

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh *Destination Image*, Fasilitas Dan Harga Terhadap Keputusan Berkunjung Pada Objek Wisata Lembah Harau Kabupaten Lima Puluh Kota. Metode analisis data menggunakan kuesioner, dengan sampel 100 responden. Metode analisis data yang digunakan adalah analisis regresi linear berganda.

Berdasarkan hasil penelitian menunjukkan bahwa *Destination Image*, Fasilitas Dan Harga berpengaruh positif dan signifikan Terhadap Keputusan Berkunjung. Kontribusi variabel *Destination Image*, Fasilitas Dan Harga berpengaruh sebesar 60,5% sedangkan sisanya sebesar 39,5% dipengaruhi oleh variabel lain diluar penelitian ini.

Berdasarkan hasil penelitian ini diharapkan Manajemen Perusahaan dapat meningkatkan Keputusan Berkunjung dengan meningkatkan *Destination Image*, Fasilitas Dan Harga Pada Objek Wisata Lembah Harau Kabupaten Lima Puluh Kota melalui masing-masing indikator.

**Kata Kunci:** *Destination Image*, Fasilitas, Harga Dan Keputusan Berkunjung

## ABSTRACT

*The purpose of this study was to determine how much influence the Work Environment, Work Discipline, Work Loyalty and Work Motivation on Employee Performance at PT. Incasi Raya Padang City. Methods of data analysis using a questionnaire, with a sample of 70 respondents. The data analysis method used is multiple linear regression analysis.*

*Based on the results of the study indicate that the work environment, work discipline, work loyalty and work motivation have a positive and significant effect on employee performance. The contribution of the variables of Work Environment, Work Discipline, Work Loyalty and Work Motivation has an effect of 79.5% while the remaining 20.5% is influenced by other variables outside of this study.*

*Based on the results of this study, it is expected that the company's management can improve employee performance by improving the work environment, work discipline, work loyalty and work motivation at PT. Incasi Raya Padang City through each indicator.*

***Keywords: Work Environment, Work Discipline, Work Loyalty, Work Motivation and Employee Performance***