

ABSTRAK

Melisa Eka Putri, 17101155310493. Manajemen (2021), “Pengaruh Fasilitas Wisata Dan Harga Tiket Terhadap Minat Berkunjung Kembali Dengan Kepuasan Sebagai Variabel Intervening Pada Objek Wisata Lawang Park’ dibawah bimbingan Bapak Emil salim, S.E., M.M dan Bapak Dorri Mitra Candana, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui Pengaruh Fasilitas Wisata Dan Harga Tiket Terhadap Minat Berkunjung Kembali Dengan kepuasan Sebagai Variabel Intervening Pada Objek Wisata lawang Park. Metode pengumpulan data melalui survey dan menyebarkan kuesioner, dengan sampel 100 responden. Metode analisis data yang digunakan adalah metode SEM berbasis *partial least square* (PLS).

Hasil penelitian yang didapatkan berdasarkan uji hipotesis: (a) terdapat pengaruh positif dan signifikan antara fasilitas wisata terhadap kepuasan. (b) terdapat pengaruh positif dan signifikan antara harga tiket terhadap kepuasan. (c) terdapat pengaruh positif namun tidak signifikan antara fasilitas wisata terhadap minat berkunjung kembali. (d) terdapat pengaruh positif namun tidak signifikan antara harga tiket terhadap minat berkunjung kembali. (e) terdapat pengaruh positif dan signifikan antara kepuasan terhadap minat berkunjung kembali. (f) terdapat pengaruh positif dan signifikan antara fasilitas wisata terhadap minat berkunjung kembali melalui kepuasan. (g) terdapat pengaruh positif dan signifikan antara harga tiket terhadap minat berkunjung kembali melalui kepuasan.

Nilai *R-Squared* konstruk minat berkunjung kembali sebesar 0.689 atau sebesar 68,9% dan kepuasan sebesar 0,446 atau sebesar 44,6% yang menggambarkan besarnya pengaruh yang diterimanya oleh konstruk minat berkunjung kembali dan kepuasan dari fasilitas wisata, harga tiket atau merupakan pengaruh secara simulatan fasilitas wisata, harga tiket, terhadap minat berkunjung kembali serta kepuasan ke Objek Wisata Lawang Park.

Akhirnya penulis menyarankan kepada Objek Wisata Puncak Lawang untuk dapat meningkatkan fasilitas wisata, harga tiket, kepuasan terhadap minat berkunjung kembali.

Kata kunci: fasilitas wisata, harga tiket, kepuasan, dan minat berkunjung kembali.

ABSTRACT

Melisa Eka Putri, 17101155310493. Management (2021), "The Influence of Tourism Facilities And Ticket Prices on The Interest of Visiting Again With Satisfaction As a Variable Intervening In Lawang Park Attractions' under the guidance of Mr. Emil salim, S.E., M.M and Mr. Dorri Mitra Candana, S.E., M.M.

This study aims to find out the influence of tourist facilities and ticket prices on the interest of visiting again with satisfaction as a variable intervening in tourist attractions lawang Park. Data collection method through survey and disseminate questionnaire, with a sample of 100 respondents. Data analysis method used is SEM method based on partial least square (PLS).

The results of the research obtained based on hypothesis test: (a) there is a positive and significant influence between tourist facilities on satisfaction. (b) there is a positive and significant influence between ticket prices and satisfaction. (c) there is a positive but insignificant influence among tourist facilities on the interest of visiting again. (d) there is a positive but insignificant influence between ticket prices and the interest in returning. (e) there is a positive and significant influence between satisfaction with the interest in visiting again. (f) there is a positive and significant influence among tourist facilities on the interest of visiting again through satisfaction. (g) there is a positive and significant influence between ticket prices and the interest in returning through satisfaction.

The R-Squared value of the construction of the return interest was 0.689 or 68.9% and satisfaction of 0.446 or 44.6% which illustrates the amount of influence it receives by the construction of the interest in visiting again and the satisfaction of tourist facilities, ticket prices or is the influence simulatan tourist facilities, ticket prices, on the interest of returning and satisfaction to the Lawang Park Tourism Object.

Finally, the author suggested to Puncak Lawang Tourism Object to be able to improve tourist facilities, ticket prices, satisfaction with the interest in visiting again.

Keywords: tourist facilities, ticket prices, satisfaction, and interest in visiting again.