ABSTRAK

Juwita Nur Endah, 17191155310440. Manajemen (2021), "Pengaruh Persepsi Harga, Fasilitas Dan *Word Of Mouth* Terhadap Keputusan Berkunjung Ke Objek Wisata Puncak Lawang" dibawah bimbingan Bapak Dr. Yulasmi, S.E., M.M dan Bapak M. Afuan, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui Pengaruh Persepsi Harga, Fasilitas Dan *Word Of Mouth* Terhadap Keputusan Berkunjung Ke Objek Wisata Puncak Lawang. Metode pengumpulan data melalui survey dan menyebarkan kuesioner, dengan sampel 100 responden. Metode analisis data yang digunakan adalah metode SEM berbasis *partial least squeare* (PLS).

Hasil penelitian yang didapatkan berdasarkan uji hipotesis: (a) terdapat pengaruh positif dan signifikan antara persepsi harga terhadap keputusan berkunjung. (b) terdapat pengaruh positif dan signifikan antara fasilitas terhadap keputusan berkunjung. (c) terdapat pengaruh positif dan signifikan antara *word of mouth* terhadap keputusan berkunjung. Dan berdasarkan *R-Squared* nilainya adalah 0,609. Hal ini menunjukkan bahwa besarnya persentase konstruk variabel persepsi harga, fasilitas, dan *word of mouth* terhadap variabel keputusan berkunjung adalah sebesar 60.9% sisanya dipengaruhi oleh variabel lain di luar penelitian ini.

Akhirnya penulis menyarankan kepada Objek Wisata Puncak Lawang untuk dapat meningkatkan persepsi harga, fasilitas, dan *word of mouth* terhadap variabel keputusan berkunjung.

Kata kunci: persepsi harga, fasilitas, *word of mouth*, dan keputusan berkunjung.

ABSTRACT

Juwita Nur Endah, 17101155310440. Management (2021), " The Effect of Perceptions of Price, Facilities and Word of Mouth on the Decision to Visit to the Puncak Lawang Tourism Object "under the guidance of Mr. Dr. Yulasmi, S.E., M.M and Mr. M. Afuan, S.E., M.M.

This study aims to determine the effect of price perceptions, facilities and word of mouth on the decision to visit Puncak Lawang tourism object. Methods of data collection through surveys and distributing questionnaires, with a sample of 100 respondents. The data analysis method used is the SEM method based on partial least squeare (PLS).

The results obtained are based on hypothesis testing: (a) there is a positive and significant influence between price perceptions on the decision to visit. (b) there is a positive and significant influence between facilities on visiting decisions. (c) there is a positive and significant influence between word of mouth on visiting decisions. And based on R-Squared the value is 0.609. This shows that the large percentage of the construct variable perceptions of price, facilities, and word of mouth on the visiting decision variable is 60.9%, the rest is influenced by other variables outside of this study.

Finally, the authors suggest the Puncak Lawang Tourism Object to be able to increase the perception of prices, facilities, and word of mouth on visiting decision variables.

Keywords: price perception, facilities, word of mouth, and visiting decisions