Object, Solok Regency, can maximize the decision to visit through the factors that influence it.

Keywords: Location, Promotion, Facilities, Visiting Decision.